

**MINNESOTA STATE UNIVERSITY ASSOCIATION  
OF ADMINISTRATIVE AND SERVICE FACULTY MEET and CONFER NOTES  
Thursday, October 6, 2022 | 1:15-2:45 p.m., via zoom and in person**

*The following notes are provided as a way for the MSUAASF Meet and Confer representatives to communicate conversations that occur at Meet and Confer with membership and to concur with administration summaries of points discussed. They are not reflective of exact statements shared in the meeting and are not meant to serve as a transcript. Any members with questions can reach out to their ASF Meet and Confer representatives for clarifications. The previous month's notes are reviewed at Meet and Confer by all attendees to ensure the overall essence of the meeting was captured and updates can be made accordingly when necessary.*

**Attendees:** Liz Steinborn-Gourley, President Ed Inch, Margaret Hesser, Lindsay Smith, Peter Hausladen, Katie Hodgden, Anne Dahlman, Marie Slotemaker, Tracy Stokes Hernandez, Rick Straka, Mandy Weister, David Hood, Mark Johnson, Anne Dahlman, David Jones, Lynn Akey, Sheri Sargent, Kent Stanley, Jeff Harris, Sara Frederickson

**Meeting Chair** – MSUAASF President Marie Slotemaker

**Documents Referenced in Meeting:**

[Agenda](#)

[Prior Meeting Notes](#)

[ITS October 2022 Meet & Confer Talking Points](#)

[FY 23 GEN Fund Budget Planning Variables](#)

[Minnesota State 2022 Biennial Budget Listening Session Final](#)

MN	State	Mankato	Natural	Gas	Budget	9.23.22
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[Passenger Fleet Financial 2022-23](#)

[Enrollment Report for MC 100422](#)

[Vacancies List- Sept 2022](#)

[Human Resources Update Oct. 2022 Meet and Confer](#)

**Standing Items:**

**Welcome**

**Reorder/Additions:** None voiced

**Review of [Prior Meeting Notes](#):** No corrections needed

**MSU President's Report [E. Inch]**

- Wonderful homecoming; 580+ people attending pancake breakfast
- 2 days of foundation board work—one couple showcased how well we work together with the people who support us and the meaningful work we do for students
- Sometimes we know the actions we do are important, but we never hear about it, but our students are better off for it
- Leadership council in Alexandria—talked about student experiences----making sure one student at a time we are taking care of their dominant needs
- Transfer: are we doing the best we can to support these students? Ensuring access to our campuses?

- Continuing focus on Equity 2030—this year goal is to get to: is our compositional diversity is representative of the community we serve and that needs to be an intentional plan
- Lighten work and streamline processes
- Town Hall next Wednesday—a couple presentations with President Inch and VP Akey with time for questions

#### **ASF President’s Report [M. Slotemaker]**

- Fall is my absolute favorite season.....Even though I absolutely love fall, there is one thing I’m not a fan of and that’s knowing winter is coming BUT I really try not to let that keep me from enjoying the beauty of what’s in front of me because there would be so many missed opportunities and experiences. It’s all about mindset, right? As I think about my love of fall but dread of the upcoming winter, it reminds of one the biggest changes we have seen this year in the way we work – of course, I am referring to Flex Work.
- There are some among us that are dreading the change in how we work or what that flexibility may look like because the unknown can be scary. My hope is that we can embrace this opportunity to incorporate new ways of flexibility allowing members to continue doing the great work ASF members do while also caring for, supporting, and encouraging better work/life balance of our members.
- As you can imagine, many of my conversations within our membership this fall have been surrounding the topic of Flex Work. I’d like to share a few quotes from members flex work and the positive impact it has had on our members and their work:
  - “For me, teleworking 1 day per week has improved my mental health, makes my commute and morning routines less chaotic, and saves money on fuel and splurges on lunch when I am unable to plan to pack one. Other benefits have been increased concentration and focus time without interruption, which allows me to better do my work, increasing service to students. I most appreciate that my department gave me the opportunity to propose what flexibility would work best for me personally. Everyone on the team was able to utilize the flexibility to meet their needs best, while not decreasing our service options.”
  - “The telework days are effective and extremely welcome. Being away from the office allows for a more focused and refreshing experience. We've found it to increase our office work level and morale.”
  - “Flex Work is a great way to bolster retention - it's something that's being offered in a lot of positions and a failure on our part to implement it could just be another roadblock in recruiting and retention efforts.”
  - “Encourages employees to use their flex time more flexibly, and to consider remote work options when they make sense.”
- Of course, like anything new, there have been and will continue to be obstacles.
  - Some areas have not or have only recently begun to implement any type of flex work while others have focused solely on one day of telework and no other forms of flexibility whether our members want to telework or not.
  - There has been frustration, particularly from a supervisor standpoint surrounding the lack of guidance they have received from HR regarding Flex Work.
  - For some, it's been difficult to interpret what can and cannot be done, AND then apply that information consistently and more importantly equitably across areas.

