

Strategic Planning & Budgeting Advisory Committee
Wed., Oct. 4, 2017
3-5 p.m., Cadillac/Brule Room, UC
(Open Block-style set-up)

Leslie Warren welcome our new committee members:

- Katie Joseph, graduate assistant in Graduate Education & Research (Grad student representative)
 - Colby Lang, Security Specialist, Public Safety & Police Services (AFSCME representative)
 - Shane Sheldon (Associate/Certificate program)
1. Sustainability Presentation (Sarah Mittlefehldt & Brandon Sager)
 - a. Sarah & Brandon introduced their presentation *Planning for a Sustainable Future*. The five main recommendations for sustainability:
 - i. Institutionalize Sustainability
 - ii. Cultivate Sustainability Leadership
 - iii. Invest in Energy Innovations
 - iv. Promote Sustainable Transportation
 - v. Purchase Local Foods; support local farms
 - b. NMU students have showed interest in starting a ‘green fund’ to invest in a sustainable campus—the popular vote was a \$25 fee. This fee will be proposed to ASNMU soon.
 - c. Small group discussion had the following ideas on how to promote sustainability on campus:
 - i. Use of drop boxes
 - ii. Email
 - iii. Website (currently in the works)
 - iv. Have a central coordinating group
 - v. Advertise space during Athletics
 - vi. Sharing information in Northern Magazine for alumni; maybe include a ‘Sustainability Spotlight’
 - vii. Posters/monitors on buildings showing decline in energy usage
 - viii. Have individual awards for offices
 2. Giving Day at NMU – Employee philanthropy and the NMU Foundation (Brad Canale)
 - a. NMU Giving Day to be held on Tuesday after Thanksgiving. This is the National Day of Giving; #givingtuesday. Employees can give to any fund, however, the Flexible Student Aid Fund is in need. **See attached** for ideas that originated from small group discussion.

Next month’s topic: Expansion of graduate program.

Respectfully submitted,
Terri L. Williams
Administrative Assistant
Office of the President

IDEAS

Discussion: What would encourage employee philanthropy during Giving Day at NMU or other fundraising campaigns?

- Identify specific projects
- Progress reports on the projects (giving thermometer)
- Identify prior successes, including testimonials (student testimonials)
- Giver should have opportunity to select project
- Make it easier to give – can we go online to change our payroll giving?
- Departmental challenges (e.g., paying to wear jeans, positivity jar, coffee money)
- Department challenges (support vs. academic)
- Making sure that we see the student face on the gift
- Want to see student impact
- Dashboard that indicates % of goal met
- Specific projects don't have to be big (GoFundMe model), crowdfunding smaller projects
- Younger faculty don't have money, so give small amounts that are recognized as meaningful
- Increase percentage of giving to communicate how employees support NMU and students