

**Minutes of the Formal Meeting  
of the  
Oakland University Board of Trustees  
April 7, 2004**

**Present:** Chair Henry Baskin; Trustees Penny M. Crissman, David J. Doyle, David T. Fischer, Ann V. Nicholson, and Dennis K. Pawley

**Absent:** Trustees Dennis C. Muchmore and Rex E. Schlaybaugh, Jr.

**Also Present:** President Gary D. Russi; Vice Presidents Susan Goepp, Virinder K. Moudgil, Lynne C. Schaefer, and Mary Beth Snyder; General Counsel and Secretary to the Board of Trustees Victor A. Zambardi and Assistant Rhonda G. Saunders; and Student Liaisons Lenwood D. Compton and Rhonda R. Hanna

**I. Call to Order**

Chair Henry Baskin called the meeting to order at 2:03 p.m. in the Auditorium of Elliott Hall of Business and Information Technology.

**II. Roll Call**

Mr. Victor A. Zambardi, General Counsel and Secretary to the Board of Trustees, conducted a roll call. All of the board members were present except Trustees Dennis C. Muchmore and Rex E. Schlaybaugh, Jr.

**III. President's Report**

President Gary D. Russi reported the following information:

- Ms. Linda Schwartz and Mr. Robert Marshall were recognized as the December and January Employees of the Month respectively. Supervisory comments on each recipient were provided in video presentations.
- Dr. Virinder K. Moudgil, Vice President for Academic Affairs and Provost, recognized the accomplishments of Dr. Robert (Nan) K. Loh, Professor of Engineering and Director of the Center for Robotics and Advanced Automation, who joined Oakland University in 1978. As a devoted teacher, Dr. Loh developed and taught numerous graduate and undergraduate courses and laboratories. He also secured a number of major engineering and computer science educational grants from the Michigan automotive industry, including

\$1,250,000 from Ford Motor Company. As a researcher, Dr. Loh received funding from the National Science Foundation, Department of Defense, and Michigan automotive industry. He has assisted in \$9 million of grants awarded by the Research Excellence Fund, and was recipient of the 2003 Oakland University Research Excellence Award. Dr. Loh has represented Oakland University at national and international levels, enhancing its image and visibility. He was Senior Vice President of Engineering of China Strategic Investment Limited, Chairman of the International Commerce Standing Committee of the Institute of Electrical and Electronics Engineers, and served on editorial boards of international technical journals. Dr. Loh was honored with three endowed or named professorships, including the Oakland University John F. Dodge Professor of Engineering; University of Cincinnati, Ohio, Mitchell P. Kartalia Professor of Engineering; and Nanyang Technological University, Singapore, Professor. Comments were provided on Dr. Loh in a video presentation by Dr. Pieter Frick, Dean of the School of Engineering and Computer Science.

- Dr. Moudgil also recognized the contributions of Dr. Dyanne M. Tracy, Professor of Education and Chair of the Teacher Development & Educational Studies, who is recognized and admired as a scholar, teacher and active patron in the community. Dr. Tracy is widely known as a gifted presenter on mathematics education, has authored over 35 publications and created numerous mathematics instructional materials for elementary school teachers, and was consultant to an instructional video that sold over 80,000 copies. Dr. Tracy received the Oakland University Teaching Excellence Award, and she was recognized as a Distinguished Faculty Member by the Michigan Association of Governing Boards and as Math Educator of the Year by the Detroit Area Council of Teachers of Mathematics. She serves on many academic and socio-cultural committees. As the first Chair of the Department of Teacher Development and Educational Studies, Dr. Tracy's leadership has been the foundation for programs serving over 1,400 students at Oakland University each semester. Comments were provided in a video presentation on Dr. Tracy by Dr. Mary Otto, Dean of the School of Education and Human Services.
- Dr. Russi announced that the Women's Ice Hockey Club is the 2004 Central Collegiate Women's Hockey Association champions, and the Men's Ice Hockey Club is the American College Hockey Association's Division II National Champions.
- Dr. Russi recognized and thanked Chair Henry Baskin for his gift to the University to provide full scholarships to children of single-parent households in financial need and to support the College of Arts and Sciences' Judaic Studies course. Chair Baskin stated his hope that the gift will encourage other gifts in the private sector. Chair Baskin commented that hopefully there will be a day when college will be accepted as an expression of our intent to educate our resources, from Kindergarten through college, at no cost to those students who choose to

participate. He noted that it is important that we focus on the fact that we need education to participate and compete in the global economy. Until that day, it is up to the private sector to help ease the burden on the students and their families.

