

General updates:

- On month 16 at GVSU, still learning a lot; part of the public affairs and communications team, was at Meijer 20+ years prior to GVSU
- A couple of observations—really fast paced and dynamic, challenge as leaders it to make sure we're still supporting/acknowledging institutional excellence; Pres Mantella is an extraordinary, visionary leader who is very future focused. My responsibility is to make sure we're acknowledging the excellent day in/day out work we're doing.
- So much momentum as an institution, extraordinary faculty and staff who are so invested in our students and care deeply about their success. Momentum isn't just about biggest/most diverse class ever, it's also the people who are delivering on our promises to our community.

Questions that you will ask yourself (include name):

What conversations are being had about the future of GVSU's branding? There seems to be inconsistencies across campus as it relates to signage compared to GVSU's Identity Standards, competing logos ("Circle GV/Athletics GV"). - Mike P.

Will we ever switch to a one-logo university (e.g. University of Michigan "Block M")? - Mike P.

Similar observation regarding brand creep, which is frustrating, but it's challenging to pull it back. Lots of conversations around consistency and integrity. Doing comprehensive perception research right now to understand what people know/don't know, like/don't like about GVSU, including with respect to the branding and recognition. Hope is to consolidate into one logo, but it's a significant undertaking. Need to be very strong fiduciaries of the spend on the cost of something like this.

Update on the State Appropriations, in comparison to last year do we expect that the budget may be able to support 4.5% raises again this year?

Today is the last day of the legislative session. A productive year for GVSU in Lansing, including significant investments in higher ed generally and GVSU specifically. Our funding structure has flipped so that 20% of funding comes from state, 80% from students and donors. Additionally, formula is flawed—GVSU gets less per pupil than many of our peer institutions. Over the last few years, GVSU and other similar institutions (Oakland, U of M Dearborn and Flint), have made the case to raise the floor, and the governor agreed to a three year roll out to get us to \$4500 per pupil, and the legislature then passed an expedited two year plan, so we are not at that \$4500 level. This was a big facilitator for the raises this year. Hard to know if we will expect to see a similar increase year over year, we are still below our competitors. We have historically seen more investment in higher ed in democratic majority legislatures, but this coming year is an election year. Would like to think we'll continue to see investments, but it will be complicated. We have a great case to make—strong enrollment, strong successes of our students (loan numbers, default numbers are low, employment numbers are high)—and the state cares a lot

about where graduates go (stay in Michigan vs. leave). We are outperforming, so hoping we will still have strong investment from the state.

Has the political leadership in Ottawa County impacted our ability to thrive. While we don't receive funding the way the Health Department does from the county, do we anticipate the county interfering with our ability to accomplish our mission? Are we feeling or exploring the possibility of ripple effects in areas or recruitment, hiring, or retention?

Working with students/employees to identify specific areas where we would like to see improvement, what exactly is making people feel unsafe.

With elections coming up, this will likely lead to changes. We've seen shifts in the way the commissioners have identified with groups, funding sources, etc.

Can speak to direct impacts, but there are also ripple effects that we may not know. Impact of Ottawa County on GVSU is pretty minimal. Health department has a relationship with us, but it's pretty minimal, funding and otherwise. Pleasantly surprised that GVSU hasn't been more of a target. As soon as they were elected and Administrator Gibbs was appointed, I met with them and invited them to reach out with questions/concerns, so helping them understand what we do and create those relationships.

Are we well positioned to support students and staff as we head into what may be another contentious election cycle next year. Do we have any insight into whether the political climate drives a need for greater ombuds or staff support if issues crop up around workplace conversations/culture.

We've been through some contentious elections over the past several years, and the university has weathered them pretty well. We will continue to see a proliferation of candidates and causes on campus, work closely with SLT around how our faculty/staff/students cared for on campus. Have to provide places for the public to have places to engage on campus, but also want to make sure our people are safe, physically and psychologically. Think we do a pretty good job as an institution. We don't have a very diversified campus, so we are not experience the same elevated sensitivity as other universities

Do you think it would be beneficial to include the AP committee on the agenda for the April Board Meeting, similar to UAS or Student Senate?

Very engaged, highly functional board. Think it would be great if AP committee wanted to make a presentation at the same as UAS, think the board would benefit from knowing more from the committee. Board is collaborative and respectful, made up of Republicans and Democrats, we are fortunate.

Anonymous Questions:

The \$30M that was received from the State for the Blue Dot. What will that money be used for? Is it only for building renovations or other programs associated with Blue Dot? Do we expect additional funding to come from the state to support the Blue Dot?

Primary state budget that passed earlier in the summer, also got additional funding through capital outlay (specific funding with certain parameters) for Blue Dot this year. Asked for and received the max (\$30 mil, last dollar in) to be used for physical infrastructure or other things connected to the capital project. Also have an earmark at the federal level in one of the budgets under consideration for \$2.5 mil (for programming, equipment, personnel, not bricks and mortar). State can't give us any more money for Blue Dot, but we could secure funding through other revenue streams (eg MEDC).

\$30 mil is separate from appropriations funding, but we do have to forego our ITEMS funding while we're getting the capital outlay funding. Our ITEMS funding is pretty low anyway.

DCIH was the last capital outlay project. Cap is either 75% of the total cost of the project or \$30 mil.