- I've heard frustrations from members that feel like Flex Work is not supported overall on our campus and there have even been rumblings that this will all come to an end after this year long pilot.
- Unfortunately for some, this implementation of Flex Work has resulted in less flexibility than they previously had which is very unfortunate.
- Because of our commitment to shared governance on this campus, I, along with other bargaining unit leaders have been able to share these frustrations and concerns while sharing ideas and suggestions on behalf of our membership to keep moving us forward. I think we can all agree that these changes can be challenging to implement particularly regarding telework as it's not something we have widely utilized on our campus previously.
- Our members continue to do great work and serve students in amazing ways.
  - ASF employees in the College of Education hosted 150 high school students from various high schools, on campus October 4<sup>th</sup> to recruit students to Minnesota State University and into the teaching profession. While College of Education staff organized the event, ASF members from across campus participated and assisted with various aspects of the day.
  - The College of Business has been busy with a few large-scale events:
    - Over 300 student attendees and 25 student organizations participated in the Student Engagement fair which is a great event to help students engage.
    - "Meet the Firms" event with over 20 accounting and finance employers which was well attend by students.
    - COB collaboration with Integrated Business Experience held a 10 year anniversary celebration of the program. The event featured IBE alumni, current IBE students, industry partners, and United Prairie Bank (donor). The event was well attended with over 150 attendees.
  - ASF members from all areas of campus are representing the university at the National College Fair this week.
  - Professional advisors in University Advising, and student success coaches across campus have been connecting with students regarding early or mid-semester concerns faculty are raising - to (a) help students recognize resources that can help their success, and (b) develop points of meaningful connection with our students - so they recognize the value of advisors!

### **Vice President Student Affairs & Enrollment Management [D. Jones]**

- Thank you to your members for assistance during Homecoming and the work that's going on still today for the National College Fair
- College Knowledge Awareness Month
- Highlight recent efforts of the Career Development Center—know each year we work with many employers to partner and hire, to help with the work to hire international students they are bringing an attorney to this year's Career and Internship EXPO event; and also kudos to Residential Life that have recently looked into better understanding the option of hiring international students—we could work to be more creative to help our students and ensure they look like our student body

### **Administrative Reports**

- *ITS Update [M. Johnson]*

- **View Report:** [ITS October 2022 Meet & Confer Talking Points](#)
- Clear updates from system on NextGen update that changes to be made—looking like maybe a year delay, haven't negotiated the student contract which was supposed to be October but will be in December.
  - Finding it to be a much more complex system than what they've worked with before. Hopefully it matches more closely what we need.
  - We're staying on track with our work/our part in this.
  - We have a lot more integrations that we use that others don't (res. Halls, parking, graduate admissions, online orientation) that we need to keep running until the 2<sup>nd</sup> half of ISRS goes away.
  - While we still see a delay, I'll keep you updated.
- M. Weister—I recently saw signs that say no to free wi-fi, as a security issue I assume but I'm curious to hear more about that?
- M. Johnson—we are running a campaign of many issues to help explain critical concepts—one of the challenges of free wi-fi is often unsecure; happens a lot in airports—they can take your identity and information. Make sure it's something you know. Will have seminars this month—phishing, and protecting your passwords
- **Budget Update [R. Straka]**
  - **View Reports:** [FY 23 GEN Fund Budget Planning Variables](#)
  - [Minnesota State 2022 Biennial Budget Listening Session Final](#)
  - [MN State Mankato Natural Gas Budget 9.23.22](#)
  - [Passenger Fleet Financial 2022-23](#)
- **Enrollment Update [D. Jones]**
  - **View Report:** [Enrollment Report for MC 100422](#)
- **Human Resources [S. Sargent]**
  - **View Reports:** [Vacancies List- Sept 2022](#)
  - [Human Resources Update Oct. 2022 Meet and Confer](#)