#### **IV. Treasurer's Report**

Ms. Lynne C. Schaefer, Vice President for Finance and Administration, presented the following summary:

- The overall return for the second quarter ended December 31, 2003 was 1.79%, and 2.25% fiscal year-to-date. The major contributor to the positive return was the equity component of the pooled cash investments.
- The overall endowment investment return, managed by the Common Fund, was 10.1% for the second quarter ended December 31, 2003, and 14.1% fiscal year-to-date, outperforming the S&P 500 and Lehman Aggregate indexes.
- Overall, 48.3% of the total General Fund budget was expended or encumbered through the first half of the year, compared to 49.5% last year.
- The Financial Performance Review Committee, created to monitor and support financial reporting activities, continue their focus on four main areas: Auxiliary Enterprises, Grants and Contracts, Non-General Fund Balances, and the Oakland University Foundation operations.
- The Board previously approved a bond resolution to refund the 1995 bonds, and that process is currently on hold pending a final decision on other University capital projects. The market remains very favorable for this transaction.

Chair Baskin asked why the Lowry Early Childhood Center operated at a loss, and Dean Otto explained that the expense of opening more classrooms in the new facility increased the cost. However, plans have been developed, such as an expanded summer program, to overcome that shortfall next year.

#### **V. Meadow Brook Theatre Ensemble Status Report**

Dr. Moudgil stated that both the Meadow Brook Theatre Ensemble (MBTE) and the Department of Music, Theatre and Dance (MTD) continue to redefine their relationship. New areas of cooperation and future planning have brought many opportunities to current and former MTD students. He called on Dr. David Downing, Dean of the College of Arts and Sciences, to present a status report on this relationship.

Dr. Downing stated that the results for the first nine months of the relationship have significantly exceeded very high expectations. He noted the following achievements:

- Five faculty members and two staff members directly participated in MBTE productions.
- Seven current or former students appeared on the stage for MBTE productions.
- Fifteen students worked backstage during those productions.
- Nine students assisted with run-of-house activities.
- Five alumni are employed by the MBTE.
- Three MBTE members taught MTD courses.

Dr. Downing concluded that all of those activities, plus a number of other interactions as detailed in the report, serve to strengthen the University's academic mission and provide valuable opportunities for students and faculty.

Ms. Schaefer then presented an overview of the MBTE finances, noting that as of February 9, 2004, the University had received over \$31,000 from the MBTE, and MBTE has been very prompt with their payments. Ms. Schaefer noted that the Board materials include information on utilities and facilities work.

Chair Baskin congratulated MBTE for turning the Meadow Brook Theatre operation around and successfully combining students into the program. He asked if a MBTE representative was present to comment, and Mr. Thomas A. Aston, Coordinator of Departmental Activities for MTD and MBTE Board Member, stated that the MBTE Board is very pleased with the progress to date.

Ms. Rhonda Hanna, Student Liaison, supported MBTE's future plans to offer students a prominent role in MBTE productions and linking them with professional mentors.

#### **VI. Public School Academies Seventh Annual Report**

Dr. Moudgil called on Dr. Otto to present the Public School Academies Seventh Annual Report.

Dr. Otto reported that Dr. Dawn Pickard, Associate Dean, and Ms. Shannon Spann, Associate Director of Public School Academies (PSA), are developing new programs with the assistance of two new temporary staff members and a faculty committee based on the following primary areas of focus:

- Responding to the No Child Left Behind Act (NCLB), which is an unfunded mandate. A \$2 million grant application was submitted to achieve the NCLB standards.

- Providing supplemental training to the chief financial officers of the PSAs and their board members. Continuing to provide oversight of the boards, PSAs, and teachers.
- Establishing a Partnership Innovation Leadership and Opportunity Training (PILOT) working group to connect faculty expertise on campus with PSA needs.

