

Grand Valley State University Student Senate



General Assembly

Thursday, November 10, 2022

Pere Marquette Room, 4:30pm

Chair: Faith Kidd

Parliamentarian: Justin Frappier

“Student Senate will cultivate a student body that is engaged, healthy, and empowered.”

I. Call Meeting to Order: 4:32pm

- a. Moment of Silence
 - i. Native Land Recognition
- b. Pledge of Allegiance
- c. Roll Call - Part I

II. Public Comment – Part I

- a. Matt Ruen: library scholarly communications outreach coordinator, point person for supporting advocacy around open educational resources and zero cost educational materials. Open educational resources are free to access and come with permission allowing students and educators to save, adapt, and share these materials. Free is good when it comes to educational materials, it lowers barriers, increases equity, and enables academic innovations. In 2019 there was an OER task force, the proposed task force that you will be voting on later tonight is an attempt to make these conversations a little more permanent and ongoing. Wants to coordinate and work towards change at a university level. Goals are likely to include working with the faculty learning and teaching center, create an incentive for faculty to adopt OER to their classes, and hope to have the task force advise the libraries on their current OER efforts and how to continue supporting OER. Asking for Student Senate’s endorsement on this task force structure and asks for one member of the student senate or more to sit on this task force and help the task force stay focused on issues that are important to students.

III. Guest Speaker

- a. VP Truss and AVP Vélez: Admissions/Enrollment
 - i. AVP Vélez: thanks them for the invitation. Has the honor and privilege to serve as Associate VP of admissions and enrollment. Arrived at GV in March of this year, lived on campus for a few weeks when he arrived while he was looking for housing and got to experience the campus culture. He worked in higher education for over 20 years, and has brought that experience here. Came to talk about what admissions and recruitment is doing.
 - ii. VP Truss: thanks them for all that they do. Super excited about continuing his work with the student senate and to build and grow enrollment at GVSU. They have had some real glimpses of what the future can be with declining numbers of high school students across the country, and despite that they still brought in the most diverse incoming class in the history of GVSU this year. Focusing on a holistic admissions process, not only looking at SAT scores, also looking at the whole story- GPAs, what students have overcome, where they come from, and learning about their story. Working on growth efforts, making sure team members are in spaces they have never

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- been before, and they have seen the byproducts of that. They created a strategic enrollment management plan that contains 14 subpopulations, and they looked for the most vulnerable of these populations, such as populations that they are not recruiting, not retaining, and that are not graduating. They have students involved in the planning process and will continue to listen to students as it is a living document.
- iii. AVP Vélez: Seeking to ensure that they are bringing in high achieving students, and diverse high achieving students. Signature Saturday was last week, had over 200 people, focusing on high achieving students to introduce them to GVSU. Bringing more students to the campus than they ever have before. Bus groups are the opportunity to bus in students, because once they are here the campus sells itself. Interaction with students is key in bringing more students to the campus. They have expanded partnerships with the student senate, created some video content that they pushed out to prospective students at the beginning of the year, and have also partnered with trio programs, 80+ charter schools, the school of education center, and athletics. Had an international students visitation day- students from over 14 countries were here. They have purchased new technology and implemented new customer relationship management systems. They looked at territories differently and restructured the admissions office. Up in all new student categories from last year. Up over 4000-6000 total applications than they were at this time last year. They have many members of the admissions and recruitment team who are pushing GVSU's message.
 - iv. Hoogwerf: thanks them for coming in. Wrote the test optional legislation last year, asks them to go into what a holistic admission process looks like
 - (1) AVP Vélez: holistic admissions processes made a resurgence during the pandemic. There is a committee involved in reviewing applications that fall into a certain GPA range and they look at their neighborhood and neighborhood circumstance, take into account the application essay data and look at the complete picture and multiple data points instead of just test scores.
 - v. Schmidt: thanks them for coming, asks how lived experience plays into the admissions process; how does one person get in and one person doesn't if they both fall in the necessary GPA range?
 - (1) AVP Vélez: they have data metrics and use a software landscape. They look at where students come from and score them based on neighborhood characteristics. It is an additional layer of information through the software program that allows them to look even deeper at educational expectations, resources in their area, among other things and see who would succeed here at GVSU.
 - vi. Al Moutaa: thanks them for their presentation, asks more about developing new strategies to target new students, if they have less and less high schoolers and asks if the university sends ambassadors overseas to recruit students

