

University Planning and Budget Council

Approved Minutes

February 13, 2009

Chancellor's Conference Room

Members Present:

Todd Bartholomew	Susan Breck	Kay Covington
Jane Gillespie	Scott Gluntz	Steve Hansen
Jesse Harris	Gameli Kumasi	Larry LaFond
Dominique Majors	John Navin (chair)	Vaughn Vandegrift
Bill Winter		

Members Not Present: Dianne Kay Slattery

I. Call to Order: The meeting was called to order at 10:32 a.m.

II. Additions to the Agenda

There were no additions to the agenda.

III. Approval of the Minutes of January 23, 2009

The minutes of January 23, 2009 stand approved as read.

IV. Announcements

A. Announcements.

1. A message from all state university & college Presidents & Chancellors was posted on the SIUE website. The message reiterates the position of higher education during the weakened economy.
2. The Chancellor and UPBC Chair sent an e-mail to the University community on Thursday explaining the role of the UPBC as it relates to budget cuts.
3. Meridian Scholars are on-campus today.
4. The final Federal Stimulus Bill did not contain construction money for higher education. However, there is some transportation money. SIUE is working with the East-West Gateway & the City of Edwardsville to secure some of the money to fund one or two possible road projects on campus.
5. Dr. Poshard spoke during Thursday's Board of Trustees' meeting. He expressed concern that more cuts are likely to come however, the additional

cuts will not be determined until after the March 18th State of the State address by Governor Quinn.

V. Old Business

There was no old business.

VI. New Business

1. **Presentation by Elizabeth Keserauskis, Executive Director of Marketing & Communication.** A presentation on the philosophy of marketing as reputation management was provided. Included in the presentation were topics highlighting: trust equity, turning relationships into results, use of media, objectives, target audiences, tactics and what is next.
2. **Future budget plans.** A discussion of future budget plans and RAMP were discussed. More information will be known after the Governor's State of the State address.

VII. Other Business

There was no other business.

VIII. Adjournment

The meeting was adjourned at 11:58 a.m.

The next regularly scheduled meeting of the UPBC is scheduled for Friday, February 20, 2009 in the Chancellor's Conference Room.