**Administrative Professional Council (APC)**

*Wednesday, October 9th*

*Meeting Agenda*

*10:00–11:00am, OSC 006 (Great Plains)*

1. Motion to commence meeting: Emily and Kathryn
   1. Review and approval of minutes: Haley and Emily
2. Committee Updates
   1. University Committees Reports
      1. **Professional Development/Social Events (APC Executive Committee):** We don’t have any updates right now. Waiting to hear from Sheriff’s office for options for a self-defense class.
      2. **University Leadership Team (Tracy Samora, Derek Lopez, Abby Davidson):** Last met on September 10th, so no new updates. There are sign-ups for volunteering at Watertower place. The next meeting is next week, so there will be more updates next month.
      3. **President’s Budget Advisory Committee (Abby Davidson):**  President Mottet asked that this is added to our meeting. PBAC has been reconvened. The group met on September 12, and Abby took many notes. This is public knowledge and open for everyone to see. Received an email from Meg Brewer and the first quarter of the fiscal year has come to a close. Those account lines are available on the I: Drive under PBAC. The group was given a pathway forward of 6 key pathways to convey moving forward: continuing to offer quality education -dyads on campus – interactions and experiences, being financially disciplined and the president will be more prudent on decisions, focus on revenue generation – tuition has been the main driver so we are differentiating our revenue, implementing vision 2028 and those initiatives, take calculated and bold risk – thinking about innovative use of spaces and be bold and aggressive moving forward, and being aggressive at retaining our market share – our student population and knowing we’re in a saturated market for students. Karl also gave a good summary of budget health from last fiscal year and the upcoming year. Chrissy will present enrollment updates.
      4. **Equity Matters and Updates (Abby Davidson):** We have reconvened the APC compensation committee – Jennifer Quintana, Emily McElwain, Gina Lopez Ferguson, Derek Lopez, Rachael Morris, Abby Davidson. First meeting is on October 15, and the committee has been
      5. **Search Committee Updates and New Staff Introductions (APC Group):** Various – no new hires quite yet!
      6. **APC Foundation Scholarship and Fundraising Activities (APC Executive Committee):** Decided to not do give day this year. There are two thank you letters from recipients from the APC scholarship, and the best conduit to give is to do a payroll deduction. We have payroll deduction forms for everyone if you’d like to participate. Or if you don’t take a form today, Haley can send you an electronic file you can fill out later.
      7. Upcoming Events and Opportunities
         1. **Adopt A Highway Clean up (Kathryn Starkey):** We will launch in January – we weren’t able to get the program launched as quickly as we had hoped.
         2. **CSM Research Symposium Thursday October 17th (Abby Davidson):** There are 60 posters from student researchers from biology, chemistry, and engineering in the fireside lounge. Please consider attending from 1:30-4:30.
         3. **Dr. Dan Memorial 5K Homecoming Morning October 19th (Abby Davidson):** Morning of homecoming we’ll be doing a 5k race at the Thunderdome. All proceeds go to support undergraduate research, and we’re hoping for a good turnout. It’s at recreation.csupueblo.edu – workshops and other events – it’s 100% online enrollment. It’s a reduced rate for students and $25 for faculty, staff, and community. There’ll be Miller Lite at the finish line. If you need help with the online portal, email Emily for assistance. Packet pickup will happen during the CSM research symposium.
         4. Homecoming Game and Events (Tracy Samora): All of campus plays a role, so thank you! When she started 11 years ago, she envisioned homecoming working like we see now – having all of campus be involved. Events start on Tuesday with the Career Fair. The Alumni Association does a networking event in partnership event with that. The full list of events is online. Registration is open as well. Anyone who registers online gets a free t-shirt. There are 3 events that require the purchasing of tickets. Wednesday morning we do coffee and donuts with alumni and students – LARC 8:30-10:00. Friday is big kick-off day – it’s baseball alumni weekend as well. The alumni game is Saturday morning at 11. Also the 20th anniversary of PLP, so there will be a special reception at the fireplace to honor Dr. Trish Orman as the academic advisor to PLP. The pep rally and bonfire are Friday night by the sand volleyball courts. Saturday is the alumni baseball game, the Rec Center will host their alumni events, and the run will all happen before the game. On Saturday will also be the Hall of Fame Induction Ceremony for Athletics. The Marching band will do alumni activities throughout the weekend as well. SEAL will do the student family tailgate. Alumni tailgate wills tart at noon. Kickoff is at 2 against Colorado Mesa. Sunday is brunch at 10am. Tickets are $5 and we will announce our young alumni awards, alums under the age of 35 picked by the various Deans, and those individuals will also be highlighted during Give Week. She greatly thanks campus for their support and encouragement.
            1. Something fun – there’s a fraternity – Delta Sigma – from the 70’s will all come to campus again. There’s about 40 of them.
         5. Other events: Emily – on Thursday the 17th, there’s moonlight at the Ropes Course at 7pm. Open to anyone and is a no charge event hosted by Outdoor Pursuits.
         6. October – Wednesday evening water fitness class will be the free class at 5:30.
         7. Michelle needs volunteers for the Career Fair from 11-3 on Tuesday. She has a sign-up sheet.
3. New Business
   1. **Chrissy Holliday to provide update on enrollment and initiatives (10:30am):** Came to speak about enrollment and get4ting involved. The info is not quite publicly available yet, but will be soon. Enrollment as of census – enrollment is down to 3842. Headcount was down 2.4% from last year and FTE is down 4.2% from last year. We’re seeing growth in online and graduate programming, so it makes sense that there is such a big difference between FTE and headcount. Grad students take fewer hours than on-campus students. There isn’t a big public push yet about what are our numbers. The CSU system has already put out preliminary data, but we are going to wait another week to put out our numbers. There is 44% growth in online student populations. For new student enrollments – freshmen and transfers did decline, but the total new student enrollment did grow. The Other/New did grow – readmits, people getting a second bachelor’s degree, some non-degree seeking students, and online growth. It’s good news that we’ve had growth for two years now in our new students. The next slide is a demographics slide about who our students are. The things that stand out – first generation is at 35% and our Hispanic student population is 34%. We expect that the non-degree and graduate students will grow. Our goal is to have those numbers be 10% by next year. There are places you can go to look at the enrollment data – The Office of Institutional Research is where you can find data. There are factbooks, student outcomes, common data set, surveys, and CDHE student info and tuition. The site is interactive.
      1. **Get Involved:** It’s easier to hit enrollment targets when more folks are involved. Project 4181 was great because students and parents liked to meet with folks they typically didn’t. What can we do without overpromising to increase involvement? People know about things they think the enrollment team should know about etc. There’s a form to get info to admissions or a way to request information. If there’s an event that admissions can’t make it to, there’s new processes to help get a staff person there so we are representing the campus. There are also opportunities to help other folks on campus to get involved. Go to:   
         **Those are in four main areas –**   
         **1. Outreach,** which is managed by the Tracks Centers – could be holding a meeting, giving a presentation, having lunch with a student, etc.,   
         **2. Campus visits** – those who come and see campus enroll at higher rates than those who don’t. The thing that’s new and neat – Department Ambassadors – our admissions team will train a small group of students per department that is selected by the department to visit with students or go on a visit and there’s money to pay a small stipend. Starting with 5 students.   
         **3. Current and incoming student events** – discover day, enrollment extravaganza   
         **4. Community outreach** – like the state fair, etc. if we had a list of people who said they’re willing to help, it would be easier to make sure we can get people there.
      2. **Budget concerns and steps to move forward:** Also, this spring is going to be a big enrollment push. One of the biggest ways to ameliorate the impact on our budget for the spring is to increase enrollment. There is a range of 4-10% of budget impact. If we can get it closer to 7.5% or less, the income fall melt will be ok.

