

**AP Committee Meeting Minutes**

**Friday, February 6th, 2015 10:00 – 11:00 am**

**J. H. Zumberge Hall 2012**

Present:

Matt Herrema, Monica Johnstone, Elizabeth Lienau, Colleen Lindsay-Bailey, Kristin Linscott, Sienna Mavima, Brian Merry, John Rosick, Joshua Stickney, and Scott Richardson.

Absent:

Jeanne Ferro, Kaleb Klotz, Mary Ziomkowski

1. Guest Speaker: Jim Bachmeier, Business and Finance
2. Discussion centered on state funding, tuition, university expenditures, facilities, and performance metrics.
3. State funding continues to be very low—the lowest, per student, of all 15 public universities in MI. Examples: Wayne State receives the highest per-student funding, at $8,176; the state mean is $5,079; GVSU receives $2,835. The next lowest is Oakland, at $2,896. This disparity is not expected to change in the foreseeable future.
4. Jim describes GVSU tuition as “the bottom of the middle” among the 15 MI publics. Examples: MI Tech costs $14,040; the state mean is $11,141; GVSU (9th out of 15) costs $10,752; the lowest tuition is Saginaw Valley, at $8,691.
5. By necessity, GVSU keeps a tight rein on expenses.
   1. GVSU’s frugality with respect to administrative expenses (a large part of which consists of AP staff positions) is visible to outsiders who care to look, and it yields dividends. Kristin commented that donors view our administrative leanness very positively, knowing that their support furthers the university’s academic mission and is not eaten up by high administrative costs. Monica mentioned that our thin and consequently easy-to-navigate layers of administration make us attractive to prospective faculty.
   2. While GVSU must be recognized for its lean, efficient administration, it is still true that non-faculty staffing (much of which is AP staff) has increased over the past five years.  Reasons for this include increased government and accreditation compliance obligations, as well as supporting high-demand academic programs that have seen enrollment rise, even though university enrollment on the whole has remained constant.  If enrollment, and subsequently tuition revenues remain constant, we must obviously continue to be vigilant and thoughtful about managing all expenses, including administrative staffing.
6. If one looks at facilities in terms of square footage per student, only Oakland University operates with less space. For example, the state average is 258 ft2 per student, while GVSU’s facilities measure 138 ft2 per student. While our needs for additional facilities are well documented, we must be thoughtful in the manner in which we address these needs. To catch up to the average, for example, would require an additional 2.8 million ft2. In addition to the obvious costs of construction, such additions would bring with them ongoing operational expenses—something to avoid when enrollment and state funding are projected to remain essentially constant.
7. Student performance metrics, which are used in-part to determine state funding increases, have been trending positively. Four-year and six-year graduation rates have increased dramatically over time, as has the number of degrees awarded. An interesting graph compared the student loan default rates for the 15 MI publics: only U of M Ann Arbor (2.1%) had a lower rate of student loan default than GVSU (5.1%). It is very plausible that this is a function of two factors: our high graduation rate—our students graduate faster and incur less debt—and the marketability of our graduates—they get jobs and are able to pay back the loans.
8. New Committee Business – Reports of officers and subcommittee members
9. Chair – Josh Stickney
10. Issue of distracted driving: A memo to Human Resources was approved, requesting an awareness campaign that discourages cell phone use while driving, and also clarifies that employees are not expected to respond to work-related calls while driving.
11. Meeting with Chick Blue: Josh met with Chick to discuss enrollment and retention issues—items she would have presented to the group at the January meeting had she been able to attend. Our enrollment remains constant even though the number of high school graduates in MI is on the decline. They discussed Vincent Tinto’s book Completing College, which outlines strategies that colleges and universities have successfully employed to increase the probability that students will remain in school and graduate. Chick referred us to Bridge Magazine ([www.bridgemi.com](http://www.bridgemi.com)) as a source of thoughtfully written articles on the subject of higher education. (Some articles in which GVSU is mentioned: <http://bridgemi.com/2014/07/paying-students-to-graduate/>, <http://bridgemi.com/2015/01/low-income-students-seeing-huge-cost-hikes-at-some-michigan-universities/> )
