

**AP Committee Meeting Minutes**

**Thursday, Feb 3rd, 2022, 3:00-5:00p, JHZ 1012**

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| Group 1 | John Offerman, Richard Freehafer |
| Group 2 | Chris McQueen, Dan Vainner |
| Group 3 | Greg Wilson, Justin Melick |
| Group 4 | Kate Stoetzner, Stacey Lefevre |
| Group 5 | Mike Stoll, Sara Wheeler |
| Group 6 | Quincy Williams, Jason Cronkrite |
| HR Liaison | Mychal Coleman |
| Provost Liaison | Mary Albrecht |

***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.*

***Attendance:***

***Present: Dan Vainner, Greg Wilson, Jason Cronkrite, John Offerman, Justin Melick, Mary Albrecht, Mike Stoll, Quincy Williams, Sara Wheeler, Stacey Lefevre, Kate Stoetzner, Ruthanne Griffin***

***Absent: Chris McQueen Richard Freehafer***

1. Convene
2. Guest Speaker: Donta Truss
3. Questions and Answers with Donta:

**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?**

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 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 or 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, 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?**

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 wills are 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. We know there is a delicate line of recruitment, registration, and retention. We get students in the door with incentives like extra support (financial, success) but do not have the staff to support the students once they are here. I’d love to hear your vision for First year retention as well as our incentivized (or marginalized?) students.**

Our SEMP strategies drive our vision for first-year retention as we want to ensure that every student is connected to a program or person, most notably during their first year. We have staff support through various programs such as Laker Connections, TRIO, Oliver Wilson, and several scholarship programs. We also have social justice centers that are designed to serve students historically underrepresented/marginalized in order to create the conditions for their belonging and success. In addition, every first-year student is paired with a faculty partner through our Student Success Network, where meaningful support is provided during the students’ transition to GVSU. We also have Student Success Coaches to connect with any student who may not be involved in the aforementioned supports. As a division, we call this “coordinated care!”. Our EAPdatabase will track the coordination to ensure students and faculty/staff partners are informed of the connections.

Our advising centers are piloting a new program for fall 2022, where every student must meet with an advisor during their first year. To ensure appropriate support, advising centers are advised to hire additional staffing.

We are also hosting a Student Success Conference this year to support our retention efforts and increase awareness for the GVUS Community.

**Q. Recruitment is an important way to warmly welcome students into higher education. Because we are a school of nearly 25,000 students, should we look at a broader recruitment plan? For example, should each college have its own admissions recruiter along with our Admissions office staff who currently staff/recruit/promote GVSU?**

Recruitment is the work of all university stakeholders.

**Q. I like your idea of a coordinated care team. Could this be a team that consists of an academic advisor, a success coach, etc.?**

Yes, this is how the model will work. Our goal is to make sure that each and every student will have a team of supports. EAB is the software that will assist us with this work so that the students will know who they can contact if needed.

We want to be a student-ready University- which is reflected in our collective, coordinated approach and active commitment to making certain that we close the gaps so that every student can achieve academic and personal success. This shows up as:

Collaboration across divisions and units to make the student experience seamless

Clear communication between all parties involved

Avoiding unnecessary and/or redundant request for a student to meet with other people/offices

This model requires training and development for staff and faculty. Our goal is that faculty and staff:

Act proactively vs. reactively to student needs

Demonstrate believe in the potential of all students/learners

Promote asset based, anti-deficit approaches

Utilize appreciative advising

Engage in trauma-informed practice

Consider the “whole” student/learner

Make sure communication flows upstream & downstream

**Q. Now that you’ve been at GV for serval seasons of registration, do you feel like you understand the enrollment habits of students? IE, we are asked to reduce capacity or remove sections of classes very early in the registration process yet are repeatedly contacting students to enroll. When they do register they have limited availability. Is there a way to ‘save the schedule’ while our work continues to** **increase enrollment?**

Decisions around the cancellation of low-enrollment sections are made within Academic Affairs.

There is a balance needed here since we don’t want to cancel low-enrollment classes too early but we also need to cancel them in time for students who are impacted to modify their schedules. It is important to provide students with choice and to provide support to those students whose classes are cancelled to help them find an appropriate replacement class.

We know that some student register for classes as soon s they are eligible to do so while others tend to wait until closer to the start of the semester to make decisions around the classes they will take. While from a university planning perspective, encouraging students to register early makes sense, there may be competing concerns that make early registration problematic for some students.

It will be interesting to see how the pilot of required advising for first-year students will impact the timing of enrollment.

**Q. As a state institution, how does GVSU determine the needs of MI students while at the same time balancing those with the skillset (and other) demands of MI businesses? How often is this type of assessment being made? And what can AP staff do to ensure that this assessment leads to a quality education for students?**

Our cross-divisional Market Research Analysis team (<https://www.gvu.edu./gvdata/>) is charged with helping any university faculty or staff obtain and understand labor market data. Any AP staff member is encouraged to contact them with ideas about where the data can be put to use.

Academic affairs and faculty governance take the lead in determining marketability of proposed programs and existing programs. They have always required market research at the program development stage. They are moving forward with ideas about how to integrate it into ongoing assessment and program review as well.

