

Meet and confer 02-26-20

Keith Marek, Steve Carlson, Derek Webb, Mike Murray, Karen Snorek, Tony Pepper, Megan Zothman, Jan Heuer, Lainie Hiller, Dean Frost, Andy Bartlett, Bob Strand, Travis Greene. Allen Bedford

4pm

Travis Greene- brief update fall orientation. Rather than have move in be on Friday before classes, nice if they move in day earlier, less frenetic pace. No expectation for faculty to do early advising, more like staff support for that. Allows for more programming for students. More social programming, so they don't feel so isolated, better for families coming in.

JH- this has always been on Thursday evening. They can't stay this night, but they can move their stuff in.

TG- I'd love to see the pres. host a reception at the camber downtown on the Thursday. We are trying this for Thursday morning.

JH- if you want faculty to help Thursday, start-up will need to look different as there are meetings etc. at that time.

TG- this is exactly why we are going to the M&C and trying something new

Andy Bartlett- proposal for procedure for office communication and marketing to manage obit notices from fac staff. This is driven by our experiences this year of larger than usual requests to distribute obits for a wide range of deaths. We needed some better guidelines for how to handle these. This guidelines shouldn't have any impact on what departments do within their own areas. This is only meant to provide parameters within the campus level news announcements.

DW- would this eventually become a policy of procedure? What's the more formal definition of what this is?

Ab- I guess it could. It could be a set of guidelines for our office, it could be codified for a formal set of procedures.

DW- if it's a policy or procedure that's a formal thing we need to have it brought to M&C and we have 10 days to respond. It depends on what you're going to do with it at the end.

MZ- can you get feedback without it being a formal policy

KM- you should make faculty aware of this at least

MZ- we weren't thinking policy, we were think of more guidelines

Mm- informational to senate, feedback welcome?

AB/MZ- that would be great.

KM- question- who makes the decision on who is noteworthy?

AB-probably within our office. We would be open to feedback and guidance on the importance of people who were here previous to our own tenure.

DW- faculty senate on Monday so will bring it there

Ab- thanks for your time, I appreciate it

Bob strand –

TP- I am supposed to start and then the expert will take over. It's compiled by numbers given to me this morning. New enrolment projections. One disclaimer, as of Feb 26 which is not the most reliable date for recruiting enrolment numbers, and the other really important is the next to last note is this is for new students only, and we will bring to March M&C a projected returning students. It's not the total projected head count, it's only for the new students. There are four categories, freshman projecting 572. Headcount FYE are basically a wash. First year freshman is a decline of 79 from last fall. Transfer, two are on, one on campus and one online. The freshman -79 is 10 – 12 % decline. Transfer on campus is tracking the same about 10-12% decline and online transfer is doing much better and the net for all transfers is a small decrease.

International for fall and spring we project 65 but some of the students coming in the fall will be visiting for only a semester and spring students coming in and they are kind of a wash, so we left the FYE at 50 which is what we expect for fall. International will be up a bit. Apparently graduate head count is really hard to calculate as most people are part time students but the projection is 310 FYE which is an increase of 21. We are projecting down in freshman, down a bit in transfer, up a bit in international and graduate. The significance as I see it as we are down in some areas where people are likely to live in campus, so a big impact on res life. That's my introduction and I have second disclaimer- I don't know much from what I'm reading. I know more about international and graduate, so I turn over to Bob.

BS- my purpose here is just to answer questions, so feel free to fire away. I can add a little bit of context in terms of the decline, a key misconception floating around this system is that there are a lot less students to recruit here in MN or regionally. When we look at the high school grads coming out of the state we have been flat for a while, but this next graduating class will be larger than normal, population dynamic growth. I look at our percent incoming regionally and this is actually the most applicants from the greater Bemidji region, the most accepted from the Bemidji region, and the most AAR over time. We have done very well. We are holding well. Essentially north of 200 highway we are doing well over the last couple of year lost close to 250 students most are centred between St Cloud and cities we have mostly fallen off in that geographical area.

JH- why aren't they coming here?

BS- we suspect for that region when we look at the amount of HS grads coming out of that slice of MN, to generalise, St Cloud State has some catastrophic enrolment trouble, and some of the private schools there too. NDSU and Mankato seem to be stable and do quite a bit of recruiting in that area. But it doesn't make sense that St Cloud is so far down. When we look at the numbers of high school grads in that area, they're just not pursuing college/Higher Ed. So we need to be ready to capture those students in a couple of years if they want to come later

KM- any historical data for this?

BS yes, I have some substantial data sets going back about a decade.