12. Jan. 30th Academic Senate Meeting: Josh attended the meeting to gauge the benefit of having AP representation on the UAS and ECS (Executive Committee of the Senate). Highlights of the meeting included winter enrollment statistics reported by the provost, and a presentation on Freshman Orientation and Retention by Matt Boelkins (Director of Freshman Orientation) and Nancy Giardina (Vice Provost for Student Success). Although Josh found the experience edifying and enlightening, his sense is that we should monitor the posted agendas for the ECS and UAS meetings for items that appear relevant to AP staff, and simply attend those meetings (which are open anyway), rather than commit to a spot on the ECS or UAS and the obligation to attend regularly. The committee supports that conclusion.
    1. At the meeting, references were made to the following articles which would further inform our perspectives on the college student experience: <http://stateofopportunity.michiganradio.org/post/college-material-stories-front-lines-american-dream> (see also other posts on stateofopportunity.michiganradio.org), and <http://www.nytimes.com/2014/05/18/magazine/who-gets-to-graduate.html?_r=0> .
    2. While researching faculty governance at GVSU, Josh found that the Faculty Handbook includes a section on the AP Committee, and that it defines our membership differently than our own bylaws. Scott will reach out to Provost Davis about making the appropriate correction in the Faculty Handbook.
13. Vice-Chair and Webmaster—Monica Johnstone
14. The website is being maintained. No changes to report.
15. Awards Liaison—Kristin Linscott
16. The awards subcommittee will convene soon to begin considering award nominations. Nominations are open through March 15th. The subcommittee is pursuing every avenue to publicize nominations. Scott commented that what historically has generated the most nominations is when all committee and subcommittee members promote it directly to their colleagues.
17. Salary & Benefits Liaison—Mary Ziomkowski (absent) forwarded the following items from the recent S&B meeting:
18. A reminder that the Healthy Choices program is open to spouses and household members now, with the opportunity to earn an additional $200. Sign-ups for biometric screenings are now open, and activity tracking is now done directly on the Priority Health Website. GVSU’s HR website has more details about this program.
19. A reminder to read communications from HR pertaining to retirement planning. Employees are encouraged to save an additional 2-3% of their salaries beyond the 12% that GVSU generously provides.
20. Professional Development Liaison: Sienna
21. Following up on Jim’s comment that “We (GVSU) have a good story to tell, and we have 3000 people (i.e. GVSU employees) to tell it”, Josh suggested that PD look into developing a seminar aimed at making staff more fluent in talking about GVSU to friends, neighbors, and family—especially when those include prospective students. Sienna will share this thought with the subcommittee.
22. Public Safety Liaison—Kaleb Klotz
23. Committee has not been convened.
24. Luncheon Subcommittee—Elizabeth, Kristin, Brian
25. Committee met Jan 21st to determine a theme for the luncheon and to begin working out logistical details. The Awards Luncheon is April 16th, 11:30-1:00 in 2250 KC.
26. Forum Subcommittee—Matt, John, Josh
27. The subcommittee will meet following the AP Committee meeting to discuss invitations (to senior management individuals) and the logistics of food and audio/visual support. Scott clarified that Cheryl Jones will see to it that the forum is on SMT members’ calendars; the planning committee doesn’t need to reach out to each person individually. The AP Open Forum is May 6th, 11:30-1:00 in 2250 KC.
28. Communications Officer—Elizabeth Lienau
29. Liz asked for updated email lists for the AP groups. Josh will send his most recently updated lists; with new hires and departures, AP group membership can change weekly.
30. HR Liaison—Scott Richardson
31. Scott has yet to hear back from Tom Butcher with respect to our revised purpose statement for the AP Committee bylaws.
32. Adjourned at 11:30 am. Next meeting is Friday, March 13th (SECOND Friday of the month, as the first Friday falls during Spring Break) at 10:00 in 3001 SCB. Guest speaker is Renee Freeman, Public Safety / GV Police Department.

Minutes submitted 02/13/2015 – Joshua Stickney