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- (1) VP Truss: they had employed a strategy to go into places that they have not yet gone to, which opened up the numbers in their pool and brought these high school students to the campus. So even though the highschool numbers are declining, their pool is getting bigger. His first year they only received 25 students from charter schools, the next year they doubled that number, and it keeps getting bigger. They are open to sending ambassadors overseas but currently do not.
 - (2) AVP Vélez: in 2019 they were in the 3rd position for the destination school for students graduating out of GR schools. They are in position 2 now only behind GRCC, and have seen a tremendous gain in the take back your backyard effort. Some local students haven't even heard about GVSU, those are spaces they have not been to before. They have international recruiters, and a significant number of international student advocates. There are situations in graduate programs where there is more demand than availability. Looking at expanding international reach to other international areas, currently in China and India, looking at Nepal. International applications exceed the number of seats they can offer. Looking at how they can grow demand in other sections and programs.
 - (3) VP Truss: knows that the potential with international students is exponential but they have to make sure they have the right programs in place and the seats available.
- vii. Biermacher: thanks them for coming, asks about the decline in high school students and if there has been an attempt in gathering data about why?
- (1) VP Truss: the why is kind of out of their hands, we are in a birth dearth, which means the number of persons being born is declining. Also have shifting demographics, some spaces across the country are seeing increases and others are seeing a huge decline. Additionally, there is a bit of a movement that is sharing messages around the value of a college degree. They are combatting the birth dearth, the shifting demographics, and the counter message of a college degree.
 - (2) AVP Vélez: the birth dearth was predicted, started in the 70s. We need a replacement rate of 2.1% and have only been replacing 1.7%. .
 - (3) VP Truss: data is suggesting the numbers will be increasing in 8-10 more years. This pushes them to become more innovative. They will have to be more creative and go to places they haven't gone before. Need even more 1st generation students. During times of surplus you think you don't have to work as hard but in times of deficit you look back at what you missed and see what you should've done differently.
- viii. Roubos: asks if there are any stories or initiatives to present the campus as a safe place for LGBTQ students

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- (1) VP Truss: they identified the LGBTQ+ community as one of the 14 subgroups they want to do better at recruiting. They have a team assigned to collecting data and making sure they are presenting this as a safe place. Trying to address it head on, it is a huge initiative inside of their strategic enrollment management plan.
- ix. Johnson IV: Personally is a part of the charter school program, how can senate and other RSOs be implemented in this recruitment effort?
- (1) VP Truss: they have an initiative called be a laker, bring a laker- asking all of you and other groups to go out and assist this effort. It increases students coming from diverse backgrounds. Asked OMA, Laker Familia, and other organizations to join them in recruiting students and the events they are having.
- (2) AVP Vélez: on their website they provide you more information. They partner specifically to cultural clubs and organizations and social justice centers to get those diverse populations aware of their recruitment efforts. They just recently revamped the diversity brochure and looked at if they have materials that represent the current student body. They have been intentional about representing students well. Want to engage you and put you in front of the students, and want to put your story in front of prospective students.
- (3) VP Truss: started with a marketing campaign and did a rerun of all the billboards, it has probably been some of the most diverse billboards GVSU has ever had. Tried to be as diverse as possible and cover all students, people need to see themselves and believe they can be a part of the GVSU family.
- (4) AVP Vélez: they are currently hiring VIPs, ambassadors and tour guides, they pay nearly \$13/hour. Would love to bring you on board.
- x. Schmidt: They threw out a number about the value of a degree, asks if that is the average of all the different degrees or skewed by some specific degrees
- (1) VP Truss: it is on average, can supply you with the citation.
- (2) AVP Vélez: the career center has a breakdown of the potential earnings in each career along with links to interviews with alumni
- (3) VP Truss: there are many people that still come to college for mission driven work, not about the money but about serving the community. Doesn't know how you put a dollar value on that.
- xi. derPilibosian: What is your vetting process for accepting international students? What kind of programs do you capitalize and focus on in the admission process?
- (1) AVP Vélez: don't necessarily focus on one program in recruitment efforts, the goal is to ensure that the recruiter is well versed in different ways to recruit. They market GVSU as a whole and not necessarily targeting certain majors or programs. There is an application process for international students, the

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qualifications are listed online. You must submit transcripts and things like that, they have international student processors.