In conclusion, Dr. Otto stated that the PSA Office overall goals are to respond to MEAP issues, school improvements, annual progress, and NCLB standards.

Trustee Ann V. Nicholson asked if the PSAs have any particular ongoing problems. Dr. Otto replied that they are generally unique to the respective PSA environment or geography. She noted that one issue that the PSA office continuously addresses is PSA teacher certification.

Trustee David T. Fischer asked how the one PSA's exchange program in Africa and Jamaica is funded, and if the University is comfortable that their practices are proper. Dr. Otto replied that those exchange programs are funded from the PSA's own resources with oversight from the PSA Office. She noted that the teachers, students, and parents are very well prepared for those programs, and the PSA Office is satisfied with the programs.

Trustee Fischer asked if the PSAs have the same opportunities as other Detroit charter schools. Dr. Otto responded that they do, and she also noted that she views the University's smaller PSA program and involvement as a positive measure that is much more interactive than those at other universities. In addition, the PSAs have increased the University's awareness of diversity issues.

Trustee Penny M. Crissman inquired about possible solutions to the low PSA MEAP scores. Dr. Otto replied that even though the MEAP report is rather dismal, as it is at other PSAs authorized by other universities, the University's PSAs are actually making progress in this area. She is hopeful that the PSAs will benefit from the attention to at-risk schools across the state. Trustee Crissman asked if the PSAs are teaching to the MEAP test as the public schools are, and Dr. Otto responded that, although that process has experienced some increases, she hopes the University faculty find other more creative solutions to influence the students' learning.

Chair Baskin asked for clarification on the NCLB mandate, specifically that students are to attain proficiency in reading and math within nine years; all limited English speaking students will become proficient in English; teachers will be highly qualified; students will be better educated in a drug-free environment; and all students will graduate from high school. Dr. Otto responded that, as with other public schools, PSAs have the responsibility to help non-English speaking students become proficient in English as well as maintain their first languages. She added that NCLB implementation is left to the states and if they do not implement these goals, the schools may lose their funding

or be fined. Dr. Otto explained that the funding is available to the states, and through the Higher Education Authorization Act and K-12 Authorization Act, the states authorize funding for schools each year. She added that she believes the goal that “all students will graduate” refers to those students who want to graduate but have a problem doing so in four years.

Mr. Lenwood Compton, Student Liaison, asked if the Annual Yearly Progress (AYP) Report poses a problem with PSAs and whether they would have to close if they are underperforming. Dr. Otto replied that it would be an issue for the University; however, the new system has six individual scores and one composite score, and the PSAs do not have complete scores at this time. Schools with low scores will have time to develop a compliance plan to improve their scores. Oakland University’s responsibility is to conduct oversight of the PSA boards to ensure that the administration and the boards have instituted those compliance steps. Mr. Compton also inquired about the PSA graduate rates, and Dr. Otto replied that they are higher than those at other public schools.

Trustee Dennis K. Pawley asked how much time the University spends with the PSA boards. Dean Otto replied that the PSA Office attends every board meeting of the eight PSAs at least once a month. Trustee Pawley asked if the PSA principals are responsible for developing remedial plans for low AYP ratings. Dr. Otto replied that they are responsible and the PSA Office monitors that progress. President Russi commented that Oakland University has been recognized by the state for its PSA diligence and oversight.

Chair Baskin thanked Dr. Otto for helping the Board to better understand the PSA process.

## **VII. Action Items**

### **A. Consent Agenda**

Chair Baskin presented the following recommendations:

#### **1. Approval of the Minutes of the Formal Meeting of February 4, 2004**

#### **2. Approval of University Personnel Actions**

##### **Faculty Promotions**

The faculty bargaining agreement requires that certain reviews for possible promotion be completed by April 15. The following recommendations are made by the President and Vice President for Academic Affairs and Provost.

Optional Promotions – Effective August 15, 2004:

Associate Professors with tenure considered for promotion to full Professor:

Abdel-Aty-Zohdy, Hoda S.	Electrical and Systems Engineering	Promote
Chaudhry, G. Rasul	Biology	Promote
Gordon, Sheldon R.	Biology	Promote
Jarski, Robert W.	Health Sciences	Promote
McEneaney, John E.	Reading and Language Arts	Promote
Orbuch, Terri L.	Sociology and Anthropology	Promote

Emeritus Appointments

Clatworthy, F. James, Professor Emeritus of Education, effective April 7, 2004.