**New student efforts targeting non-enrollees, readmits, transfers** --- special call/mailing outreach, targeted scholarships, extended hours, enrollment extravaganzas, advertising and marketing.   
**Persistent efforts targeting current students** – starfish and text messaging, financial assistance, advising check-ins, alumni outreach, extended hours, enrollment extravaganzas, advertising and marketing.

**Questions asked by APC members of Chrissy during the presentation**:

* + - 1. How does teacher ed get involved – work more with Tracks Centers.
      2. What are we doing with graduate marketing as there are deficiencies in our marketing materials to adequately promote our programs? We are underfunded but it’s part of the vision. We only spend 180k per year on marketing campus-wide. Chrissy said there is a new opportunity for programs for growth and immediate growth – graduate and online. Each layer is considering marketing and collateral in order to make it successful. That is getting presented to cabinet today.
      3. Teacher ed is having a problem with access to teacher prep programs – can Chrissy help get access to the lobbyist and will talk to Jeremiah.
      4. If we have other big ideas, who do we send them to? Send possible ideas to Chrissy or Donna – retention and persistence is a major focus, so any ideas moving in that direction will be useful.
      5. What about adult learners and adult education? That’s another part of the visioning group – they’ll pull working groups together. These will be completion programs, online, Colorado Springs campus.
      6. Have we looked at in-district credit for students in Pueblo county to help with retention like a local discount? That’s something we can look into – it’s an interesting idea. Another thing that cabinet is look at is an incentive structure for tuition.
      7. Any other questions or comments – give them to Chrissy as you can.
  1. Other business from APC Group: N/A

1. Motion to Adjourn Meeting: Tracy made motion to adjourn. Kathryn Seconded.

Members Present:

Abby Davidson, Kristy Maida, Brenda Trujillo Aranda, Marisa Nunn, Michelle Fox, Kylie McGill, Britni Huebschman, Kat Abernathy, Kathryn Starkey, Jason Engel, Juliette Mogenson, Scott Skinner, Emily McElwain, Elena Michalski, Amy Roberts, Ainsley Holloman, Scott A Robertshaw, Carol Lavish, Ana Zyzda, Frank Milavec, Strider Swope, Dave Herman, Michell Gierd, Megan Mueller, Haley Robinson, Jeremiah Blaha, John Redmond- Palmer, Nicole Lara, Violeta Maldmado, Kassidy Morvill, Cody Engelhaupt, Chad Pickering, Lee Saunders, Sarah Lawson