- xii. Johnson IV: if a student from any background is enrolled here how do they go through the scholarship process? Does the holistic admissions process influence the scholarship process?
- (1) VP Truss: Knows that they have to continue to review their scholarship process, and want to get better. When they look at removing test optional scores and using GPAs, many students meet the top tier scholarship criteria and they have to figure out how to handle that since they don't have unlimited funds. Open to suggestions. They have the LEAD based scholarship program which allows the Financial aid office to customize the scholarship process for students and have a conversation with you if you have a need. Looking to see how they can be able to afford as many scholarships as people qualify for.
- xiii. Hahs: 85% of students are from Michigan, what are they doing to build the number of out of state students?
- (1) VP Truss: they use MC data which gives them different locations and identifies the needs of those areas and they use that data for areas outside of Michigan based on demand and where their product matches up well. They use the data to see if they put a recruiter there if they will get a bang for their buck. Want to be in Florida and if they find out they can't do it they'll go somewhere else. Knew that there was some great talent of students and want to get their brand in that area. Trying to get football games in spaces they haven't been before and send recruiters there. This year the out of state student number dropped, trying to examine what happened and how they turned it around. The implementation of the vaccination policy and lingering pandemic effects played with the out of state student numbers. Open to new strategies, looking for new innovative ways to grow numbers. Most universities in Michigan besides U of M and MSU are down in enrollment.
- xiv. Bates: Are there any differences between acceptance criteria and scholarship eligibility for transfer students and traditional students?
- (1) VP Truss: did not have a lot of scholarships available for transfer students before this year, all universities are fighting for a much smaller number of community college students that will transfer. It is a space they have to do a better job in. Thinks it can be a lot more liberal. Pushing to be able to create access, make sure adult perspective learners have a barrier free access. Have to do it quickly.

IV. Five (5) Minutes to Pass the Papers

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- a. Everly: passing around a sheet to gauge who is interested in student senate carpool karaoke, VP Biermacher, VP Schmidt, and EVP Frappier have already expressed interest.
- b. derPilibosian: What is carpool karaoke?
 - i. Everly: carpool karaoke is when multiple people get into some sort of motorized vehicle, will probably sit in a parked car, sing songs, and talk about different student senate things.

V. President's Report

- a. Adoption of the Agenda
 - i. Frappier: move to strike 8A and replace it with legislation and other items
 - (1) Schmidt- 2nd
 - (2) Frappier: in order to discuss and pass the OER initiative he needs to expand the agenda point.
 - (3) Schmidt: suggests amending motion to add item ii to specify task force
 - (4) Frappier: accepts amendment
 - (5) Schmidt: moves to pass the motion with unanimous consent
 - (6) Senate votes to strike 8A and replace it with legislation and other items with item ii- task force
 - ii. Schmidt: move to strike officer reports
 - (1) Munoz- 2nd
 - (2) 15 yays, 4 nays, 1 asbention
 - iii. Rusch: move to strike 5 minute recess
 - (1) Welch- 2nd
 - (2) Rusch: will be at end of meeting since they struck officer reports and add unnecessary length
 - (3) 15 yays, 3 nays, 2 abstentions
- b. Report is in the drive under president, nothing that directly applies to any of you in an exciting fashion

VI. Executive Vice President's Report

- a. Approval of the Minutes
 - i. Stand approved
- b. Started 2:1s this week, please sign up if you haven't. Really good to get to chat with you.
- c. Sent out the climate survey, it needs to be filled out by 11:59 pm on Sunday. Will help with the work with consultant that starts on Monday.

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- d. If you're not in the slack, drive or receiving the weekly email, or if you're being appointed, come speak to him to get added.
- e. ECS/UAS is going really well. They looked at VP Al Moutaa's legislation and gave comments which were very helpful.
- f. December 8th will be headshots and the promotions office will be taking photos during GA.
- g. Likes the idea of be a laker, bring a laker, tell your friends about senate and bring them to GA.
- h. Kidd: sign up for 2:1s, they are super informal. She'll buy you coffee or whatever you want to do. Please fill out the climate survey, be brutally honest.