Fish, William C., Professor Emeritus of Education, effective April 7, 2004.

Speer, Justine J., Professor Emerita of Nursing, effective August 14, 2003.

Change of Status

Didier, Elaine K., from Dean, University Library and Professor, University Library, to Professor, University Library (on administrative leave, with full pay, through August 14, 2004), effective April 10, 2004.

Olson, Ronald E., from Interim Vice Provost for Grants, Contracts and Sponsored Research and Professor of Health Behavioral Sciences, to Interim Vice Provost for Grants, Contracts and Sponsored Research and Professor of Health Sciences, effective August 15, 2003.

Wiggins, Jacqueline H., from Professor of Music to Professor of Music and Interim Chairperson, Department of Music, Theatre and Dance, effective January 20, 2004.

**3. Recommendation to Accept Gifts to Oakland University and the Oakland University Foundation for the Period of January 1 through February 29, 2004, and to Accept Grants and Contracts to Oakland University for the Period of January 1 through February 29, 2004**

(A copy of the gifts, grants and contracts is on file in the Board of Trustees Office.)

#### **4. Approval of Meadow Brook Subdivision Financing Guarantees**

(A copy of the Meadow Brook Subdivision Financing Guarantees is on file in the Board of Trustees Office.)

Trustee Nicholson, seconded by Trustee David J. Doyle, moved approval of the Consent Agenda. The motion was unanimously approved by those present.

#### **B. Approval of Appointment of Distinguished Professors**

Dr. Moudgil stated that in 1988, the Board of Trustees created the faculty rank of Distinguished Professor. Upon recommendation of the President and the Provost, the Board of Trustees may appoint individuals to the rank of Distinguished Professor for the duration of the individual's active service at Oakland, based on criteria for professorships set forth in the 1984 *Oakland University Tenure and Promotion Statement*. Dr. Moudgil added that a selection committee of peers recommended Dr. Michael Chopp, Professor of Physics, and Dr. Robert T. Eberwein, Professor of English, for approval to the Provost, who, in turn, indicated his recommendation to the President for the appointment of Distinguished Professors.

Dr. Moudgil made the following comments on Dr. Chopp:

- He is one of the world's most prominent medical physics specialists.
- Since joining Oakland University in 1976, he has produced over 300 research publications, which have been cited thousands of times in professional literature.
- More than 160 of his publications include Oakland University medical physics students as coauthors.
- His work has been supported by \$20 million in grant funding resulting in significant contributions in magnetic resonance imaging, the physics of stroke, photodynamic therapy, and brain cell repair and replacement.
- His research in specially equipped labs in the Neurology Department of Henry Ford Hospital developed into a partnership with Oakland University doctoral students.
- He has directed 10 doctoral dissertations in medical physics, with more in progress.
- He pioneered the concept of brain remodeling through the development of therapies to enhance and restore neurological function after injury, stroke,



or disease, recognized by the American Heart Association as one of the top ten medical advances of 2001.

- He developed methods for: making sub-ventricular cells visible to non-invasive imaging; using pharmacological agents to induce brain plasticity; discovering that delayed treatment of neural injury by trophic factors may provide therapeutic benefit; enhancing the function of thrombolytic agents to open clots after stroke; providing fundamental biophysical insight into why thrombolytic therapy has a three-hour therapeutic window; creating magnetic resonance technology used worldwide; identifying and measuring the role of nitric oxide in brain injury; and demonstrating profound effects of brain temperature on stroke and neural injury.

Dr. Moudgil then made the following comments on Dr. Eberwein:

- During his 35 years at Oakland University, he has established a national reputation in film studies; his students have attested to his excellence as a teacher; his colleagues have benefited from his dedicated mentoring, effective leadership, and extensive service; and he has profoundly influenced the development of Oakland University's academic environment and programs.
- He has become recognized for his contributions to cinema studies through his four books about film and film criticism, numerous scholarly articles and reviews, and regular participation in conferences of film scholars.
- He received the University's Teaching Excellence Award and has a reputation for high standards and tireless mentoring.
- He demands intellectual engagement, library research, and extensive writing in his courses, and students consistently rise to these challenges and flock to his classes.
- He helped develop the Concentration in Film Aesthetics and History committee.
- As chair of the English Department for nine years, he hired and nurtured through tenure and promotion about one-third of its current membership.
- His department colleagues hold him in very high esteem for the rigorous standards and humanistic values he has championed, for his long hours and dedicated mentoring, and for the collegial spirit he has inspired in practice and as a role model.

