

MINUTES
Staff Senate
April 30, 2009
12-2pm M218

Departments represented: Academic Achievement Center, Admissions, Advancement, Architecture, Dean of Students, eLearning, Engineering Dean, Engineering Technology, Enrollment Services, First Year Programs, Humanities, Information Technology, Leadership, Library, Management, Marketing, Media Services, President's Office

The first guest speaker, Lisa Kujawa, Assistant Provost for Enrollment Management, gave an update on campus enrollment and recruiting:

- Two questions LTU employees should ask themselves are: “What can I do to help LTU gain new markets?” and “How do I get involved?”
- 90% of LTU attendees come from Michigan, 10% from other states
- Communication with prospective students is important; LTU communicates through social networking sites, such as e-mail, Zinch (a college search tool), and Facebook
- LTU communicates to pending students, accepted students, parents, high school counselors
- How do I get involved?
 - Believe in the mission of the Lawrence brothers
 - Know the value of LTU and share it with others
 - Be proactive in talking about LTU
 - Live and breathe the LTU experience
 - Mentor, inform present students

The second part of the program was presented by Howard Davis, Director of Corporate and Foundation Relations, and Dennis Howie, Associate VP for Advancement and Chief Development Officer. Key points of their talks were:

- The University Advancement exists to establish relationships with foundations, corporations and individuals for the purpose of obtaining financial gifts to the university
- The message to these entities must be accurate, imaginative and entertaining
- The most recent feasibility study polled donors for their input: How do you see LTU? What are the university's strengths? What are its weaknesses? Where do you perceive the university heading in the next few years?
- Financially, LTU's needs are about \$589,000,000 over the next 25 years
- University Advancement produces all campus publications (brochures, pamphlets, signs, ads, business cards, etc.) – nearly 600 publications exist as of 2008
- University Advancement includes the News Bureau (producing television, radio and website ads) and Media Services (producing the audio-visual needs of the university)
- “Success breeds success” – LTU has received several recent large grants and donations; donators usually specify that their money be used for certain areas (usually new building

construction and scholarships), which is why these gifts cannot be used for general operations, or to eliminate the current budget deficit

- Plans for the new Engineering building are in the works, with a projected cost of \$55,000,000
- Sharing the LTU experience with others builds “relationships, relationships, relationships” – University Advancement will put together the material to support your sharing
- The university will waive the admission fee of any applicant who presents an LTU employee-signed business card

The business portion of the meeting was opened. The Minutes of the February 18 Staff Senate meeting were read and approved.

Staff Recognition Committee chair Beth St. Thomas reported that Tammy Botzen of the Engineering Dean’s Office was selected as Staff Person of the Month for March.

Community Outreach Committee chair Ali Barnard reported that the “Give a Little Sunshine” toy collection will run until May 18. Boxes have been put out in several areas around campus for the collection of toys for Detroit Children’s Hospital.

Legislative Committee chair Cathy Phillips has the Staff Council election results and will send them out by e-mail to the entire staff.

The closed session discussion ensued for 30 minutes. Report is under a separate heading.

Submitted by Marilyn Hotaling
Staff Senate Secretary