



December 5, 2019

Thank you, Chair Keith. Good morning, trustees, faculty, staff, students and guests.

We start today by welcoming our new vice president for university communications and chief marketing officer, **John Veillieux**, who officially begins his role Jan. 8.

Veilleux is well-respected in higher education as a seasoned innovative marketing professional. He currently serves as vice president for marketing and communications and enrollment at Texas Wesleyan University. Prior to joining Texas Wesleyan, he served as associate vice president for communications and community relations at Indiana University of Pennsylvania.

I'm excited to have John join Central Michigan University to lead our communications and marketing efforts.

Thank you to Director of Communications Heather Smith for her dedicated service and leadership as interim associate vice president for university communications during this transition.

As we bring our fall semester to a close, I commend the nearly 3,000 Central Michigan University Chippewas who will receive their diplomas next week.

This is a tremendous achievement, and I look forward to shaking hands with each and every one of you as you become CMU alumni!

What a busy and productive semester it has been. In September, I presented to you an outline of our new strategic envisioning process, which I am proud to say has taken shape over the past few months.

I have discussed the five proposed strategic pathways with several groups on campus, including college deans, academic senate and our senior leadership team. They asked tough questions and provided outstanding opportunities for us to consider.

These discussions led to five pathways that will drive our strategic envisioning process over the next several months, as we prepare ourselves to become the university we wish to be in 2030.

Joe Garrison, director of budgets and planning, and Luis Perez-Batres, chair of our management department and a current presidential fellow, have agreed to facilitate the strategic envisioning planning process.

Together, we have identified two individuals to convene planning groups around each strategic pathway. These individuals — as well as a planning process and timeline — will be communicated to our campus community before the holiday break.

Enrollment continues to be a key priority for me and our entire university. While enrollment is down this fall, as predicted, I am happy to report that the past few months have been successful in creating powerful momentum for the calendar year ahead.

CMU is already seeing a significant increase in applications and students admitted for fall 2020, compared to fall 2019. Faculty and staff throughout the university are working tirelessly to ensure this upward trend continues. This includes increases in all but one county in Michigan.

We are changing the way we are communicating with prospective students and making major investments in key areas and implementing new strategies to turn our enrollment trend around. These include:

- A renewed focus on recruiting in metropolitan Detroit and Grand Rapids.
- Growing Central's reach and relevance in Indiana, Illinois, Ohio and Wisconsin and increasing international recruitment and enrollment.
- Leveraging Central's position as a leader in online and distance education programs.

Investments in admissions also include adding new staff focused specifically on community college relations, transfer services and out-of-state recruitment efforts.

We also must continue to address declining enrollment. We have invested heavily in programs such as advising, counseling, student success coaches and student health services.

In addition, Central's academic advising will become mandatory for all students. All new first-year students must complete at least two meetings with their assigned academic advisor each year and will receive more frequent digital check-ins.

I am energized by our university's continued focus on educating future health professionals to meet needs in Michigan and beyond.

Doors opened this week on our new Center for Integrated Health Studies and classes begin in January. This 55,000-square-foot, \$26 million Health Professions Building expansion will empower students from multiple high-demand fields of study to learn and practice together in flexible state-of-the-art facilities. This interdisciplinary learning is a national best practice and key to obtaining the best possible health outcomes for patients.

On our agenda today are proposals to consider a pediatrics discipline in our College of Medicine, an advancement that goes hand-in-hand with a new five-year medical affiliation agreement with University Pediatricians. This new discipline — and enhanced partnership

— will advance not only our future doctors' focus on pediatrics but also faculty research in this area.

Trustees, over the past couple of weeks, student food insecurity has become an increased area of focus for many in our campus community.

We know that as many as 30% of CMU students struggle with food insecurity. We also firmly believe that no CMU student should ever go hungry. We are fortunate to have passionate student leaders and supportive staff who are working collaboratively to achieve just such a future for our university.

Several months ago, students and staff from CMU's Financial Wellness Collaborative and CMU Student Food Pantry formed a Food Insecurity Committee to address the growing challenge of hunger on our campus.

Some of you may remember that members of the Student Liaison Committee shared the idea of a meal swipe donation program at the September Board of Trustees' meeting. This committee had been working with members of the Residence Housing Association on several programs to confront student hunger.

Then, just recently, other students launched a petition online asking CMU to begin a food swipe donation program. Last week I met with the student leaders who launched the petition and who had taken an active role in the conversation on social media.

I'm pleased to report that, together, we reached a better understanding of the complex issue of student food insecurity at CMU. We are pleased to announce that the university will move forward with several new programs to assist students, including two that will launch in January:

- A "food swipe bank," supported initially by unused guest swipes. These meal swipes, which can be used at any of the university's residential restaurants, will be given to students who need additional meals by crediting them to their campus ID card.
- A \$1 meal option at the Down Under Food Court. These meals will take advantage of food not purchased during the day, which will be packaged and sold for \$1.

I want to acknowledge and thank the students and staff who have worked daily to seek new ways to serve our students. Your passion and dedication are an inspiration to all of us.

Now, I would like to note some important recognitions.

