

Eastern Ad-Hoc Budget Committee  
Minutes  
November 7, 2017  
Connecticut Room  
9:30 a.m.

**Attendance:**

Cynthia Brokaw, Karyl Bulmer, Maryanne Clifford, Luis Cordon, David Cummings, Kenneth DeLisa, James Diller, Drew Hyatt, John Kriscenski, David Mariasi, Diane Moore, Adam Murphy, Elsa Núñez, Dimitrios Pachis, George Whiting, Janice Wilson

**Absent:**

Michelle Ferrer, James Howarth, Jianhua Lin, Tyler Mack, Thomas Madera

**Guests:**

Sundeep Muppidi, Edward Osborn

Meeting commenced at 9:30 a.m.

1. Approval of Previous Meeting Minutes

G. Whiting moved and M. Clifford seconded that the minutes of the October 3, 2017 meeting be approved. L. Cordon and D. Hyatt abstained from voting. The motion passed.

2. Eastern Website #ecsyoun – E. Osborn

E. Núñez informed the committee that the University has hired a top-notch company to redesign its website. The large investment will pay off in terms of recruitment and retention. In the meantime, Ed Osborn released an interim website on October 4, 2017.

E. Osborn reported that the interim site addresses some concerns for best practices such as full frame and full width so that the site will look good on mobile devices. About 95 percent of prospective students use mobile devices to view websites. E. Osborn presented "A New Website for Eastern" (Attachment A) to the committee.

E. Núñez discussed Eastern's hashtag #ecsyoun, and she encouraged the committee to start using it.

3. Enrollment Update – D. Pachis

D. Pachis stated that enrollment is down by 56. Because the Connecticut market is shrinking, we are hiring a full-time person in Admissions to recruit out-of-state and international students.

D. Pachis informed the committee that the University of Oklahoma has a model to enhance enrollment at their school. The developer will be presenting the model to Eastern at the end of the month.

4. Eastern Connecticut State University Financial Update – K. Bulmer

K. Bulmer reviewed Attachment B, "Draft General Fund and Fringe Paid By State," a draft copy of the state budget allocation. Eastern received \$49,997,361 for FY 18 compared to \$51,227,306 for FY 17. Eastern's mid-year plan is due to the system office in January.

5. Human Resources Update – K. DeLisa

K. DeLisa reviewed Attachment C, Personnel Changes Since 10-3-17. There have been two new hires, one termination, and two retirements. There are three SUOAF and five classified searches in process.

In response to L. Cordon's question, K. DeLisa said that neither faculty nor health and safety positions are affected by the freeze. E. Núñez added that UA hires now need BOR approval.

6. New Business: General Discussion – President Núñez

E. Núñez updated the committee on the status of Students First.

The meeting adjourned at 10:50 a.m.

Submitted by,

Rebecca Davis

# A New Website for Eastern

## Status Report

## Background

- \* An RFP was issued for a new website design, CMS and hosting services
  - Beacon/Hannon Hill clients:
    - University of San Diego
    - Texas A&M
    - University of Houston
    - Wesleyan
    - University of Hartford
    - Southern Utah (COPLAC)
    - Clemson University
    - Purdue University
- \* Beacon Technologies, Greensboro, NC was selected as the designers
- \* Hannon Hill of Atlanta is our CMS ("Cascade") contractor

## Goals

- \* Focus on admissions & prospective students
- \* Mobile First (95% mobile)
- \* "Best practices"
- \* Attractive
- \* Easy to navigate

A graphic of a globe with a white ribbon wrapped around it containing the text "http://www.". A white arrow points to the top of the globe.

## Goals

- \* Easy to update/edit
- \* Strong calls to action
- \* Intranet portals (Current Students; Faculty/Staff)
- \* Enhanced Social Media
- \* UR staff support for departments

A graphic of a globe with the letters "WWW" in a 3D, metallic font wrapped around it.

