The Finance Committee elected trustee John Frank as the Vice Chair of the Committee, passed five resolutions, and discussed preliminary student charges, the changes to the Long Range Projection, and the Long Range Projection in preparation for the March Board meeting. The resolutions were the following: Phase V of the comprehensive energy conservation projects, the installation of a new natural gas powered cogeneration facility at Freeman Athletic Center, the renovation of the outdoor track at Freeman, the installation of a synthetic turf infield inside the track during its renovation, and some changes to a variety of legal stipulations regarding various communications with the non-Wesleyan community. The only major discussion was around the second resolution, and while well heard and considered, student-raised opposition to the proposal on environmental and temporal concerns was not successful in preventing or delaying the project from going forward. Some concern was raised about the final resolution regarding changes to Wesleyan’s anti-trust policy, with particular respect to our loss of fully need-blind domestic first-year admissions, but these concerns were also incorrect or unconvincing. The only ostensible nay votes were by student representatives against the second resolution.

The discussion of the preliminary student charges and the changes to the Long Range Projection prepared the committee to continue with similar assumptions in March.

The Debt/Capital Working Group discussed at length our proportion and quantity of debt as compared to our peer schools, our debt’s relation to our credit rating, and perspectives on both past policy and our intentions for future policy, once again confirming our decidedly dismal financial outlook. Avoiding numerical discussions, we are working to establish a set of principles that should dictate Wesleyan’s policies regarding debt opportunities in the future. Our goal is to be equally fair current generations of Wesleyan and to future generations via our best conservative assessment of optimal debt level. We will then work to establish a plan to get ourselves to that level.

The Online Initiatives working group has two main focuses. The first, deciding if and how to integrate an online learning model into The Wesleyan curriculum. It is unclear whether there would be a charge to take this course and whether or not it would be possible to receive some form of credit for completion. The other goal of this committee is to find some major revenue sources for the university. It’s the very beginning stages of both of these research projects, but we are confident that there are possible sources of revenue for the university, and that online learning would be a beneficial asset to Wesleyan Students and Alumni at the least.
University Relations
Chloe Murtagh ‘15

In the UR Committee meeting, we received a report about how the campaign was going, heard about some recent large gifts, and looked at the metrics of fundraising. We've raised $17 million this year alone, as cash donations are up 30%. The other big topic discussed was how to engage international alumni and parents. Some ideas discussed included finding local people to champion the cause, and promoting the good work Wesleyan students and alum are doing in these countries -- to remind potential donors why Wesleyan is such an important cause, not only to students, but to the global community.

New Media Working Group
Syed Ali ‘13

The New Media Working Group is tackling primarily mobile app development this year, after working on WesConnect last year. Juniors and Seniors now have access to WesConnect. We are aiming to unify social media strategy from across three areas of the university: University Relations, Communications, and Information Technology Services (ITS). We talked about segmentation of outreach strategy, using different media to reach different audiences. We also talked about the development of memes related to Wesleyan’s #THISISWHY fundraising campaign, pioneered by Pentagram. The gamification of fundraising was suggested -- encouraging competitiveness between different groups such as class year, gender, region, etc. The overarching goal is to increase participation in social media, fundraising, and more fundamentally in the Wesleyan community. In terms of mobile apps, we are looking to we are looking at companies such as EverTrue to construct a responsively designed app that includes functions like the alumni directory. Talk of mobile apps led to discussion of cultivating and utilizing such skills amongst students and alumni, increasing resources, spaces, and other avenues. A hackathon was proposed. We also proposed a digital summit happen on campus involving the Digital Wes and Digital Wes(t) alumni groups to facilitate current students’ interest in these areas.

Pentagram Working Group
Chloe Murtagh ‘15

The mission of the Pentagram working group is to take all the material produced by Pentagram, that we’ve purchased for the campaign, and figure out ways to utilize them in the most broad and efficient ways possible. First, we discussed all the material Pentagram is planned to provide us. We discussed the printed material. The three
periodicals that are being distributed to parents and alumni will now be sent to students. Social media, and a (presumably beautiful) website are being worked on. Another idea to increase participation and alumni spirit, and to further the campaign, is to identify and celebrate “notable” milestones – anniversaries of societies, student groups, people, and policies of the institution. These opportunities will give alum and parents an opportunity to engage with current campus life, and will create “this is why” moments, to add to the campaign. Finally, UR asked for ways to engage current students in the campaign. We discussed the idea of UR supporting Wes to Wes, and having this new group help encourage support for financial aid on campus. As of now, Wes to Wes is planning a “launch” exhibit and fundraising effort that will emphasize how the school works financially, why we need to donate to financial aid, what we love about Wes, and how we can help.

Campus Affairs
Sam Ebb ‘13

The Campus Affairs Committee got a report from the Internship Working Group from last year. They created 50 Wesleyan-specific internships and are aiming to hit that number again this year by February, while continuing to add beyond that through the Spring. Work on creating these internships in the future will be passed on to the Alumni Council. We continued with a discussion of the Honor Code, its place at Wesleyan and whether the sanctions contained in the code are harsh enough to discourage cheating. Admissions presented their report to the committee and expressed their pleasure with the size of the Early Decision I applicant pool, whose deadline to apply was today.

Alumni Engagement Through Online Learning Working Group
Sam Ebb ‘13

The Alumni Engagement Through Online Learning Working Group of the Campus Affairs Committee is tasked with exploring the use of on-line learning as a means of connecting alum to the Wesleyan academic experience. To do this we will look at three main categories: sentimental connection with the university, professional skills/advancement and enrichment offerings. Our meeting included representation from University Relations, the Office of Continuing Education, the Office of Academic Affairs, Trustees and the faculty in addition the the student representative. The major issue of discussion was the amount of material that currently exists online: from faculty online teaching objects and blogs to student and alumni produced content that would be valuable to share with a greater proportion of the Wesleyan community. We are going to work to first determine the types of content that most conducive to online viewing (comparing different mediums from Wesleyan Thinks Big-style shorter clips to full lectures to blog posts and interactive online components). The next step will involve working to create a system of institutionalizing this "curating" role and creating a place where the information will be collected and presented to alumni in an appealing manner.

Workforce Skills Working Group
The goal of the working group was to identify the ways in which Wesleyan can help future graduates learn skills that will help them advance in their careers and become more competitive job applicants. The initial conversation focused on how we can reconcile the value of giving Wesleyan students these skills with our identity and mission as a liberal arts institution. The conversation led to the identification of two types of skills: practical skills that help graduates in the initial phases of their careers, and skills that help graduates achieve success and accelerate in their careers. Participants in the working group made it clear that these types of lessons should not be for credit and should be extra-, rather than co-, curricular. Suggestions included creating workshops sponsored by the Patricelli Center for Social Entrepreneurship and the Career Center during winter and spring breaks. Other participants pointed to the fact that Wesleyan students receive many skills during the course of their normal liberal arts curriculum without even realizing it. The main questions the committee has for moving forward are:

- How do we help Wesleyan students capitalize on the skills they are already learning.
- How do we preserve our mission of liberal arts while still helping to teach these essential skills?
- How do we teach the broader skills, like negotiation and listening?

The committee will be reaching out to other trustees, learning what types of skills they value in their new hires as well as reaching out to our peer institutions to benchmark what types of programs they have.