



February 14, 2019

I begin my report, let me take a moment to welcome our two new trustees — Edward Plawecki and Todd Anson — to this February board meeting as they officially begin their eight-year terms. Following each board member before them, Trustees Plawecki and Anson have been appointed by Michigan's governor, in accordance with our state institution. Each trustee serves a high-level role in guiding the future of Central Michigan University and in upholding our academic rigor, relevance and excellence. The questions you ask, the expectations you set and measure, and the counsel you provide will advance the careers and lives not only of today's students, but of those for generations to come.

Trustee Plawecki, of Plymouth, is general counsel and director of government relations at [UHY Advisors MI Inc.](#), a national professional accounting services firm. Trustee Anson, of Charlevoix, is a lawyer, entrepreneur and venture capital investor who serves as a managing member of One Pacific Sports. He also co-founded the commercial development company, Cisterra Partners. Both of our new trustees are CMU alumni.

Because of weather challenges, both are participating in this week's meetings by phone. Since their terms began on Jan. 1, both have already been very active and engaged trustees. I look forward to working with you in the years ahead.

The President's Report to the Board of Trustees is a time reserved for me, as president, to communicate important issues that impact our university to the Board of Trustees and to our university community.

One of the most important aspects of our university is the environment in which our students, faculty and staff learn, work and live. The foundation of this environment is based on our core values of integrity, respect, compassion, inclusiveness, social responsibility, excellence and innovation.

Yesterday, I was made aware of a social media post, related to an event in one of our residential halls, by one of our students. This post was harmful and not in line with our core values of respect, inclusiveness and social responsibility. While I am extremely appreciative of his immediate apology following the post, we as a community of scholars, leaders and civic-minded individuals, must be more attuned and aware of how words and actions affect and impact, intentionally and unintentionally, the well-being of other

members within our community. As a community, we will not condone or tolerate words, events and actions based on racism, hatred, misogyny, transphobia or bias against a person's gender, sexual orientation or identity. We must be emotionally aware, socially and intellectually awake, to these issues in order to prevent such occurrences.

Yesterday, during the Student-Liaison Committee meeting, I was moved by the leadership and compassion — two very important core values of our community — by three students, Ambrean Ford, DaeSean Ashby and Callie Hutcheson, as they discussed their roles as inclusion assistants, and by the comments from Australyah Coleman, president of the CMU Student Chapter of the NAACP. Our inclusion assistants — leaders in our residence halls — talked about how they have a philosophy of “supporting, educating and connecting” members of our community from all backgrounds to understand the “why and the how” of racially based biases and incidents. They also discussed how they work to bring people together, to interact and to gain from the richness of embracing our differences. Their efforts are essential and critical in our pursuit of excellence, innovation and integrity.

We, as a community, have made gains in our diversity and inclusion efforts. However, this social media post, and the event surrounding it, demonstrate that we have further work to do. I am committed to this work — this hard work — as it is the right thing to do.

Members of the Board of Trustees, and all members of our community, know that we do not take these incidents in a passing manner. They directly impact each of us. Members of the residential hall staff, Office of Civil Rights and Institutional Equity and Vice President and Chief Diversity Officer A.T. Miller are following up on this situation and addressing the appropriateness of the associated event itself.

More importantly, we are an educational institution, and we must follow the leadership of the students I mentioned earlier. We must understand the “why and how” to learn and apply and convert this knowledge into action in our continuous pursuit to prevent further actions. In this way, we will ensure all members of our community have the foundation and support to reach their full potential.

Enrollment Update

Moving to another important issue, I would like to provide an update on our enrollment efforts.

Provost Michael Gealt and Steven Johnson, vice president for enrollment and student services, joined the Academic and Student Affairs Committee meeting yesterday for a robust discussion of enrollment-related challenges and strategies for moving forward, which will be discussed later in today's meeting.

Last Friday, I distributed a written enrollment update among all faculty and staff. Much energy is being devoted across the university to issues related to recruitment and retention of students, as we begin a journey back to traditional enrollment levels between 22,000 and 25,000 students. I also appreciate the insights from the Trustees-Faculty Liaison Committee, specifically the comments from Dr. Brad Swanson, Dr. Melinda Kreth and Dr. Marco Fornari.