**Q. Would love an update on the SEMP and specific outcomes based on various initiatives to increase enrolment and retention.**

This link is the best place to go for updates on the SEMP and outcomes. We will update this each quarter to share progress on the initiatives. ([Executive Summary - Strategic Enrollment Management Plan - Grand Valley State University (gvsu.edu)](https://www.gvsu.edu/semp/executive-summary-2.htm))

**Q. Now that GVSU is expanding its free tuition to all low-income families in Michigan. How do you think this will help or hinder enrollment?**

Last year (Fall 2021 cohort) we showed a 44% yield rate for students who were eligible for the GV Pledge that attended GVSU, which is the highest yield rate for any of our scholarship programs. We are grateful that we can now offer this program state-wide to give even more needy students the opportunity to attend GVSU. This will help enrollment by allowing more of these students to attend.

**Q. What is GVSU doing to target and attract students who have aged** **out of the foster care system in Michigan?**

We understand that there is a gap when it comes to both recruiting and attracting students that may have aged out. We have Admissions staff members who are connected and are on the Fostering Laker Success council. This includes providing specific presentations to various groups across the state with students from this population and visiting organizations that are connected to students from the foster care system.

We have a couple scholarships dedicated to students out of the foster care system, but more scholarship opportunities are needed to assist in these efforts. We will keep getting better in this area.

**Q. What is GVSU doing to expand beyond Michigan to attract quality students (in particular students of color) other than the Chicago area?** We are actively looking to identify, recruit and enroll capable learners from various locations. We have increased our efforts to 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 provides an in-state differential through merit-based scholarships to student 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.

1. Approval of January meeting minutes- Motion to approve- S. Wheeler, Seconded by Q. Williams
2. Old business
   1. Open positions
      1. SJ Committee-Group 1 still vacant
      2. Professional Development Committee-Group 5 still vacant
   2. Group Designation Workgroup- this work group has met (Justin, Greg, Jason, and Dan). Believe there is a path forward, but need continued work.
   3. Communications Workgroup- this work group ahs met about the survey results. Please respond to Dan and Mike with any changes to email by Monday, Feb 5. Email vote will be held regarding final language for distribution to all AP’s.
3. Officer/Liaison Reports
   1. Interim Chair- Dan
      1. Next meeting: AP Executive Committee with Miloš Topić
      2. Kate to Secretary, Chris to SJ Liaison
   2. Vice Chair: Quincy
      1. Provost Search – Candidates have completed campus visit. Feedback is being collected.
4. Liaison/Subcommittee Updates
   1. Website: Richard Freehafer/Jason Cronkrite – Keeping it updated. Submit subcommittee minutes and other updates.
   2. Awards Liaison: Richard Freehafer- Awards portal is open now! Nominate and celebrate AP staff on campus. Information has gone out in the newsletter. An email will go out with just awards info soon.
   3. PD Liaison: Greg Wilson- This group is still working on having a meeting.
   4. S&B Liaison: John Offerman- Phased Retirement- faculty are leading this initiative. Faculty are giving a presentation to faculty senate. More details to come. Phased retirement used to exist, probably a cost issue why it was eliminated. Child care continues to be a topic of conversation.
   5. SJ Liaison: Chris McQueen – The book read “WAKE UP” is on Feb 22, the book is Born a Crime by Trevor Noah. The first meeting does not need the book to be completed.
   6. RH 2025 Steering Committee: Mike Stoll – Thank you for approval. Reach Higher 2025 will be presented to the Board of Trustees. We are all glad that the AP Committee was able to contribute.
   7. UAS Liaison: Sara Wheeler- ECS is meeting with Title IX about investigation results, and then UAS will meet too. The investigation report is on the GVSU General Counsel page, the report was written by outside counsel.
   8. Newsletter: Justin Melick/Kate Stoetzner- Click rate is up to almost 50%! Stacey brought up an error in the January newsletter- staff highlight feature. Ryan Smitt’s name was incorrect. Recommendation for an apology to be sent to Ryan, and confirmation of correct names and spellings through the HR Admin Office in the future. This should add double checking and prevent an error in the future. Request to put pdf form of newsletter on the website- this is being done.
   9. Provost Office Updates – Mary Albrecht- Provost Search is wrapping up. Two Dean searches are happening- Kirkhof College of Nursing, and College of Health Professions. Commencement site will be updated and live soon. Commencement will be at VanAndel.
   10. Human Resources Updates – Ruthanne Griffin will be the new HR liaison to the AP Committee. Mychal Coleman may still join us on occasion. HR is under construction/transition.
5. New business
   1. Awards Submission Open
   2. AP Appreciation- Sara to take the lead. Discussion on if there is a budget. Can we do a program similar to University Development’s “Thanks a Latte” program
   3. Phased retirement – see Salary and Benefit subgroup notes.
6. Adjourn. Next meeting: March 3 SCB 3001. 3-5pm. Miloš Topić

Meeting Schedule 2021-2022

March 3 – Miloš Topić

April 7 – Business Meeting

May – AP Forum