



**AP Committee Meeting Agenda  
Tuesday, May 21, 2-3pm**

Jason Cronkrite (Vice Chair)	CECI, PCEC	2024
Myesha Gholston	Academic Affairs Student Support Units	2026
Michelle McCloud	BCOIS, CLAS	2026
Justin Melick	Information Technology	2024
Bobby Nielsen	Student Affairs	2025
Michael Przydyzial	Student Affairs	2025
Mike Stoll	CHS, KCON	2024*
Brent Tavis	Finance & Admin	2024
Daniel Vainner (Chair)	Enrollment Development	2025
Quincy Williams	CECI, PCEC	2024*
<b>Ex-Officio</b>		
Mary Albrecht	Provost Office Liaison	
Tara Bivens	HR Liaison	
<b>Sub-Committee Chairs</b>		
Keigh-Cee Bell	Social Justice Sub-Committee Chair	
Shannon Dale	Awards Sub-Committee Chair	
Chelsea Ridge	Salary & Benefits Sub-Committee Chair	
Hannah Schoenfeld	Professional Development Sub-Committee Chair	

**Members Present**

1. AVP Allard from University Communications
  - Presentation on Brand Perception survey results
  - Total 3,374 people surveyed; 2,250 in Michigan and 1,094 in Illinois
  - Relevance, differentiation and authenticity were main factors
  - Relevance – Affordability and safety were important
  - Differentiation – Adult students and parents are more familiar with GVSU than HS students
  - Business leaders view GVSU very favorably
  - Currently working with agency on the brand architecture. It was present to the BOT today. Discussing the tag lines and branding now.
  - Presentation will be shared with Dan after the meeting
  - We will now have to pay for using the trademarked logo. Roughly 12% cost increase for branded materials.
  - Working on a brand identity guide and communication and training plan
  - Q & A session
2. Approval of Meeting Minutes
3. Committee Updates
  - a. Social Justice
  - b. Salary and Benefits
  - c. Professional Development
  - d. Awards
  - e. UAS Liaisons
  - f. President’s Council
  - g. UAS - Equity and Inclusion (EIC)
    - i. [Academic Center Policy](#)

- h. Public Safety Liaison Committee (PSLC)
- i. Activation & Accountability Leadership Team (AALT)
- j. Holistic-Admissions Task Force 2 (UAS)
- 4. Old Business
  - a. Chick-Fil-A Update
  - b. AP Forum
    - i. Feedback
  - c. Newsletter Contents?
    - i.
  - d. Elections
    - i. Nominations close the 23rd
  - e. AP Survey
    - i. Send in summer or Fall with a quicker turnaround?
    - ii. Add Demographic Info
  - f. [Question about committee members and team award](#)
    - i. Task Awards committee with a bylaw amendment
  - g. AP Handbook (Jason, Mary, Keigh-Cee?, Justin)

- 5. New Business
  - a. Summer AP EC Retreat after Elections – Will be scheduled
    - Dan will not be running for reelection for the chair role
    - Will be scheduled after the elections close possibly June 4<sup>th</sup>
  - b. Larger retreat will be held in the fall

Meeting	Guest	Meeting Prep
Potential Guest: VP Truss		

Board of Trustee Meetings (Committee Meetings at 8, Full Board at 11)	
Friday, July 12, 2024	Kirkhof
Friday, October 18, 2024	Kirkhof