## **Discussion Items:**

### **Minnesota State Biennial Budget Request [E. Inch]**

- Election coming up which will impact budget requests
- Chancellor---asked us what do we see as the most important issues as we move forward that we want the system to put out for its advocacy agenda so all constituents are on the same page
- 1<sup>st</sup> large theme: stabilization—ensure able to continue operations at a high level, students are supported and continue degree in timely way
- Focus on student: don't increase fees and increase salaries to be marketable, asset preservation—campus remains aesthetically pleasing; investments in technology
- 2<sup>nd</sup> large theme: workforce and economic development—collaborating more with businesses; career and professional programs that we meet economic and societal needs, economic funding to stay competitive, increasing non-credit training to help businesses to be viable
- Third large theme: school success and equity. Focus on Equity 2030—allows students access to be supported and stay in school, overall mental health, help them graduate with minimum debt, sustain financial support
- Next task, happening now to prep for next board meeting, is to instill these in current programs, the first draft is in process now.

## Creating a Transfer Friendly Campus [D. Hood]

- At last Meet and Confer, we introduced the concept of creating a transfer friendly campus
- Went through an exercise of feedback to overcome barriers
  - “we need a go-to person to advise on the holistic process for transfer students”
  - “visit colleges to recruit students---we need to go to them”
  - “work on credits”
  - “transfer focus events on campus to learn programs
- How do we move this work forward? What’s next?
- Met with VP Akey and Jones—how can our teams come together? We know through student affairs, admissions, student success, advising, registration---everyone has been doing things in pockets so charged AVP Velstos and [redacted] to leading this work. A working group that will touch all the transfer pieces:
  1. A curricular focus to help those from 2 year colleges (2 spaced: equivalency and MN Transfer Pathways)--made sure those approved pathways relate
  2. Operations—how do we get our systems and processes to align, outward facing process that is clear and guides them the steps they need through our institution
- Seeking approval early next week to move forward
- Hope many of our operational that May of next year that some of their barriers will be resolved or action steps to remove and then Aug. of 2024 the desire is that all of our articulations and equivalencies will be resolved. Identify new promising areas that we can partner with 2-year institutions to provide options to serve them (online, there, etc)
- M. Slotemaker--- thinking back to previous experience in advising CSET students— registration has been working for a long time on this topic; there are some departments, faculty within, that really push back, I’m sure you’re all having those conversations— what does that look like?
- D. Hood--- 1<sup>st</sup> attempt is to help people to see the data, allow it to speak for itself, make some strategic decisions in funding certain positions, if you’re not helping us to move the agenda forward; people have to see we are down in traditional—not because of admissions, it’s because that population is not going to increase anytime soon. If we’re going to survive and thrive, we need this to be a more equitable process. The more they see other departments flourishing because of it, they will come around. I have tools at my disposal to gently help them; it’s the right thing to do as it is about providing more access. It’s part of the equity initiative. What other way than by creating a route into our institution. You’re creating opportunities for them to focus their attention. In advising— what do you do really well, need more time, you should be focusing on teaching. That’s advising, then for faculty- you focus on your teaching and research and pedagogies. We’ve cherry picked which places we choose/accept credits from.
- E. Inch-- people should be able to visibly see how it works from SCC to us.
- M. Slotemaker-- that’s what we’re doing with the RN Degree completion program
- E Inch-- smart move to work with our 2 year institutions---we will have a presence on these campuses
- L. Akey—encourage for you and your members—your people are serving students and seeing the pain points, these aren’t necessarily easy conversations, it will challenge them to think deeply and challenge things we hold dear. Your members are in critical roles working with our faculty. Help be part of the conversation to shed light on the important. Important part in carrying that conversation forward regardless of some great incentives. We’re part of this community. Time for all of us to step forward.

- T. Hernandez--- I appreciate this—in my role in advising College of Education—even as department chairs –as they change, some transferred in at different times so they’re all in different places whether their transfer credits were accepted or not—so it’s not equitable as it stands.