VII. Unfinished Business

VIII. New Business

- a. Legislation
 - i. Student Wages
 - (1) Kidd: open your laptops and leave changes in the document directly
 - (2) Frappier: asks that you don't ask that this is read aloud, we need to save time. Will share it again in the weekly email if this is not passed tonight. Send comments to Al Moutaa. This is a great time to foster discussion.
 - (3) Kidd: utilize this time to focus on structure.
 - (4) Schmidt: about halfway through, it says "federal minimum wage" when it is \$7.89 and the lowest wage at GV is \$2 above the federal minimum wage and Michigan has a higher minimum wage.
 - (a) Al Moutaa: he included this to illustrate the trend of college affordability and how it is getting more and more difficult to afford. If you compare the trend line in the 1960s to now it is way more difficult.
 - (b) Schmidt: maybe you should calculate it for Michigan minimum wage since federal minimum wage does not apply
 - (c) Al Moutaa: will move forward with that and also compare it to the lowest wage you can get at GVSU
 - (5) Hahs: curious where these funds will be allocated from, asks if it is going to have effects on tuition or affect students that do not work on campus
 - (a) Al Moutaa: had a meeting with VP Sanial, most years they never spend their full student wage budget, last year they only spent 80%. They also have a lot of budgets at GVSU that are not fully spent such as faculty and staff budgets. It will be a game of balancing out and revaluting expenses. Budget is 100s of millions of dollars, so even if there is a 10% change it will double.

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- (b) Biermacher: has a full copy of the 2021 budget if Hahs would like to take a look at it.
- (6) Rusch: Has there been any talk about if students are receiving yearly pay increases if they stay in a position and making sure it is a consistent or university wide policy?
- (a) Al Moutaa: there are a lot of departments that work on increasing retention by offering raises, but not all departments do that because it is not a rule. In the finally let it be resolved statement it asks for a task force to be created that will make those rational decisions and if the legislation does not mention this specifically it may be executed through the task force.
- (7) Frappier: this is in the drive under legislation, you can look over this for office hours
- (8) Kidd: A great way to use your office hours is spending time going through the data or meeting with Al Moutaa. This is a huge piece of legislation, avoiding missteps is essential.
- (9) Al Moutaa: received a lot of student comments on social media, in small discussions, from personal connections and in the Lanthorn and saw how student wages do not match labor market analysis. This legislation will restructure the student wage chart and make student positions more precise, will have a detailed list of roles, and have a minimum and maximum pay rate. They will include the labor market analysis and include that data in the minimum/maximum pay. Asks the university to create a task force to make more minute decisions and issues. Feel free to give comments and amendments. There were concerns regarding partisanship of this legislation, GVSU Student Senate is a nonpartisan body and he took that into consideration when writing this legislation. There was no involvement with YDSA when writing this legislation.
- (10) Brock Johnson: are you going to include benefits that students get with the job such as meals you get from working for Laker Food Co?
- (a) Kidd: the wage chart is linked in the legislation, this is just creating a holistic overview rather than writing job descriptions
- ii. Task force
- (1) Haas: Matt Ruen and her met a few weeks ago, and she is bringing the proposed OER task force structure that is seeking full endorsement with a recommendation from cabinet. Its mission is to advocate for systemic and institutional change to advance the use and creation of Open Educational Resources and Zero Cost Materials at Grand Valley State University. Baseline membership of the task force will include a chair (designated by University Libraries), a tenured or tenure-track faculty member, an affiliate or adjunct faculty member, a staff member

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representing eLearning Technologies, and a student appointed by Student Senate. The Task Force will set specific goals at the beginning of the academic year, reporting to stakeholders at the end of the academic year. General areas of responsibility may include: raising awareness of OER, gathering information on campus practices and issues, recommending changes to policies and/or practices. The task force will provide an annual report to the University Libraries, University Academic Senate, and Student Senate, as well as other relevant stakeholders. Great opportunity to make resources more affordable and equitable for students. These are all in the drive if you want to learn more about OER before next week.

