



**AP Committee Meeting
Friday, September 4th, 2015, 10:00am
3000 Seidman College of Business**

Present:

Jeanne Ferro, Matt Herrema, Monica Johnstone, Tim Marroquin, Rence Meredith, Brian Merry, Amanda Pitts, Jenna Poll, Cathy Skene, Josh Stickney

Absent:

Colleen Lindsay-Bailey, Scott Richardson, Kathleen Wright,

1. Guest Speaker: Doug Wentworth, Director of Auxiliary Services, 2013 AP Achievement Award. As director of Auxiliary Services, Doug oversees the Laker Store (the new incarnation of the old University Book Store), Campus Dining, Catering, Conference and Event Planning, Vending Machines and ATMs. He addressed questions that had been sent ahead of the meeting, and also answered representatives' questions during his presentation.
 - a. Updates regarding food service:
 - i. Dining options have been widely expanded recently. During the summer of 2014, Kleiner Commons was renovated to add 10,000 ft² of dining space. Summer of 2015 saw the expansion of the C-store at Kleiner. The Marketplace houses a Starbucks and a sandwich operation called Which 'Wich, both of which opened in April. On the main floor of Kirkhof, in the former home of UBS, one now finds a Panda Express, and a Subway with double the capacity of the Subway counter that used to be in the lower level of KC. To the dining options in lower Kirkhof has been added a made-to-order pizza and pasta bar. Despite the capacity added to food service, lines are still quite long, particularly during the two-hour lunch rush. Feedback regarding the new dining options has been positive, with the sole exception being the length of the lines.
 - ii. Re: the length of lines: This is a challenge with no easy solution. All dining options see extremely high volume during a two-hour lunch window every day during the fall and winter semesters. Outside of this window, traffic is relatively light, and many dining options shut down altogether during the summer. To build adequate space to accommodate the lunch rush would be to have too much space idle for hours of the day and months of the year. Optimizing which locations are open at what times of day is crucial to controlling the cost of meal plans.
 - iii. Re: meal plans: Although sales at campus dining are up, and enrollment is up, sales of meal plans are down. Meal plans at GVSU are optional (most other MI universities require students to purchase them), far cheaper than at other universities (~\$700 below the state average), and save students money vs. paying cash for meals. * Days after the meeting, a follow-up question was posed to Campus Dining: Are meal plans available to staff and faculty? The option available to staff and faculty is to deposit money into an account that can be

debited at dining locations using one's GVSU ID card. Twice annually, "bonus dining dollars" are offered: put \$100 in a dining dollars account and get an extra \$15; deposit \$200 and get an extra \$40; deposit \$300 and get an extra \$75. Payroll deduction to fund these accounts is an option. The Bonus Dining Dollar opportunities happen in August and January and are communicated via email and the Barter Board

iv. Q: Can gift cards (e.g. Qdoba) be used at on-campus locations?

A: Not at present. National brands often try to protect their traditional (i.e. free-standing) franchisees by disallowing such conveniences at non-traditional locations (e.g. on a college campus). Regarding national brands: Doug spends vast amounts of time negotiating with their representatives and convincing them to allow us to offer their brands on campus in ways that work for our students, even if it means deviating from their usual policies and requirements.

b. The Laker Store: The Laker Store opened in April, replacing the old University Bookstore. The new location provides a vast increase in selling space over the previous location and, in terms of square footage, brings us up to the national average size for a bookstore at a university of our size. Other notable features are an Apple retailer, and windows (not as in Apple's competitor, but as in panes of glass to allow people to see into and out of the store). When building a bookstore, most universities will consult a professional college bookstore designer (that's a thing). Our design team on this project hired a retail designer, with the aim of creating the best shopping experience possible. So far it appears to have been a good strategy. Students and parents are spending more time in the store and buying more merchandise. Another point of emphasis was to design the store to be adaptable to the future when hard-copy textbooks no longer predominate. Regarding textbooks: the Laker Store is often the cheapest place to buy textbooks. The Laker Store website features a pricing tool, called GVSU Choose, which allows students to compare Laker Store prices with other vendors. Doug reports that 88% of students who have used this tool purchase their books at our bookstore, and that book sales at GVSU have actually gone up 7% since rolling out the pricing tool.

c. Q: Any final points of emphasis?

A: 1) No one disputes that food and textbooks are too expensive, but they are at least as affordable here as they are anywhere else. It should also be noted that profits generated by auxiliary services are put back into improving and refreshing facilities, dining options, etc., for the benefit of students, staff, and faculty.

2) Staff should not hesitate to use Auxiliary Services as a resource for projects and events.

