



**AP Committee Meeting Agenda
Thursday, January 7, 2021, 3:00-4:30p, Virtual/Zoom**

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	John Offerman, Kayla Grice
Group 2	Beth Thimmesch-Harpold, Marla Wick
Group 3	Karen Matchett, Greg Wilson
Group 4	Kate Stoetzner, Jason Durham
Group 5	Mike Stoll, Casey Thelenwood
Group 6	Quincy Williams, Clayton Pelon
HR Liaison	Deb Sanders
Provost Liaison	Mary Albrecht

(OPEN EXECUTIVE COMMITTEE & SUBCOMMITTEE MEMBERS)

1. Convene and welcome
 - a. Members present: Beth Thimmesch, Kayla Grice, Karen Matchett, Kate Stoetzner, Gregory Wilson, Mary Albrecht, Marla Wick, Deb Sanders, Jason Durham, John Offerman, Quincy Williams, Casey Thelenwood, Clayton Pelon
2. Guest Speaker: B. Donta Truss, Vice President for Enrollment Development and Educational Outreach
 - a. Enrollment is not a one-person job, we do it as a team (university-wide)
 - i. I am thankful for us/colleagues and the great Enrollment Development Team
 - b. GVSU Total Enrollment by Semester
 - i. Enrollment has declined gradually over last 5 years, driven by demographic changes + COVID has accelerated decline
 - ii. GVSU is down 2.8% this year, compared to Center and Ferris down more than 10% and Western down ~5%
 - iii. Summer 2020 enrollment was up 0.7% (8374 to 8431), students responded to remote offerings.
 - c. Undergraduate Enrollment F20
 - i. Decline in FTIAC, COVID a big part of decline
 - ii. Transfer student decline, we are in jeopardy of having a deeper decline of transfers
 1. Community colleges took major hits, so # of students are down ~135
 - iii. Strategies to employ: creating more need-based scholarships, working with historically black colleges to create 3+2 or 2+3 programs to complete 2 years then transfer to GV to finish degrees in more specialized areas
 - iv. Purchased CRM tool to communicate better with our students and to make sure we move them through the funnel and we don’t lose them at any point in the funnel
 1. Utilizing Campus Logic to work with students who have been selected for verification (tough situation for low income, first gen students to manage – will simplify for them and plug a gap)
 - d. Graduate Enrollment up 0.8% this year, Fall new graduates increased 20%

- i. Hired 1 + hiring another temporary grad recruiter to cover more ground
 - e. FTIACs by Geographic Region
 - i. Taken a hit in southeast MI, hired recruiters to focus on these areas
 - ii. Detroit Center will become hub for recruitment (currently reimagining this space)
 - 1. Counselor lunches, alumni lunches (after COVID)
 - 2. Be a Laker, Bring a Laker program – identify great students + get into application process
 - 3. Detroit Promise partnership – increase GV visibility and awareness, offer transportation
 - f. Students of Color: Any Student Level
 - i. Looking to fill gaps with new students and adult students
 - ii. Become more attractive across populations to see a surplus and begin to grow
 - iii. Taking Back our Backyard program – stronger visibility in GR and surrounding school systems that are minoritized, working hard to create a welcoming environment
 - iv. Strategic Enrollment Management Plan being finalized – focuses on recruitment and retention on these populations, first-gen, adult, and transfer students
 - g. Selected Populations of Focus
 - i. 2.95% increase in veteran population, preparing to open Military and Veteran Center
 - ii. [LEADS program](#) - majority of program is online, hiring adult recruiter to help build program
 - 1. Inaugural class met enrollment target
 - iii. Plan to make sure GVSU is accessible to all populations of students
 - h. Total Aid Awarded by Source
 - i. Amount of aid over last 5 years increased by \$18M
 - ii. Endowed/Restricted aid increased by \$7.5M
 - i. SE+ Launched – intentional set of experiences beyond work study at increased wage
 - i. Provides more funds to offset costs of them going to college
 - ii. 250+ students so far have had an SE+ experience, goal to increase these numbers / grow effort
 - iii. Launched Summer Bridge Program – start off F21 with advantages, build summer enrollment with those students, program to positively impact retention/grad rate
 - j. Fall 2021 goals
 - i. Have 4,000+ first-year students
 - ii. 525 students for LEADS program
 - iii. 84.5% retention
 - iv. Assistance with the Be a Laker, Bring a Laker program
 - k. Where we are now
 - i. GV up in FTIAC Admits, most colleges are not
 - ii. Increase in all subpopulations, up 13.2% of students coming from minoritized backgrounds
3. Guest Speaker: Jesse Bernal, plan to update monthly but nothing new to report for January
4. Officer/Liaison Reports
 - a. Chair- Beth
 - i. Nomination/Elections Updates: Salary & Benefits (Katherine Branch)
 - ii. AVP Human Resources Search Committee – Beth Thimmesch, interview process and looking at more candidates

- iii. Ombuds Search Committee – Clayton Pelon, amazing and very qualified pool, a lot of applicants
- b. Liaison/Subcommittee Updates
 - i. Awards (Clayton Pelon) – checking on staff awards banquet/event, faculty awards – virtual reading of the names but no audience or awards given, student awards – no program but awards will be given out
 - ii. PD (Greg Wilson) – first meeting in 2 weeks
 - iii. SJ (Kate Stoetzner) – website updates, AP liaisons, adding committee to bylaws
 - iv. S&B (Jason Durham) – VAT update at last meeting
 - v. UAS (Mike Stoll) – no update
- c. Human Resources Updates – Deb Sanders
 - i. 50 people retired end of Dec
 - ii. Should have received new HSA card (call 866-346-5800/Health Equity if you did not receive yet), balance transfer is automatic but need to update any auto payments, money will transfer in Feb (1/22 is last day to use current card)
 - iii. Should have received new Priority Health card (call PH if you did not yet)
 - iv. EPDP system replacement being sent out tomorrow (IT created) – transition year for AP
 - 1. RFI completed – Page Up system will be launched in Spring. Banner may not be able to support us out 5 years – may need to move ERP systems, signing addendum with Page Up (summer launch)
 - 2. Existing EPDP data will not be lost, data review to pull former evals
 - v. Salary increase program – optimistic that we may have it this year
 - 1. Looking into considerations for cumulative performance from previous years
- d. Provost Office Updates – Mary Albrecht
 - i. VP for Graduate and Lifetime Learning (Kara Van Dam)
 - ii. GVSU Days Off – March 10, April 1 no classes and no assignments due but GV is open
 - iii. [Shared Governance Temporary Policies](#) – revised attendance policies, etc
- e. Other
 - i. Old Business: Nov 19 meeting minutes – approved
 - ii. New Business: Vaccinations update email sent today

5. Adjourn. Next meeting: February 4, 3:00pm-4:30pm, Virtual/Zoom

Meeting Schedule 2020-2021

September 3 – Business Meeting. October 1 – Provost Cimitile.
 November 5 – President Mantella (3-4), Jesse Bernal (4-4:30)
 November 19 – Greg Sanial
 January 7 – Donta Truss (3-4), Jesse Bernal (4-4:30)
 February 4 – Jesse Bernal
 March 4 – Business Meeting, (3-4), Jesse Bernal (4-4:30)
 April 1 – Business Meeting

Minutes submitted by Kayla Grice.