- (2) Kidd: recommends looking at the documents in the drive and asking VP Haas questions before voting on it next week.
- (3) VP Schmidt: Are there any more benefits to this task force besides cheaper textbooks?
 - (a) Haas: there are still opportunities to make it cheaper even when they don't use textbooks. OER is an umbrella term, there are documents in the drive if you want to learn more.
- (4) Frappier: do not edit the document but feel free to leave your comments
- (5) Rusch: would this be a permanent task force, or would it disband after a certain amount of time?
 - (a) Haas: not a university committee, so this would be an informal committee that doesn't have a timeframe. In order to make these changes there needed to be some sort of committee.
 - (b) Frappier: asks Haas to reach out to Ruen for clarification to this question.
- (6) Johnson IV: how do they address digital literacy if it is a part of the program?
 - (a) Haas: can reach out to Ruen for an answer and will get back to you.

b. Appointments

- i. Johnathan Quist: senior, communications major, from GR.
 - (1) From Quist: What I plan to do during my tenure is help maintain order and offer varying perspectives to the body. Due to my background in Communications and in-person management, I believe that I have the necessary skills to help organize and maintain order. Furthermore, my internship at a law office has allowed me to look at issues from a multitude of perspectives. When analyzing cases, I was taught to understand the stance of each side. I believe this can be beneficial to the Senate when making decisions for future proposals. In addition, it can also be beneficial for conflict management amongst the body. Thank you for this offer, and I look forward to working with you in the future.

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- (2) Everly: this was an interview that she did not sit through
- (3) Rusch: two words that stuck out were clear and concise, also caring. Believes that his appointment will be a benefit to the senate. He has experience and can relay information incredibly well.
- (4) Biermacher: brings personability and level-headedness. Will add to their culture of collaboration, and thinks he will be a great fit.
- (5) Schmit: motions to appoint Johnathan Quist to SRC
 - (a) Frappier- 2nd
 - (b) Schmidt: moves to pass the motion with unanimous consent
 - (c) Senate votes to appoint Johnathan Quist to SRC

IX. Public Comment- Part II

X. University Committee Reports

- a. Biermacher: is sitting on the president's ball committee, they have been meeting since October, and are now meeting weekly instead of biweekly. If you want any updates or further information feel free to ask.

XI. Roll Call - Part II

XII. Call for Announcements

- a. Frappier: will start 2:1s right after this in this room. Go grab snacks when you're heading out so things don't go to waste.
- b. Haas: met with AVP Delgado of IT last week to discuss getting student feedback on academic technology through a survey with questions on lab usage, printing, and software access. There is a notes document on questions he will include in her drive, would like feedback from the general body so feel free to add questions or comments to that document.
- c. Biermacher: allocations is meeting tomorrow at 1:30 in KC room 2215, will have both appropriations and cultural funding board. Will have an agenda for them by tomorrow morning.
- d. Everly: office hours due at 5pm tomorrow, she has many ideas to complete them if you need suggestions. SRC now meets on Tuesdays at 5:45pm, this could change again with their new appointment. This past week they could not call an official meeting to order because they did not meet quorum but they informally worked through the agenda so she still has notes, reach out if you are interested. Due to that they were not able to vote on excused absence forms yet but she did receive them.
- e. Bucon: senate swag interest form is due tonight at midnight, fill it out even if you are not planning on ordering anything. Committee photos will be next week following GA.

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- f. Johnson IV: CAC will be hosting their first food committee meeting next Friday 3-4, if anybody knows of any RSOs that might have members that would be available to participate in this discussion please let CAC know.
- g. Munoz: just sent out a google form in the slack to confirm a date for their first food committee meeting, there is not a date or time confirmed yet. If you are interested please fill out the google form by tonight.
- h. Frappier: not sure if the structure will be the same as it used to be but there are usually snacks.
- i. Munoz: can confirm there will be snacks
- j. Everly: there are a lot more people interested in carpool karaoke than she thought, which is very exciting. She will send a link to a carpool karaoke video so everyone is aware of what it is. She will create a group chat with those that are interested so they can start coming up with dates.
- k. Kidd: fill out your forms- climate survey, senate swag interest form, food committee form, and 2:1 form. 2:1 schedule for tonight: 5 minutes after adjournment Senator Hallead, 30 minutes after the start of that, 6:45 VP Schmidt, 7:15 Senator Hahs, 7:45 VP Bucon. There is also an interview after this so if you are a part of that you know where to go and VP Everly will meet the interviewee after adjournment to tell them where to go. Will swear in Senator elect Quist directly after the adjournment of this meeting.

XIII. Adjournment: 6:10pm