KM- so you probably can't go back far enough

BS- probably going back to the last recession was BSU's high water mark for enrolment.

JH- when prospective families decide to come to BSU, have a tour etc., what can faculty do to make it more a slam dunk that we have sold them on BSU

BS- we put out requests to faculty, to interact with a visitor, maybe a short meeting in your office, or help at a review or open house day so getting your dept. involved is very helpful. We understand that can be a strain, but that is the proven way to help students enrol. Also to make sure you are putting that outgoing, extroverted, engaging faculty member in touch with that student. Being selective in some of those cases is appropriate if we want to make a good impression

DW- how confident are you in these numbers

BS- very confident. All the data are within 10-12% down for freshman and that has never happened. All the indicators are quite astounding this year

TP- for international, I think Patrick was very confident of these numbers we have diversified our recruiting base a lot, so the coronavirus won't impact us that much.

DW- so last year when our freshman numbers dropped off we hoped it was a one- off, and now it's the second year in a row can you comment on that

BS- last year there were a lot of things that told us it was a one year thing, and it's still tripping me out where we are this year because in terms of visitors and campus visitors we are up across the board. There were no indicators that there were any issues this year, I think this comes back to the more general appetite for Higher Ed for consumers now as it's not localised to Bemidji, it seems to be across the MinnState system, and UW system. Illinois and Iowa systems saw this a few years ago, and in some ways we've been lucky because it's taken this long to get to us. Where it goes from here I don't know, I don't know what the bottom is, which is something that keeps me up at night. As long as we continue to maintain this really strong presence in northern MN we have enough to keep the momentum moving.

BS we can't send emails to prospective students because our email provider has been blacklisted as spam and we can't get out of the contract.

KM- is there anything that Mankato NDSU etc. are doing?

BS- they market their pants off. They have a significant marketing budget and they're doing things really well. Their locations are favourable too in terms of proximity to locations. For someone from the cities to get to Bemidji they have to go past so many other schools and so we are a little geographically challenged and so when students are looking for ways to save money, these things come in effect. Also NDSU gets a lot of national press for academic and athletic, they've been handed some really good marketing content and they are very good at that. I can't imagine what their billboard budget is, it must be around half a million. It's part of being a big R1 institution.

BS- I am happy for any faculty or departments to swing by and meet. We love to update information and keep a pretty good file on hand and we love you to please just stop by.

DW- are you contemplating retrenchments

TP- no

DW- any faculty under investigation

MZ- one, and I don't know any changes with that

DW- have investigations been completed

MZ- I don't have Deb's, I'll have her send that. The one was the same from last time, it's not completed.

TP- MAP update. I promise next M&C to give a detailed update. I don't have anything right now.

KS- facilities. I'll combine all my updates.

KS- we chose not to open for business in fall 2020 but instead spring 2021, which will give us fall semester to do a number of things, we still hope to have grand opening in the fall of 2020 and we hope we can give tours for students and faculty to actually get to know the technology in the classrooms and to know if the classrooms are set up right. one of the things we MIGHT do, is take a look at what classes we are doing in the theatre in Bangsberg that are not music defined and we might move them over to the auditorium during the academic year IF IT WORKS, we might have a couple of classes experiment in there. Because we have the extra money we will be doing a few things this summer. One thing is over in Bangsberg, but it was also scheduled to this summer and third floor and about a quarter of third floor is done and the rest of it needs to be done which is all the offices for faculty and practise rooms which will all be remodelled and done, and updates to the blackbox and band room, and then the recitals. All the carpet upstairs in Bangsberg is being replaced, in the recital hall and into the theatres. We are pretty much taking Bangsberg offline in summer. We will still host band camp but not in Bangsberg- other rooms on campus. We are redoing Jan's area because we have extra funds. We are redoing CJ and will give third floor Bensen completely redone lounge at the end of the hallway so it's nice for the students. The appearances of our buildings do play a part in our enrolment. Things at other schools are fresh and new and updated and our stuff is kind of old.

Next year- some in Hobson, some restrooms, several sets at a time over a few years. Again, appearance. Also would love to redo the restrooms in Bangsberg because so publicly used by guests.

NextGen. This is a bonding year, not a supplemental year, so for bonding the things we have going fall under HEPA. Sattgast roof and medium voltage throughout the building. It will take the rest of the calendar year for designing and then the next year for that. At NTC we have air handling, and keys. They have a key for every single room, not a key fob like we have here. The air handlers at NTC still use Freon and I won't be able to even purchase Freon.