Dr. Moudgil presented the following recommendation for Board approval:

RESOLVED, that the Board of Trustees approves the appointment of the following Professors to the rank of Distinguished Professor upon the conditions set forth in the Board of Trustees November 16, 1988 Resolution:

New Appointments

Chopp, Michael, Distinguished Professor of Physics, effective August 15, 2004.

Eberwein, Robert T., Distinguished Professor of English, effective August 15, 2004.

Trustee Penny M. Crissman, seconded by Trustee Doyle, moved approval of the recommendation. The motion was unanimously approved by those present.

**C. Approval of Alfred G. and Matilda R. Wilson Awards and Human Relations Award**

Dr. Mary Beth Snyder, Vice President for Student Affairs, stated that the Alfred G. and Matilda R. Wilson Awards are presented annually to an Oakland University senior man and woman who have contributed as scholars, leaders, and responsible citizens to the Oakland University community. First awarded in 1965, these honors were designed by Mrs. Wilson and Mr. Durward Varner, Oakland's first Chancellor, to recognize students who have achieved academic excellence and made significant contributions to campus life and demonstrated interest in the social problems of this community and society in general. In addition, the Human Relations Award is presented annually to a graduating senior who has contributed significantly to the improvement of intergroup relations on campus. The award was established as an annual award on February 1, 1990, by President Joseph E. Champagne in recognition of the need to foster interracial understanding and harmony. Recipients must demonstrate commitment to social justice and multi-cultural understanding.

Dr. Snyder presented the following recommendations for Board approval:

**A Resolution of Commendation to Mr. Bradford Whitmer**

WHEREAS, Mr. Bradford Whitmer entered Oakland University as a freshman from Anchor Bay High School in New Baltimore, Michigan to pursue a major in Biology; and

WHEREAS, Mr. Whitmer demonstrated sound academic achievement as Executive Vice President of the Golden Key International Honour Society, as a

member of the Pre-Medical Society; served as a Biology Teacher Assistant, and served as tutor in the disciplines of Biology, Organic Chemistry and Anatomy; and

WHEREAS, Mr. Whitmer demonstrated leadership capabilities as a member of the Pre-Medical Society; served as a Troy Beaumont Oncology Hospice Volunteer; served as a Big Sisters/Big Brothers Volunteer; served as Meadowbrook Nursing Center Volunteer; and

WHEREAS, Mr. Whitmer has been selected as the 2004 recipient of the Alfred G. Wilson Award given annually to a graduating senior who has maintained high academic standards, who has demonstrated extraordinary leadership capabilities and involvement in the Oakland University community, and who has expressed social concern; now, therefore, be it

RESOLVED, that the Board of Trustees expresses its appreciation to Mr. Bradford Whitmer for his commitment to campus life at Oakland University; and, be it further

RESOLVED, that the Board of Trustees commends Mr. Bradford Whitmer for the quality of his leadership and extends to him its best wishes for continued success in all of his future endeavors.

#### **A Resolution of Commendation to Ms. Rhonda Hanna**

WHEREAS, Ms. Rhonda Hanna entered Oakland University as a freshman from Eisenhower High School in Shelby Township, Michigan to pursue dual majors in English and Philosophy; and

WHEREAS, Ms. Hanna demonstrated academic excellence as recipient of the Oakland University Trustee Academic Scholarship; served as president of the Golden Key International Honour Society; served as a member of the Pre-Law Society; and served as a member of the Sigma Tau Delta-English Honor Society; and

WHEREAS, Ms. Hanna demonstrated leadership capabilities as Board of Trustees Student Liaison; as a member of the Oakland University Student Government; as an Office of Multicultural Initiatives Peer Mentor and a Diversity Ambassador; and served as a French Tutor and Weekend of Champions-Oakland University Student Chair; and