## **Information Items:**

### **COVID 19 Update [D. Jones]**

- Clinic on Tuesday, 180 people; half employees, based on that demand, probably not again this semester; still normal hours open
- 2 days ago the CDC would not provide country specific for international travel—dive to a different resource for the country they’re traveling to

### **University Branding Update [K. Stanley, J. Harris, & S. Frederick]**

- Bringing you up to speed, in the work for some time but now into fruition
- We are looking at the brand---what to think about for institutional or product brand is to think about how it’s special rather than how it’s different.
- Moved into this 2 years ago—the summit group---Summer 2019, decision to move forward with both qualitative and quantitative brand review summer 2020
- Haven’t had a rebrand in 15 years
- 2005-2013 big ideas real world thinking campaign
- How are we externally perceived versus what we believe
- Contracted with Perception Ink & Partners Sept. 2020 for a Qualitative Analysis; 400+ interviews on campus/zoom
- Cabinet presentation in Summer of 2020
- One thing we learned is where we are seen externally in the market place:
  - A couple of different opportunities to reposition
  - Embrace being more academic and rigorous
  - The other is more student centered
- Discussed with cabinet we want to embrace the student centered and raise our profile, second largest public university but we’re not always acting like it
- Brought in ADV Markert Research and Consulting, expert
  - Interviews and survey
  - Worked with prospective students and their parents
  - Worked hard to get all the different demographics
- Findings:
  - Being polite does not help our brand, our brand as we know
  - Establishing our name: challenge is we have changed it every 25 years which causes brand confusion. At some point, that starts hurting you because people don’t know what you’re talking about
  - We are not changing the official name. Our new recommended public name is Minnesota State University. Recommended Public name
  - A lot of people have been talking about us in this way for a long time
  - Short form—MNSU recommended public name
  - Older alums they don’t like it at all but younger like this version
  - Looked at tag line new recommendation “Inspired Action” --current one (Big Ideas, Real-World Thinking) it doesn’t resonate with current students the way it did a decade ago.

- Our Verbal Identity: (J. Harris)-- a big part of branding is how we talk about ourselves and think about ourselves, often a part that is not seen. To get the meaning, there needs to be a focus of how we think about ourselves. What is the data telling us?
- This is the What---the promise statement
- Brand Pillars (the How)---right sized, access to resources to help all students, welcoming all Mavs
- These don't get used in any way in print—useful for our communicators to look to when crafting documents and materials
- Finally, our personality---brand character: proud. Practical, relevant, collaborative. Innovative, empowering. Welcoming. Accepting. Life-changing
- Other pieces we need to get into is our visual identity---arrived in 2015 looked for an element for our logo/tool kit. We have a really great athletics logo but not appropriate for all departments across campus. How do you tell people who you are without wordmark.
- Great Success with our billboards. When you put that up, usually ideally 4 words up—so goal is 6 words or less as opposed to having an image that has enough connection.
- So as we've gone through this---3 different pieces and then we have a windowing process to narrow down. I didn't think the flame the way we use it helps/make sense . If we can, keep some element of the flame--it is important into how people perceive us. All these spots are not relatively available. Again, this is part of how you protect your icons and logos.
- If you go to other states you find the private large institution then a flagship State university. UNI versus Iowa State. Nothing says we can't have this and the version without the banner across it.
- Provided visual examples of how this could look if it's operational. You can see the treatment. Overtime we would like to take off the Minnesota State University, would take about 5 years to remove that portion and be associated with the word mark/icon.
- Examples of folders, letterhead, gear, etc.
- A couple quick things to recap: not looking to change the name or color—you will notice a change in the pantone gold because it doesn't exist in the digital world
- Not touching the logo for intercollegiate athletics
- Worked really hard to get a wide variation of voices
- Timeline:
  - Initial rollout—is to all the vendors, for fall of next year for us not later than end of December or January, that could push us a year if any changes need to be updated
  - One of the big things is we have branded our campus—we aren't going to be able to change all of our items on campus. There will be a timeline it will take multiple years, over time those will get absorbed.
- M. Weister---any concern with Moorehead having similar with the flame in the middle?
- K. Stanley—yes but it tested well, the state banner, changing brand takes time
- M. Weister—what is the process in deciding between these options?
- K. Stanley—going to gather a large brand task force to continue to work with ADV, then will come back to President's cabinet, so one more reiteration of this

