

# AP COMMITTEE

## Senior Leadership Team Conversations: Vice President for Enrollment Development and Educational Outreach- Donta Truss

As a part of AP newsletters, the AP committee would like to highlight the conversations we are having with the GVSU Senior Leadership Team. If you would like to see the full conversation, please see our Executive Committee meeting minutes on [the AP committee website](#).

Q. What is the most critical initiative that GVSU is working on that will attract students to enroll in our University over other higher education institutions?

A. Overall, there is not just one critical initiative that we are working towards. Our enrollment and retention initiatives that are the highest priority are driven by our SEMP strategies. The SEMP (strategic enrollment management process) process will continue to set our priorities for our enrollment and retention work. The recent announcement about expanding the GV Pledge was a direct result of some goals and priorities through SEMP.

Our past experience and data will show that having a student visit our campus (it's amazing!) and having a positive interaction with a faculty member are the main reasons why students choose GVSU. We have a variety of efforts to bring students to campus through bus groups, events, and tours and to have them interact with our great faculty and staff here at GVSU.

Q. In what ways do you see the Administrative & Professional staff contributing to making sure this initiative is successful?

A. I hope AP staff realize that they can have a tremendous impact on students by ensuring that the work they do furthers the mission and vision of the university. AP staff play an integral role, whether directly or indirectly, in all of the services that the university provides. Thus, doing your job and doing it well to make sure there are no breakdowns in service is simple yet important.

AP staff can also be actively involved in SEMP by joining a transformation team focused on recruitment and retention strategies for specific sub-populations. We need faculty and staff from across the university to provide their knowledge and skills to develop and implement these strategies. We are also putting together a student success conference this year. The purpose is to create dynamic learning spaces where faculty and staff from across campus can come together to learn and share knowledge.

Facilitators/teachers will provide insights from on-campus, regional, and national experts. Those topics will help participants gain greater knowledge about achievement gaps and raise awareness about barriers to student success with the goal of using the information to improve recruitment and retention at Grand Valley State University. Participants will walk away with greater personal skills and knowledge, a deeper understanding of systems, and an enhanced ability to apply what is learned through action. I encourage all AP staff to attend.

Q. What is GVSU doing to expand beyond Michigan to attract quality students (in particular students of color) other than the Chicago area?

A. We are actively looking to identify, recruit and enroll capable learners from various locations. We have increased our efforts in international recruitment by hiring recruiters who reside in India and China. Our HBCU/HSI consortium has been a remarkable initiative to find students of color in areas across the country. We already have students from these partnerships who are currently enrolled on our campus.

Admissions provide an in-state differential through merit-based scholarships to students who have a 3.3 GPA. Students who are admitted from the Toledo area automatically have no out-of-state fees. We have recruiters that travel to Indiana, Illinois, Chicago, and Ohio as well.

## AP Executive Committee Presents to President's Council.

Members of the AP Executive Committee were invited to the President's Council on 3/11/2022. A copy of Jason Cronkrite and Dan Vainner's presentation can be found on our [AP Communications page](#). The presentation included five requests based on the annual AP Survey results and staff retention numbers:

- Seat on President's Council for AP Executive Committee Chair to represent all AP. This aligns with the representation that the Faculty Senate has on the President's Council.
- Engage front-line staff in the decision-making process when it affects programs and initiatives that AP work with on a regular basis.
- Comprehensive exit surveys upon staff departure from GVSU.
- Professional Leadership Development opportunities to prepare staff to be future leaders at GVSU.
- Enhanced communication across AP staff and leadership.

After the presentation, the entire council and members of the AP Executive Committee performed a SWOT analysis concerning the topics of the presentation. We are thankful to have had our voices heard at the President's Council and know that there is much work left to do.

## AP Awards Ceremony

AP awards winners will be announced Tuesday, April 19th. The Awards Committee will be holding a small ceremony for the winners and their nominators at 3:00 PM that day. President Mantella will be in attendance and will say a few words. The ceremony will either be live-streamed or recorded-details will follow in a separate email

## Hold the date: 2022 AP Forum May 12th

This year's AP Forum will be held on May 12th from 11 am-1 pm in the Pere Marquette Room (KC 2204), and will also be streamed on Zoom. More information, including a link to submit questions to the senior leadership team will be coming soon!

## AP Phased Retirement Support

Based on a recommendation by the AP Salary and Benefits sub-committee, the AP executive committee is planning to support the reinstatement of phased retirement for AP staff. This will be done in a similar fashion to a consideration also being made by Faculty Senate and will be communicated to the Senior Leadership Team.

## Human Resources Town Hall

Thursday, April 14, 12:00-12:30 p.m.

GVSU Human Resources is continually transforming to better meet the needs of the GVSU community. We aim to serve as a key partner and collaborator with our employees and departments across campus. During the first phase of the transformation in late January, we introduced HR Strategic Business Partners to the GVSU community. We also conducted a Kaizen event to evaluate the recruitment process at GVSU in the end of February. Learn more about progress in these areas and next steps to continue our transformation to align with GVSU's Reach Higher 2025 strategic vision and goals.

Transformation progress and goals are continually updated on our website.

Register: [www.gvsu.edu/sprout](http://www.gvsu.edu/sprout)

## Performance Evaluations Due Soon

Deadline: April 28, 2022

By this time, all staff members should have completed their self-evaluations and supervisors should be working toward completing and finalizing their employee evaluations. As the deadline quickly approaches for performance evaluations, review the remaining timeline below to see if you are on track:

- March-April: Supervisor completes employee evaluation
- April: Supervisor and employee meet to review and discuss evaluation
- April: Employee acknowledges evaluation
- April: Supervisor reviews final acknowledgment
- April: Evaluation complete

If you need assistance, please contact Human Resources ([perfmgmt@gvsu.edu](mailto:perfmgmt@gvsu.edu)).

[Performance Management Toolkit](#)

## Your HR Strategic Business Partners: Available

### on Pew Campus

In addition to our office in Allendale, JHZ 1090, we are now available (by appointment) on Pew Campus in DEV 315.1C, Monday, Wednesday, and Thursday from 8:00 a.m. to 5:00 p.m. Contact your HR Business Partner to schedule an appointment.

## Cornhole Tournament

Thursday, May 19, 11:00 a.m. - 1:00 p.m.

Join us for the second annual GVSU Cornhole Tournament, but this time, in Lubbers Stadium! All faculty, staff, and students are eligible to participate. [Registration](#) is free—just pick a teammate and a team name. The first 16 teams to register will be guaranteed a spot in the tournament.

[Group Representation](#) | [gvsu.edu/ap](http://gvsu.edu/ap) | [apcommittee@gvsu.edu](mailto:apcommittee@gvsu.edu)

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