As I said in Friday's communication, our decade-old enrollment trend line and trajectory are a significant concern. They are a topic vital to all of us, and all of us have a role to play in restoring CMU's enrollment.

The responses I'm receiving from faculty, staff, students and alumni show outstanding dedication, spirit and vision. I have received nearly 50 responses, and yes, I will respond to each one. I am confident that we will improve and invigorate our recruitment efforts. We will engage and support students to further raise their retention rate, even though it already exceeds national averages. We are striving for excellence. We will expand our outreach, especially in metro Detroit, Grand Rapids, Chicago and other select out-of-state and international target markets.

We will continue to accelerate quality throughout our academic programs, investing in those of high demand and that showcase Central Michigan University's excellence, leadership and positive impact on students' careers and lives. We will increase collaboration across departments and colleges to address the needs of our state and world. We also will add programs that are in high demand among students, parents and employers.

The road will not be easy. Recovery from a decade of decline will not come overnight. Yet, it is clear to me that our campus and community are prepared to engage in the quest to achieve the full potential of Central Michigan University.

I thank the Board of Trustees for its engagement and diligence in setting an overarching direction and holding us accountable for the delivery of results. I thank the deans and faculty for contributing to our enrollment efforts and to the learning and growth of every student. I thank staff members in service units across the university for the intensive work that is underway on our student recruitment and retention processes. These collective efforts and commitment mean we will reclaim our historic position in the market place as we deliver extraordinary education that develops technical expertise, character, leadership traits and lifelong intellectual curiosity.

Senior Leader Search Processes

We have three searches underway for key leadership positions across the university.

1. A 16-member committee has begun its nationwide search for a new provost and executive vice president, working with consulting firm Witt/Kieffer. The committee is led by Janet Hethorn, dean of the College of the Arts and Media, and Richard Rothaus, dean of the College of Liberal Arts and Social Sciences. Committee members have conducted campus forums to gather insights about desired qualities and experiences, posted the position profile, and are accepting and reviewing applications.

[A provost search website](#) serves to keep the campus updated and is a resource for individuals wishing to provide input to the committee.

2. The search for a dean of the College of Business Administration has been extended four weeks as we continue to search for the candidate who is an ideal leader for the college and university. This individual will expand and launch high-demand

academic programs, accelerate CBA's collaboration with other colleges and spearhead fundraising efforts with successful business alumni. Ian Davison, interim senior vice provost for academic affairs, has assumed the role of committee chair, taking over for Bob Martin, vice president for advancement.

3. A nine-member search committee that will identify finalists to be CMU's new chief of police will have its first meeting soon. Jonathan Webb, associate vice president for facilities management, will lead the committee.

I anticipate all three searches will wrap up this semester or summer.

ERPSim Competition/SAP Next Gen Lab

Today is one of those hallmark days at Central Michigan University — not just because we have a board meeting — but because about 200 students on 80 teams are battling it out in our annual ERPSim competition.

ERP stands for enterprise resource planning. Our competition mimics real-life, real-time business challenges using [SAP software](#) (short for systems, applications and products in data processing). SAP is the world's largest enterprise application software provider, and its software is used by companies and organizations worldwide to integrate accounting, purchasing, production, human resources and other business functions.

CMU faculty members Steve Tracy and Denise McBride have been working with students for months, often at night and on weekends, helping them build strategies and improve their SAP proficiency. Corporate mentors drive in or Skype in to many of these sessions, joining faculty in this tremendous, personalized investment in our students and their careers.

The teams in today's competition have mentors on site from more than 30 corporations such as 3M, Accenture, Blue Cross Blue Shield of Michigan, Caterpillar, Collins Aerospace, Consumers Energy, Dow Chemical, Eli Lilly, EY, Ford, Harley Davidson, PricewaterhouseCoopers, Steelcase, Stryker and Textron. Many other companies will join the mentors on site today, all watching students interact, identify approaches and implement solutions — watching them work in teams and act as leaders.