2. Committee Business

a. Minutes for the August 11th meeting were approved. Kathleen will post them to the APC website.

b. Robert's rules of order were suspended for the duration of the meeting.

c. Officer / Liaison Reports

i. Chair: Monica

- Jeanne's first newsletter as communications officer was commended.
- Monica represented AP staff at an August 31 meeting regarding the upcoming campus climate survey.

ii. Vice Chair: Colleen—not present

- iii. Awards Liaison: Brian: This subcommittee has scheduled its first meeting the week of Sept. 7th.
- iv. Salary & Benefits Liaison: Jenna: This subcommittee has also scheduled its first meeting of the year for the week of Sept. 7th.
- v. Professional Development Liaison: Cathy: This subcommittee held its first meeting of the year in August. Officer positions were filled and committee members (including Cathy) were assigned as moderators for this year's Excellence Series events. Programming for the Excellence Series is complete for the year and fliers have been sent out. The PDS is always eager to hear feedback regarding its events and suggestions for future programming.
- vi. Public Safety Liaison: Matt, Tim: no current cases. No further comm regarding an additional fall meeting. There are no cases before the Public Safety Committee. At the first meeting in August, it was indicated that there may be a second meeting this fall, but there has been no further word of that to date.
- vii. Luncheon Subcommittee: Brian, Amanda, Rence: no report. The annual Awards Luncheon is scheduled for April 21, 2016, from 11:30-1:00, in KC 2250. APC members are encouraged to protect this date/time, plus time to arrive early for set-up.
- viii. Forum Subcommittee: (Monica, Colleen and Rence): no report. The Open Forum is scheduled for May 4th, 2016, from 11:30-1:00, in KC 2250.
- ix. Communications Officer: Jeanne: Having sent out her first monthly APC newsletter, Jeanne thanked people for their proofreading and suggestions and renewed her call for more of the same on future editions. Feedback regarding the newsletter was positive. Jeanne and Monica—who creates newsletters for CLAS—discussed nuances and mechanics of newsletter communications.
- x. Webmaster: Kathleen—not present. Kathleen has been oriented to her webmaster duties. Monica continues to forward AP membership updates as she receives them.
- xi. Liaison: Scott—not present.

d. Items Discussed

- i. Feedback regarding the start-up of the academic year:
 - Move-in week: Rence described move-in week as the smoothest he's experienced in five years. We were fortunate with mild weather that week. Housing, Facilities, and Public Safety make a point of planning move-in with the perspective of students and parents in mind. The Helping Hands program is a very valuable initiative. Amanda was busy photographing during move-in and noted a lot of happy-looking parents.
 - Bussing: Brian has heard positive feedback regarding the new bus route. Monica has observed at least one stop along Route 50 that would present real challenges to riders with impaired mobility.
- ii. Input regarding guest speakers for meetings during the winter semester:
 - Monica presented a list of possibilities. Support was voiced for several, but it is also understood that availability is a primary consideration. Monica will work on filling out our slate of guest speakers.

- iii. Review of APC responsibilities: Monica asked members to review the APC bylaws. Certain provisions which assume all paper-based communications may deserve attention and possibly updating. Last year's request to recast the APC's purpose statement is under consideration by the university's General Counsel.
 - iv. Abigayle Sloan Sladick, recently elected to the PD Subcommittee from Group 1, is leaving the university and has resigned her committee seat. PDS has recommended Alexis Rangel—last year's Awards Subcommittee Chair—as her replacement. Alexis has been contacted and is interested, willing, and able to serve. APC unanimously ratifies her nomination to serve the remainder of Abigayle's term.
 - v. May 2015 Committee nominations and elections: Josh reported on last spring's nominations/elections process in a manner which came across grumpier than he meant it to. To summarize a few points: 1) Half of the nominees ran unopposed, and in several of those cases, Josh had to vigorously recruit a nominee so that a seat would not go unfilled. 2) Voter participation varied among the six Groups; from lowest to highest: 23%, 27%, 28%, 40%, 43%, and 47%. 3) Josh recommends that the committee a) consider how better to promote committee service and voter participation, and b) address in our bylaws how to approach situations in which there are no nominees to fill a seat, and in which there is a tie between competing nominees at the end of voting. Rence suggested one approach to improving voter participation: move the cycle of nominations up so that the annual Awards Luncheon occurs during the elections window, and ballots could then be cast as part of that event. Monica suggested committee members making personal visits to group members to encourage participation in the nominations and voting processes; group lists with office addresses can be made available. We will take up these issues again at the next meeting.
 - vi. Two additional issues will be taken up at the next meeting: a comparison of compensation between faculty and staff who teach summer courses, and representation of adjunct AP staff (should they be represented by the APC and eligible to serve on the committees and vote in the elections?).
3. Meeting adjourned at 11:35. Next meeting: Friday, October 9th, 10:00am in JHZ 1100. Our guest will be Lynn Blue, VP of Enrollment Development.