I am creating the budget without supplemental budget right now, rational including a 3% increase, and that would come with a caveat that we don't have a tuition increase. So the dollars pretty much wash

DW- do we have a NextGen charge regardless

KS- I am budgeting 420K for BSU for next gen, which will remain until the process of NextGen is done, so depending if there are any supplemental \$, so that would be reduced proportionally. We have been told this is the last time they will be asking for money for NextGen. Supplemental could help reduce that proportionally.

Budget- I'm putting together a number of scenarios, I'm using state appropriation as a flat appropriation, and tuition as a 3% increase, and looking at insurance and compensation increase that will play a part, and retirement guesses from Carol. Also working with Allen with what will be the replacement on what we need to do for sabbaticals for 21. I have a variety of different ranges of budget, I'll bring it back when I know more, probably next month.

KS- What are we doing with construction and HEPA money, to make campus more ADA compliant

KS- Every time we go in to a space we make it compliant

JH- what about the tunnels

KS- We have two choices- we keep them as it is or we shut it down. It is grandfathered in.

JH- are they inspected

KS- They don't like them. They don't like that we are in them now. But they are inspected.

JH- I know the fire chief doesn't like them

KS- I know we want to be more ADA compliant. When you go places in Bensen or across campus the architects laugh at me because the glass staircase is Karen's glass staircase, the glass all is Karen's glass wall

DW- do you think, given these enrolment projections, you're looking at any suspended searches? Any ramifications?

KS- Not at this time. One of the things for the last three years our enrolment has been lower than budgeted, and it's a "life happens" and because of that we have positions left unfilled, and money left on the table. But I don't believe the FY21 or May of 20, we need to start looking at FY22 and the ramifications of that.

MZ- update. Few key leadership positions. CDO position we have at various stages continued to recruit and keep it posted, Travis Green been working with Teresa and getting it out to as many different areas as possible. They are re-reviewing the pool next Wednesday, don't have many additional candidates, so if that's the case we will pause and talk about what we have to do next.

Dean's search schedule for next week, closed for posting and released to committee. Sounds like it's going smoothly.

VP for enrolment management and student affairs, the president has decided to work with a search firm for that. The idea is we could get everything into contract in the next week or two, they typically do some background research and local conversations, and then they do a profile and post. Looking at March 30 for the earliest posting. For sure posting 30 days, but if needed longer to get the right pool.. Hopeful for a July start

Provost we have through June, so wondering if we should run that through a firm also. The firm we are looking at would have to stagger those as it's a really small firm and they couldn't do both so president has decided to go ahead and post. She has a very specific timeline. We ask that the individuals look at that schedule and make sure they are available. It's a really tight timeline. Hoping to get candidates here around April 20 – May 5th. I told president she would be able to offer around commencement. We do understand that posting without a firm, if we don't feel comfortable with the pool, we can pause and perhaps with the firm. It's a low cost to us to try internally first.

KM- how much does it add to the process with a search firm

MZ- it can be about 30% of the salary. So trying the provost with an internal posting that is a cost savings.

DW- VP of enrolment going in to the summer

MZ- yes

DW- dean search done before summer

MZ- yes

MZ- employees recognition breakfast, will be a save the date via facstaff this week. If you can help get this message out. Also links to the awards. We highly encourage you to look at those awards and we want to see those nominations come from campus.

AB- strategic plan. We are getting to half way point and it's time to put together a report. Can be included in search packets etc. So there is a small committee that has met just once. Andy Bartlett, Deb, Megan, KS, AB (one other). We found that the template that has been developed already are really good, and we are making sure we have a baseline defined and updating the parties, and the intent is if president and cabinet are good with this, then to send out to campus to ask people who are doing pieces of the plan, to let us know how we are doing, and feedback on how we are. From these templates we can develop more publicly approachable documents. We are on a 5-year plan, and goals in those areas identified. Progress in these plans are non-linear, but still there are markers along the way and want to make sure we are hitting those. There is a thought, right now the markers are mostly in budget and enrolment measure, are thinking about adding other kinds of markers- themes of place. Not in budget, or enrolment, but it's some sort of evidence. We've had just one meeting, and after cabinet meeting on the 11th, communicate a request or next steps to fill it out. I don't think we would have a full report before fall. It's really a process of collaboration from the campus. I also think it's going to be very helpful to get it. Finding a way to show the life of this plan is a good way to recruit.

Others-

KS- Many departments, many buildings asked for first aid kits. I was told these areas need first aid kits. The first aid kits are in, if you want to pick yours up, please come and get them. OSHA first aid kits, no meds or oral meds. Main office per building, one per building, but some departments asked for them.

KM- we have one in every lab.

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