WHEREAS, Ms. Hanna has been selected as the 2004 recipient of the Matilda R. Wilson Award given annually to a graduating senior who has maintained high academic standards, who has demonstrated extraordinary

leadership capabilities and involvement in the Oakland University community, and who has expressed social concern; now, therefore, be it

RESOLVED, that the Board of Trustees expresses its appreciation to Ms. Rhonda Hanna for her commitment to campus life at Oakland University; and, be it further

RESOLVED, that the Board of Trustees commends Ms. Rhonda Hanna for the quality of her leadership and extends to her its best wishes for continued success in all of her future endeavors.

**A Resolution of Commendation to Ms. Genafer Hintz**

WHEREAS, Ms. Genafer Hintz entered Oakland University as a nontraditional student from Brandon High School in Ortonville, Michigan in pursuit of a major in History and Secondary Education Certification; and

WHEREAS, Ms. Hintz demonstrated academic excellence as President of Pi Sigma Alpha Political Science Honor Society; as a member of the Golden Key International Honour Society; served as College Teaching Apprentice; and served as a member of the Meadow Brook Hall Focus Group; and

WHEREAS, Ms. Hintz demonstrated leadership capabilities as Inaugural President of the Future Alumni Network; served on the Oakland University Bookstore Committee; served on the Student Government Validation Committee; served on the Presidential Leadership Committee; and the Student Leadership Retreat and Leadership Oakland's 2003 Balanced Leadership Conference; and

WHEREAS, Ms. Hintz has been selected as the 2004 recipient of the Human Relations Award given annually to a graduating senior who has made an outstanding contribution to intergroup understanding and conflict resolution in the Oakland University community; now, therefore, be it

RESOLVED, that the Board of Trustees expresses its appreciation to Ms. Genafer Hintz for her commitment to campus life at Oakland University; and, be it further

RESOLVED, that the Board of Trustees commends Ms. Genafer Hintz for the quality of her leadership and extends to her its best wishes for continued success in all of her future endeavors.

Trustee Fischer, seconded by Trustee Crissman, moved approval of the recommendation. The motion was unanimously approved by those present.

**D. Approval of Authorization to Execute a Contract with Admin.701 to Implement Admissions Application Management Solution**

Dr. Moudgil reported that in meeting enrollment growth goals over the last five years, processing undergraduate and graduate applications has reached its capacity without an increase in staff or technical support. Currently, each of the admissions officers has unique obstacles that preclude optimum customer services to prospective students. As a result, Oakland University has identified Admin.701 as a solution to this problem. He noted that Admin.701 is a single-source company without peer in higher education admissions that offers a complete admissions document workflow solution. If adopted, the benefits to Oakland University would be unlimited processing capability; increased conversion ratios versus retention rates; improved efficiencies; institutional flexibility; enhanced customer services; cost containment; data integrity and security; and managed housing. He stated that Ms. Claire Rammel, Director of Graduate Study, and Mr. Peter Nancy, Interim Associate Vice President for Enrollment Management and Director of Admissions, worked on developing this proposal. He called on Mr. Nancy to address the proposal.

Mr. Nancy's presentation noted the following highlights:

- Admin.701 provides a cost-effective solution of application processing, document management, workflow, and data integrity by converting admissions-related paper to electronic format, based on Oakland University specifications, extracting the required data, and storing the entire student application in a retrievable electronic folder.
- Admin.701's unique data extraction significantly reduces data entry errors and eliminates lost or misfiled documents.
- The length of Oakland University's current admissions processing cycle puts the University outside the decision making window for many prospective students. The timing, content, and quality of applicant response are critical, and to treat admissions and financial aid as proactive recruitment functions, rather than passive service functions, the University must move beyond application processing and invest existing resources to reach those goals.
- Customer service is improved with a proprietary communication feature that keeps prospective students informed of the status of their admissions application, resulting in greater conversion of top students.
- Under the system, in addition to receiving applications and processing application fees, the Admissions Office will scan the application and related materials. Admin.701 will then enter the application data, verify the information, and in 48 hours the data will be available 24/7 in the Banner

student information system as an imaged and indexed file in the software system.