First is communication sciences and disorders faculty member **Katie Strong**. Dr. Strong recently was honored as an Aphasia Distinguished Scholar by the Tavistock Trust for Aphasia in recognition of her research and her mentoring of students.

Aphasia is the loss of ability to understand or express speech, caused by brain damage such as after a stroke. Dr. Strong helps stroke patients regain speech through repeating words that are tied to their lives before stroke and after. She calls the method "My Story."

Dr. Strong is expanding on her method by introducing music, with the help of a research grant from CMU.

Congratulations, Dr. Strong!

Hannah Bartol, a senior and health administration major, received the National Indian Health Board's Health Policy Fellowship for 2020-21.

The fellows are a diverse group of talented young Native Americans dedicated to making a difference in their communities. They work with tribal leadership to identify a priority health issue. Then, with the support of program mentors, they learn how to analyze policy in their issue area, make recommendations and advocate for change.

Hannah, who is from the Hannahville Indian Community near Escanaba, Michigan, will travel to Washington, D.C., to collaborate with advocacy organizations, congressional leaders and constituents related to Native American health care.

Congratulations, Hannah, on this outstanding honor. I am proud of your work; you will represent CMU well!

Next, CMU's undergraduate recreation and event management program was recognized as the best in the world when it received the International Festivals and Events Association's Gold Pinnacle Award this fall. Recreation faculty members **Tim Otteman** and **Lori Irwin** are joining us today to represent the program.

The program, which prepares graduates for careers organizing festivals, conferences, performances and other special events throughout the U.S. and abroad, was evaluated on its:

- Number of staff and student-to-staff ratio.
- Number of students enrolled and graduated.
- Cost of tuition and financial assistance offered.
- Alumni success.
- Practical event experience required by the program.

Congratulations to the recreation, parks and leisure services administration department for this honor.

CMU human resources management students **Alex Heaney and Mitchell Woolley**, both seniors, and **Rob Erwin**, a junior, placed first at the HR Student Games during the Michigan Society for Human Resource Management State Conference in October.

They competed against seven other teams from Michigan universities.

The competition enables team members to leverage their course knowledge in answering questions. During the competition, structured like a quiz show, each team must think quickly and apply ethical decision-making to answer each question.

Congratulations to each of you on this outstanding honor.

Rebecca Dingus and Jeffrey Hoyle, marketing and professional sales faculty members, received the 2019 Teaching Innovation in Sales Education Award from the University Sales Center Alliance.

The two faculty members received the award at the National Conference in Sales Management earlier this fall.

Congratulations on this award, Rebecca and Jeffrey, and thank you for all you do for our students.

Psychology professor **Debra Poole**, who received a lifetime achievement award at the 23rd annual Governor's Task Force on Child Abuse and Neglect Summit.

Dr. Poole, who has taught at CMU since 1987, is an expert in the social policy implications of basic research in language and cognitive development whose primary research focuses on children's eyewitness testimony and forensic interviewing of children. Her research has been funded by grants from both the National Institute of Mental Health and the National Science Foundation.

In addition to conducting studies to evaluate interviewing techniques, Dr. Poole works with policy groups to draft interviewing guidelines and frequently presents to professionals in child protective services, law enforcement and other fields.

Dr. Poole, your work is clearly making a difference. Congratulations on this well-deserved recognition.

I'd also like to recognize fashion, interior design and merchandising faculty member **Michael Mamp**. Dr. Mamp was recently awarded a Teaching Excellence Award by the International Textile and Apparel Association.

The award recognizes Dr. Mamp, a CMU alum, for his leadership in undergraduate and graduate education. Mamp received the award at the association's annual meeting in Las Vegas, Nevada, in October.

Dr. Mamp's courses at CMU include Advanced Visual Merchandising; Fashion Illustration; and Queer Fashion, a course that Mamp developed and launched last year.

Congratulations, Dr. Mamp!

Earlier this semester, CMU joined Aspire: The National Alliance for Inclusive & Diverse STEM Faculty to increase diversity in STEM faculty and adopt inclusive teaching practices. The movement is funded by the National Science Foundation.

A 2019 NSF analysis showed that underrepresented minority faculty occupied 9% of professorships in STEM fields at four-year institutions. Institutions participating in the alliance will assess their current recruitment, hiring and retention practices and implement action plans to drive change.

Thank you to Chief Diversity Officer A.T. Miller for his leadership in this effort and for the faculty who also have been — and will be — involved in driving change here at CMU.

To wrap up our recognitions this morning, I'd like to congratulate our University Communications team for receiving three district awards from the Council for Advancement and Support of Education. CASE showcases best practices in alumni relations, fundraising, advancement services, special events and communications.

The district includes institutions from the Great Lakes region — Michigan, Wisconsin, Illinois, Indiana, Ohio and Minnesota.

The team won awards for best annual report, excellence in speechwriting and best use of social media.

Congratulations to everyone on our University Communications team who played a role in these projects.

In closing, I'd like to wish everyone in the CMU community a very happy holiday season and good luck to our football team as they take on Miami of Ohio this weekend in the MAC Championship Game at Ford Field. Fire Up Chips!

Chair Keith, that concludes my report.