## Timeline

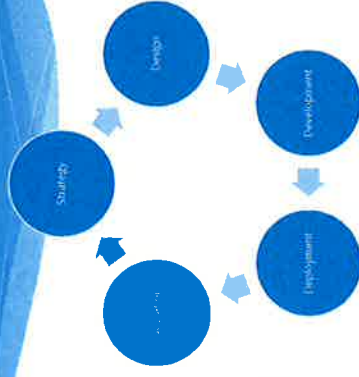
### TIMELINE:

- \* initial designs by 12-31-18
- \* HTML templates by 3-1-18
- \* Initial deployment of top pages (Home page, landing pages, news blog) by Hannon Hill; done by 4-1-18
- \* Deployment by Eastern (new pages, migration of existing content, testing, go live) – 4-6 months from then



## Process

- \* Strategy
- \* Design
- \* Development (html)
- \* Deployment (Cascade)
- \* Migration/Build-out



## Strategy

- \* Beacon reviewed Eastern's marketing materials/website
- \* Eastern (UR, admissions) reviewed 50+ college websites
- \* Beacon reviewed websites of Eastern competitors



## Page Template Designs

- \* Home Page
- \* Landing Pages ("Majors")
- \* Department Pages (for academic/administrative department migration)
- \* Interior Pages (open-ended)
- \* News Blog
- \* Faculty/Staff Directory
- \* Emergency Notification



## Features

- \* Home page videos/photos
- \* Strong Calls to Action
- \* Infographics
- \* Alumni/student testimonials
- \* Landing Pages:
  - \* Admissions
  - \* Academics
  - \* Applied Learning
  - \* Outcomes
  - \* Paying for College



**75%**  
of classes with  
29 or fewer  
students

## Showcase Our Strengths



- \* Academic Majors
- \* Applied Learning
- \* Beautiful Campus
- \* Engaged, welcoming campus community
- \* Alumni Success (“In Their Own Words”)

## Development/Deployment

- \* Beacon Technologies will create and test HTML files of the major page templates
- \* Hannon Hill will deploy top pages into the Cascade CMS
- \* Eastern web staff will build new pages and deploy them into Cascade



## Content Migration

- \* We have approximately 5,000 web pages
- \* A significant portion is out-of-date and follow
- \* Content that departments want to migrate must be identified
- \* Some of that content may need to be rewritten



## CASCADE: Content Management System

- \* **Easy to Edit:** WYSIWYG editing; structured fields such as file choosers, checkboxes and drop-downs
- \* **COPE:** Create once, publish everywhere. Share content across multiple pages automatically (News, Events, Videos, Infographics)
- \* **Quality Control:** Broken links checks to detect and correct problem links before publishing; enforce accessibility standards; monitor page load time



## CASCADE: Content Management System

- \* **Stale Content Report:** Review dates prompt emails to content owners for timely review
- \* **Permissions and Workflow:** Apply permissions on sites, directories, page types, individual pages, specific regions on a page, and individual content entry fields
- \* **SEO:** Create SEO-friendly URLs; conveniently add metadata, and use SEO scorer to improve rankings



## New Site Requires Cultural Shift

- \* Marketing orientation (concise language; subheads; bullets; focus on distinctions)
- \* Visually focused
- \* Less is more (reduce clutter and outdated content)
- \* Targeted Content (based on audience vs. all-in-1)



## Campus Involvement

- VETTING PROCESS**
- \* Extended Staff (10.16.17)
  - \* Deans/Dept Chairs
  - \* Prospective Students and their parents
  - \* Web Policy and Review Committee (10.18.17)
  - \* Other constituencies





## Campus Involvement: Stakeholder Group (8.16.17)

- \* William Bisese
- \* Mary Ann Clifford
- \* Michele Delaney
- \* Nick DeLisle
- \* Chris Dorsey
- \* Dean Easley
- \* Kevin Gill
- \* Jennifer Horner
- \* Renee Keech
- \* Ed Osborn
- \* Kevin Paquin
- \* Lori Runksmeier

## Campus Involvement: Web Policy and Review Committee

- \* Chris Ayeni
- \* Leigh Balducci
- \* Alex Citurs
- \* Susan Crowley
- \* Candace DeAngelis
- \* Nick Delisle
- \* Kevin Gill
- \* Jane Hsu
- \* Bruce Johnston
- \* Brian Lashley
- \* Yaw Nsiah
- \* Ed Osborn
- \* Mike Palumbo
- \* Kevin Paquin
- \* Sarah Tasneem
- \* Jason Wheat

## Communications Plan

- \* Interim site launch email (10.4.17)
- \* Meetings with VPs and their direct reports
- \* Meetings with deans/chairs
- \* Migration planning meetings with departments
- \* Faculty Senate
- \* Ad Hoc Budget Committee
- \* Bi-Weekly project updates