- Admin.701 guarantees 99.9% data accuracy.
- The system also provides key faculty with access to the applicant pool much earlier in the cycle, and it seamlessly allows the Admissions Office and campus decision makers to work faster and smarter.

Mr. Nancy explained the net investment Oakland University would have to make to contract Admin.701. He noted that the Offices of Undergraduate Admissions and Graduate Study have implemented strategies to minimize the impact on the budget, which include a proposal to increase the undergraduate application fee by \$5 and the graduate application fee by \$20, for a total of \$40 and \$50 respectively. In addition, a commitment has been made to reduce the percentage of fee waiver at the undergraduate level from a current rate of 35% to 5%. The elimination of the existing Embark contract will return \$11,000 in licensing fees and approximately \$60,000 annually in processing charges back to the University in the form of revenue. The estimated \$313,117 (FY05) in new and returned revenue will offset the estimated annual costs of \$340,227 (FY05) for Admin.701 implementation, leaving an estimated annual net cost to the University of \$26,911. As this contract will be a “pay as you go” agreement, the University risk is limited only to the number of applications processed and will not require a guaranteed minimum payout.

Trustee Nicholson asked if this project followed the bidding process, and Mr. Nancy replied that the normal purchasing process was followed.

Trustee Crissman asked if other universities are using this process, and Mr. Nancy responded that two other universities are currently using it – the University of New Orleans and the University of Louisiana at Lafayette. Trustee Crissman asked if any other company is producing a similar program, and Mr. Nancy stated that other companies produce part of this program relative to scanning software and processes. However, Admin.701 is unique in that it is the only company that provides the application processing function. Trustee Crissman commented that many new systems around the state that were supposed to have been “wonder workers” have ended up either not working or not integrating well. She asked if the University has assurances that Admin.701 is definitely going to be seamless and work with the University’s Banner system. Mr. Nancy replied that he is confident it will work with the Banner system because it will be presented in a “flat file format” that would be compatible with Banner. Trustee Crissman then asked if Admin.701 is a limited liability corporation and if Mr. Nancy knows who the principal parties are. Mr. Nancy responded that the 1 1/2 year old company is a limited liability corporation and that he does know the principal parties. Trustee Crissman also asked if anyone from the University or the administration has any interest in this company, and Mr. Nancy replied that neither the University nor any administrators have any interests in the company.

Trustee Doyle asked if the application process would change for the students. Mr. Nancy replied that it enables the University to communicate with prospective students within a matter of three days after the application is sent out to be processed versus the current processing period of 3 to 4 weeks for undergraduate applicants and 20 weeks for graduate applicants. Trustee Pawley noted that by that time, the recruitment window is closed, so speed is the advantage.

Mr. Nancy noted that the proposal also includes unlimited scanning for current graduate student records, and the eventual inclusion of current undergraduate student records. Trustee Doyle asked if the University explored the systems of other Michigan universities, and Mr. Nancy replied that, to his knowledge, they all do manual or scan loading of documents into their systems, and no one has outsourced the processing capability to another company. Ms. Rammel added that Admin.701 is capable of providing every applicant multiple e-mail correspondence at every interval of the process, including notification of what has been received and what is needed.

Trustee Fischer asked if this program would place Oakland University ahead of or equal to other universities. Mr. Nancy responded that the University would be far ahead of other universities, especially with the ability to respond to students within 3 to 4 days with an admissions decision. Trustee Fischer then requested a description of the system's security. Mr. Nancy stated that during a site visit at the Admin.701 New Orleans office, he noted that the system is housed in a physically secure, weather tight, facility where the University would have no problem having its databases stored.

Trustee Fischer asked for an explanation on the estimated increase of \$136,500 from the reduction in admissions fee waivers. Mr. Nancy stated that, in an effort to build the applicant pool, the admissions advisors, upon his approval, waive about 35% of the application fees during on-site admissions activities of needy high school students who have documentation from their counselors that they cannot afford the application fee. He explained that the proposal is to drop the waiver percentage to 5%, and with the addition of Admin.701 to increase the processing capacity, there would be an increase in the number of applicants processed. Trustee Fischer questioned the relationship between the change in this business practice and the Admin.701 purchase. Mr. Nancy responded that the waiver reduction is a means of creating the revenue necessary to make Admin.701 an affordable system for the University.