Many of the corporate mentors and guests today will offer our students internships and jobs on the spot.

One of my favorite ERPSim stories from years past is of a team that messed up early in the competition. While they had no chance of winning, the team members dove in without hesitation, rescuing their simulated company from complete failure. Their innovation, determination and smart, unwavering stamina meant job offers for each of them that afternoon. The ERPSim competition perfectly captures the power of all that it means to have a Central Michigan University education.

It is significant that CMU recently was chosen by software giant SAP to serve as one of their NextGen Labs, providing national leadership in areas such as industrial innovation, infrastructure and business information systems education.

Through the lab, CMU faculty and students from three departments — [business information systems](#), [computer science](#), and [engineering and technology](#) — will share best practices for teaching SAP skills and developing curricula other universities will use. Yes, other universities are copying us.

They also will partner with business and industry leaders to work on projects that address [United Nations Sustainable Development Goals](#). Our faculty and students will focus specifically on goals for [quality education](#); [gender equality](#); and [industry, innovation and infrastructure](#). The project will connect CMU with educational institutions in more than 100 countries, as well as with SAP innovation centers and thousands of its partner companies.

It should come as no surprise that more CMU students and recent alumni complete their SAP TERP10 certification than do those from any other American university. We have more people certified than from the next five universities combined.

What's more, a team of CMU students last year placed [second in the world in the international ERPsim competition](#), beating previous champions from countries such as China and Indonesia. CMU was the only U.S. team in the final round of competition.

With achievements like that, there's no doubt we have to say, "Fire Up Chips!"

Recognitions

It is now my pleasure to offer a few recognitions.

Dr. Carl Lee has received the 2019 Deborah and Franklin Tepper Haimo Award for Distinguished College or University Teaching from the Mathematical Association of America. Each year, the MAA honors at most three college or university teachers with this award who have been widely recognized as extraordinarily successful and whose teaching effectiveness has been shown to have had influence beyond their own institutions. Dr. Lee, thank you for being here with us today. Congratulations on your award and thank you for your high-quality teaching that benefits CMU students.

In early January, eight CMU University Theatre students and two faculty mentor/chaperones competed and participated in the Kennedy Center American College Theatre Region III Festival in Madison, Wisconsin.

Several CMU students and faculty members were honored with Kennedy Center American College Theatre Festival Certificates of Merit for their work in CMU University Theatre productions over the past year. Thank you to all of the talented students and faculty members who represented CMU at this festival and to Department of Theatre and Dance Chair Steve Berglund for sharing this information with me. We are joined today by several of the students and faculty who were honored:

Adrienne Harig, CMU theatre student, received the Society of Properties Artisan Management Award and Honorable Mention (runner-up) for the Allied Design and Technologies Award for her work on the Dragon Puppet for the CMU University Theatre production of "Shrek the Musical."

Emily Mick was selected as a finalist in the Stage Management Fellowship competition for her stage management work on "Shakuntala." This is the second year in a row that Emily has been a finalist for her work.

Lillian Broad and Rebecca Rose Mims were awarded Kennedy Center American College Theatre Festival Region III Certificates of Merit for Excellence in Music Composition for their work on the production of "Shakuntala."

Lindsey Chidester and Trinity Novak were awarded Certificates of Merit for Excellence in Stage Management for their work on the production of "Shrek the Musical."

Savannah Morris was awarded a Certificate of Merit for Excellence in Make-Up Design for her work on "Shrek the Musical."

Theatre and Dance Scenic and Lighting Design faculty member **Paul Collins** was awarded a Certificate of Merit for Excellence in Scenic and Lighting Design for University Theatre's production of "Fool for Love."

Theatre and Dance Costume and Make-Up Design faculty member **Ann Dasen's** costumes from University Theatre's production of "Shrek the Musical" were selected to be presented in the Costume Parade during the Opening Night Keynote Address at the Regional Festival. Ann was one of seven designers selected to present their costumes from the five-state region.

Chair Keith, that concludes my report.