Connecticut State Universities  
General Fund and Fringe Paid By State

Attachment D-5  
DRAFT as of 10-26-17

FY17 Actual Allocation	ECSU		SO/ISW		Total
	CCSU	SCSU	Office	Mandates	
State Appropriation	42,616,904	28,917,907	8,332,519	650,000	149,031,533
Gov's rescission (\$768,203)	(219,675)	(149,061)	(42,951)	(3,351)	(768,203)
State Appropriation to worksheet 7B	42,397,229	28,768,846	8,289,568	646,649	148,263,330

Fringe Paid by State with Proj rate 84.29%	39,674,870	22,458,460	2,516,354	-	124,971,452
Total Fringe Paid by State to worksheet 7B	39,674,870	22,458,460	2,516,354	-	124,971,452
Actual FY17 Net Funds	82,072,099	51,227,306	10,805,922	646,649	273,234,782

FY18 Allocation based on Gov's Executive Order	ECSU		SO/ISW		Total
	CCSU	SCSU	Office	Mandates	
State Appropriation	40,778,521	27,768,665	8,049,149	650,000	142,360,429
State Appropriation to worksheet 7B	40,778,521	27,768,665	8,049,149	650,000	142,360,429

Fringe Paid by State with Proj rate 88%	40,157,600	22,561,528	2,306,175	-	125,277,176
Total Fringe Paid by State to worksheet 7B	40,157,600	22,561,528	2,306,175	-	125,277,176
FY18 Net Funds	80,936,121	50,330,193	10,355,324	650,000	267,637,605

FY18 Allocation based on Senate Bill No. 1502	ECSU		SO/ISW		Total
	CCSU	SCSU	Office	Mandates	
State Appropriation	39,849,047	27,655,782	7,968,657	650,000	140,932,908
State Appropriation to worksheet 7B	39,849,047	27,655,782	7,968,657	650,000	140,932,908

Fringe Paid by State with Proj rate 88%	39,759,187	22,341,579	2,261,964	-	124,020,958
Total Fringe Paid by State to worksheet 7B	39,759,187	22,341,579	2,261,964	-	124,020,958
FY18 Net Funds	79,608,234	49,997,361	10,230,621	650,000	264,953,866

Variance

FY18 Senate Bill No. 1502 vs Gov's Executive Order

State Appropriation	(929,474)	(112,883)	(80,492)	-	(1,427,521)
Fringe Benefits	(398,413)	(219,949)	(44,211)	-	(1,256,218)
	(1,327,887)	(332,832)	(124,703)	-	(2,683,739)

FY18 Senate Bill No. 1502 vs FY17 Actual

State Appropriation	(2,548,182)	(1,113,064)	(320,911)	3,351	(7,330,422)
Fringe Benefits	84,317	(116,881)	(254,390)	-	(950,494)
	(2,463,865)	(1,229,945)	(575,301)	3,351	(8,280,916)

Notes:

Designated funding for the Institute for Municipal Studies of \$994,650 is provided under a sperate SID. IMRP items removed from the CSU distribution model  
FY18 fringe benefits rate is estimated at 88% based on OSC projected rates after SEBAC



Eastern Connecticut State University  
 Personnel Changes since 10-3-17  
 As of 11-6-17

**New Hires**

Name	Title	Department	Eff Date	Union
Figueroa, Fernando	Bldgs&GrndPatr/Ofor	Institutional Safety	10/13/2017	Protec Serv
Zysk, Donald R	Unified Communications Admin	Information Technology	10/27/2017	SUOAF

**Terminations**

Name	Title	Department	Eff Date	Union
Transfer out of Agency				
Neu, Jane E.	Assoc. Dir. Health Serv.	Health Services	10/27/2017	SUOAF

**Retirements**

Gannon, Joseph	Library Technical Assistant	Library Services	10/1/2017	A&R
Petrovics, Rosemary	Custodian	Facilities	10/1/2017	Maintenance

**Search Status**

AAUP  
 searches for 10 tenure track faculty positions started

**SUOAF**

Assistant Director of Admissions, ongoing  
 PC Maintenance Technician (2 positions), ongoing  
 Associate Director of Health Services: Nurse Practitioner, ongoing

**Classified Searches**

Police Officer, finalist identified  
 Locksmith, search started  
 3 Custodians, search started