Chair Baskin expressed concern over the University not being able to guarantee the \$136,000 in revenue from the non-waivers. President Russi noted that once the "admit to enroll" conversion occurs, the amount of revenue coming into the University should be more than \$136,000. He explained that once students are admitted, they have to make a decision whether they ultimately come to this University, and a lot of those decisions are made in response to the University's ability to deal with them personally in a level that meets their demand.

Trustee Fischer asked for an explanation on the return of revenue of \$58,500 from Embark. Mr. Nancy explained that the Embark system is currently used for the University's on-line application service at an annual license fee of \$12,000 plus \$10 per application for using their e-commerce process. Admin.701, in its suite of services, also has an on-line application with the same capabilities as Embark. Chair Baskin asked if the University is currently under contract with Embark and whether it is terminable at will. Mr. Nancy replied that it is under contract and that the annual license is renewable on April 30<sup>th</sup>. The University also has the option to take the application off-line and replace it with Admin.701, which would save the bulk of the revenue. Chair Baskin asked if the University pays as it goes and if there is no contract that makes it mandatory to stay with Embark. Mr. Nancy replied that there is not. Chair Baskin asked Mr. Zambardi if that is correct, and Mr. Zambardi responded that he had never been asked to review the Embark agreement.

Chair Baskin asked about the personnel implications of the proposal, and Mr. Nancy replied that Admissions Office human resources will be redirected to perform conversion and yielding activities.

Trustee Fischer commented that he believes Admin.701 offers a competitive advantage to the University's admissions process. Trustee Pawley also commented that Admin.701 will give the University a chance at enriching the quality of admit students because of a faster response process. He questioned why this project was not proposed as part of a budget plan rather than in this manner where student fees are increased to help fund the project. Dr. Moudgil replied that the proposal was presented somewhat late in the process and the University wanted to conduct an internal check of the system, including its validity, security, and backup system, prior to recommending the system to the Board.

Chair Baskin reiterated his concern about the Board's fiscal responsibility to ensure that the full \$313,117 will be available to fund the project. He asked when the University would need to have the system in place, and Mr. Nancy replied July 1, 2004.

Trustee Nicholson commented that she is in favor of this proposal and that she believes the benefits outweigh the costs, and then asked if it is appropriate for the Board to be voting without a contract. Mr. Zambardi replied that the Board has done so in the past, and part of the resolution reflects that the General Counsel's Office has to review and approve the agreement consistent with University and Board policies.

Trustee Fischer suggested a friendly amendment to the resolution that the Board approve contracting for the Admin.701 system, subject to the review and approval of the General Counsel and confirmation by the Board Chairperson.



Trustee Fischer moved, seconded by Trustee Doyle, approval of the following recommendation as amended:

RESOLVED, that the Vice President for Finance and Administration be authorized to execute a contract with Admin.701 to implement the admissions application management solution; and, be it further

RESOLVED, that the President be authorized to raise the undergraduate application fee by \$5 and the graduate application fee by \$20, to offset the expense of migrating to the Admin.701 Admission Document Workflow Management System; and, be it further

RESOLVED, that the contract shall be reviewed and approved by the Office of the General Counsel prior to execution, shall be in compliance with the law and University policies and regulations, shall conform to the legal standards and policies of the Board of Trustees; and, be it further

RESOLVED, that the contract as approved by the General Counsel is subject to confirmation by the Board Chairperson before being effective.

The motion to amend the resolution was unanimously approved by those present. The underlying motion, as amended, was unanimously approved by those present.

#### **VIII. Discussion of June 2, 2004 Board of Trustees Formal Meeting Agenda**

Chair Baskin advised the Board members to contact the Secretary to the Board of Trustees with any additions, deletions, or questions regarding the June 2004 Board agenda.

#### **IX. Other Items that May Come Before the Board**

There were no other items presented to the Board.

#### **X. Adjournment**

Chair Baskin adjourned the meeting at 4:00 p.m.

Submitted,

Approved,

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Victor A. Zambardi  
Secretary to the Board of Trustees

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Henry Baskin  
Chair, Board of Trustees