## **College Merger Update and Timeline [D. Hood]**

- Back in 2020 facing budget reductions and at the time President Davenport decided to merge the 2 colleges, Arts and Humanities and Social Behavioral Sciences, formed College of Humanities and Social Sciences, which the merger has taken place in last academic year and there was a task force that worked to begin the talk of the merger, what would the structure and leadership look like.
- Unfortunately, both of those did not move forward at the same rate. Which dialed back the structural. The task force had dialed more into the leadership.
- So we created a new thing and we have a new provost so we're picking back up this work. So Sept. 19<sup>th</sup> charged the college.
- Originally, once merged they should reduce from 18-20 to 12-14. There was a cost savings of \$859k approximately. This charge also included what are new possibilities, how to generate, how to streamline, just not very efficient.
- Cost efficiencies the college was charged with and now picking it back up.
- We have to define these efficiencies.
  - Combed through 40 PRFs –unable to find funding for 16 of them.
  - 7 a definite slam dunk allowing us to advance the process that really have high potential that the market data but there's not money to invest.
  - There are more advisors we need to bring on board but there's not dollars to do that.
- In order to invest in areas, we need to look at where we are and so we aren't doing this just to do this. I want all the programs to process and be viable.
- We can't just keep offering the same thing because we've been offering it for years.
- We need to take bold steps and be proactive before someone externally tells us to do it.
- We want to grow so we have to look inwardly. That's what we are asking every college to constantly look at yourself and reinvent.
- That's where we are at—hopefully by November 30<sup>th</sup>, bring to December Meet and Confer and we added a special Meet and Confer January 19<sup>th</sup> for IFO at their request.

### **Destination 2030 Strategic Plan Update [L. Akey]**

- Someone confused earlier—Equity 2030 is system initiative and Destination 2030 is our next strategic plan.
- Task force is up and moving, meet on a weekly basis to think about our future.
- Working on an environmental scan and similar to a swat analysis—will be doing a SOAR analysis as we drive towards identifying strategic areas to work on
- Can expect to hear more about our work as we draft goals and bring forward to community for feedback and dialogue.
- The President has challenged them to be bold and innovative

### **Strategic Budget Planning Update [L. Akey]:**

- Complete data and information every 4 years to inform decision makers and decisions
- As a part of that process has been used to update—we do have a final phase—ensure a continual improvement
- Representatives coming together to collect feedback and make suggestions
- The joint body though and engaged in a conversation and identified areas they would recommend
- Related to that, also continuing to move forward is how we further align our strategic planning with annual budget planning process. Looked at current processes across the



country in how others are facing challenges of allocating resources and potential resources that will help us achieve our work

- One aspect--- the need for us to continue increasing financial literacy across all of our employees so that we understand how to use data to prioritize
- R. Straka—there's not silver bullet approach out there, there are some techniques to measure success, more techniques than assessing non-academic areas. What we're doing is on track with what our colleagues across the nation are doing. It's right in line with best practices across the nation.
- L. Akey—the team that went is preparing some recommendations to give to President so I'm sure we'll hear more on financial literacy and how we support

**Additional Conversation:  
Emergency Grant—**

T. Stokes-Hernandez --more students reaching out to apply but don't meet the requirements of the grant, I'm not sure if there's plans to expand eligibility?

E. Inch—I can pass that along, what would you like to see?

M. Weister---Might be interesting to look at when that threshold was created and inflated and then compare to where we are at now

T. Stokes-Hernandez ---set based on FAFSA

R. Straka—already spending the whole pool, some of the discussion is how much do we add to the pool and where do we take the money from?

L. Akey-- a lot of work on expected family contribution currently with FAFSA; we will be moving from that to SAI –Student Aid Index, how do we best identify needs of students

R. Straka—which could change how we provide aid. We hear a lot that students' tax return show they should be able to help but their parents don't help. So they're not getting a fair contribution

L. Akey—something to be mindful of when we set up our own structures

**2022-23 Meet and Confer Dates**

*September 1, 2022*

*October 6, 2022*

*November 3, 2022*

*December 8, 2022*

*February 2, 2023*

*March 2, 2023*

*April 6, 2023*

*May 4, 2023*