

Budget and Planning Council
Tuesday, December 5, 2017 – 11:30 AM
Paterson Room #213, Cheng Library

Attendance: J. Lee, G. Zhang, E. Matthews, J. Matthew & S. Bolyai

Meeting convened at 11:32 AM.

1) Approval of the Agenda

Motion: To approve the agenda with the correction for date of meeting minutes approval to reflect September 27, 2017.

Moved by: J. Lee Seconded by: E. Matthews

Vote: carried

2) Approval the Minutes of September 27, 2017

Motion: To approve the minutes of September 27, 2017.

Moved by: J. Lee Seconded by: E. Matthews

Vote: carried

3) Report of Town Hall and Faculty Senate Meetings

In reporting of Town Hall and Faculty Senate, Matthew noted the overall budget breakdown by division. There was need for further information broken by department accounts. The Senate is not interested in salaries within a unit, but the breakdown of how the accounts are expended. Bolyai noted the budgets are controlled by units and for further details it will be necessary to speak with the unit head. In reviewing the budget for information broken down by detail; for example, marketing and advertising budget expenditures, the Senate would like to know the accounts delineated by undergraduate versus graduate program expenditures. It was noted that employees can see overall fund and account expenditures by going to the Budget department home page. But, to answer questions about how the overall funds are categorized within an account expense category, the Council will need to seek clarification from division managers. To see a broad breakdown of expenditures, members can follow these steps:

1) <http://www.wpunj.edu/budget/>

2) Select **Budget Development** and enter WPUNJ login credentials

3) Navigate to **FY15-17 Budget Reports**

4) Select unit to explore from **General Operations Divisional, College and Departmental Reports** or other areas listed. These are broad unit reports and details on a particular area may not be readily available. For example, the library does not have its own reporting area, and may be lumped with the Provost under Academic Affairs. However, **Marketing & Public Relations** does have its unit report where one is able to see the expenditure by large areas like Advertising and Promotional

items. One issue, what is included in this account area? Could this include webpage support and development?

**BUDGET SUMMARY REPORT-GENERAL OPERATIONS
FY15-17**

MARKETING & PUBLIC RELATIONS DIVISION SUMMARY			FY15 Actual	FY16 Actual	FY17 Current Budget
Account Type	Account	Desc			
Salary	61110	Unclassified, 12M 35 Hr	1,178,159	1,148,065	1,195,965
	61210	Classified, 12M 35 Hr	53,609	53,641	54,650
	62130	Part-time, Spec Purp Non Facul	11,397	6,084	11,000
	62350	Student Assistants-Other	0	3,342	3,570
	62410	Graduate Assistants	6,000	3,413	0
	62700	Salary Chargebacks	68	30	0
	Total			1,249,233	1,214,575
Non Salary	Account	Desc			
	70000	Non-salary Pool	0	0	931,238
	72110	Printing & Copying - external	97,253	81,176	0
	72120	Office Supplies	5,476	3,500	0
	72150	Awards & Trophies	299	95	0
	72200	Other Supplies	8	66	0
	73000	Travel	4,318	0	0
	73030	Travel-Athletic Team Events	177	0	0
	73400	Official Reception	138	373	0
	73540	Data Processing Software	364	1,296	0
	73600	Professional Services	6,115	1,101	0
	73630	Graphic Artists	26,725	25,000	0
	73640	Photographers	38,143	47,577	0
	73810	Advertising & Promotional Item	686,469	689,936	0

3) Review of S. Goldstein's Responses

In reviewing what is available through the Budget home page and from the responses provided by S. Goldstein, there is much to discuss about who the Council should be contacting. The question to Goldstein should probably be 'what is the budget; delineated undergraduate versus graduate non-salary expenditures for marketing and promotion for the past three fiscal years. Especially, how are the expenses as compared to the expenditures for the College of Business.

There were other suggestions regarding program support. For example, how does a program obtain extra support if needed? Michael Yakubov, Director of Graduate Business Programs, has a focused area. Are there others at this institution occupying positions similar to his in support of a program? Is there a model that can be adapted to other areas? Zhang noted the unique nature of the MBA degree.

Other questions posed included whether the deans at each college has any organizational responsibility for making strategic decisions in regard to the marketing

priorities of these programs. In order to gather sufficient information for a response to the Senate, the group should have S. Goldstein and maybe Jonathan Lincoln to discuss questions in the early part of the semester. Their insights will assist in understanding/discussing who is responsible for decision making. The question arose regarding would it be possible to see new staffing added in any particular department. Is it tracked when new positions are created? The new semester may require monthly meetings.

4) New Business

No new business.

Meeting adjourned at 12:21 PM by acclamation.

Submitted by J. Matthew