



AP Committee Meeting Minutes
Thursday, March 1st, 3:00p, 3001 Seidman

Committee Purpose: *The Administrative Professional Committee is the representative body for AP staff, the purpose of which is: To review and make recommendations on GVSU policies that affect AP staff, to facilitate dialogue between the AP staff and others at GVSU, to consider questions, concerns, and recommendations from AP staff. The recommendations made by the Committee will be reported to the appropriate member of the President's Cabinet.*

Group 1	Rence Meredith, Kelsey Penland
Group 2	Colleen Lindsay-Bailey, Beth Thimmesch-Harpold, Michelle Rhodes
Group 3	Karen Matchett, Josh Stickney
Group 4	Bill Cuppy, Samantha Minnis
Group 5	Jarrett Martus, Kourosh Khatir
Group 6	Casey Thelenwood, Matti Sullivan
HR Liaison	Devereaux Butler
Provost Liaison	Mary Albrecht

1. Rence called the meeting to order at 3:01 p.m.
 - a. Members Present: Rence Meredith, Beth Thimmesch-Harpold, Michelle Rhodes, Josh Stickney, Jarrett Martus, Mary Albrecht, Devereaux Butler, Matti Sullivan,
 - b. Members Absent: Casey Thelenwood, Kourosh Khatir, Bill Cuppy, Samantha Minnis, Karen Matchett, Colleen Lindsay-Bailey, Kelsey Penland
2. Guest Speakers
 - a. Kathleen VanderVeen

Kathleen spoke to the group about how the Inclusion and Equity Division contributes to recruiting and retaining of faculty/staff. Highlights included the following:

 - i. The division of Inclusion and Equity just celebrated their 10 year anniversary. Under first VP, Jean Arnold, she set a foundation and started a strategic plan to get established. The current VP, Jesse Bernal, has been working to expand and grow the division.
 - ii. The Division has been working to change some systemic functions to better recruit and retain faculty/staff:
 1. Hosted a couple symposiums in the fall for faculty and staff to discuss better recruitment efforts of diverse faculty/staff; featured theater troop to create mock tough conversations when serving on search committees, etc.
 2. Have continued to host ongoing inclusion and advocate trainings; have shifted the program to require the inclusion advocate to be outside of the department because of the power dynamics present when an advocate is from the same department
 3. GVSU is required to create an annual Affirmative Action plan; look at all hiring practices of the university – One area of improvement is with adjunct AP employment which has led to a shift in practices

4. Looked at funding recruitment efforts across the university and have streamlined subscriptions at a university level so every department has access to post positions on main higher education sites
 5. Starting a leadership Cohort called Cultivate
 6. White Privilege Conference at Amway April 4-7 – scholarships available, deadline extended see website at <https://www.whiteprivilegeconference.com/>
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- b. Lynn Blue and Jodi Chycinski
- Jodi and Chic spoke to the group about staff support for recruitment and retentions of students. Highlights included the following:
- i. This year they have hosted faculty/staff Retention meetings/trainings – great staff turnout. Discussing what the next step are.
 - ii. EDPAC – learned that enrollment goal messages are not filtering out the way they would like it to; looking at ways to do this better
 - iii. The enrollment landscape is changing and GVSU's practices will have to change to meet the new variables
 1. The high school graduate population has decline 15% over the last decade with an additional anticipation decline of 16% through 2032 (birth rate has plummeted, this is the new reality). This is the same out of state.
 2. The institutions past goal was to bring in a larger freshman class then the year before, that is not part of our new reality with the yield of students declining (GVSU gets more applications but we are yielding fewer acceptances).
 3. Our number one competitor is MSU (cross apps most with MSU +2000; CMU ~500, Western ~400)
 4. Admissions has faced constraints and adapted – added more group visits, expanded staff to Saturdays to increase visits, expanded facilities to the new Admissions Laker Experience Suite providing the ability to increase school bus groups
 5. Admissions has started using Segment Analysis Service through College Board – allows targeted communication to be more relevant for audiences
 6. Grand Valley plans to maintain the academic profile of our students while maintaining our enrollment goals
 7. The university needs to shift our mindset to retention. Grand Valley's retention has declined from 86% in 2007 to 82% in 2016. Two thirds of departing students were academically eligible to stay at GVSU. We have to increase retention to move forward in the future.
 8. Provided enrollment goals (handout)
3. Will review and approved February 1st meetings minutes at next meeting.
 4. Meeting adjourned at 4:24p. Next meeting is Thursday, April 12th, 3-4:30p, location Kirkhof 2201.
 5. Reminder AP Luncheon will be held on April 10th from 11:30-1:00pm in the Grand River Room. The AP Forum will be held on Thursday, May 3rd from 11:30-1:00pm in the Grand River Room. In preparation for the forum, please submit to Rence any questions or topics you would like the President and his cabinet to disucss. Karen will send out an email to all AP staff to solicit questions and topics.

Minutes submitted—Beth Thimmesch Harpold