

**MINNESOTA STATE UNIVERSITY ASSOCIATION
OF ADMINISTRATIVE AND SERVICE FACULTY MEET and CONFER NOTES
Thursday, November 2, 2023 | 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: M. Slotemaker, K. Hodgden, M. Weister, L. Steinborn-Gourley, E. Inch, S. Sargent, D. Jones, C. Nelson, L. Smith, M. Johnson, L. Akey, T. Stokes-Hernandez, R. Straka, A. Dahlman, P. Hausladen, M. Hesser, H. Morris + Guests as notated below at Time Certain Meetings

Meeting Chair – Edward Inch, President

Documents Referenced in Meeting:

[ASF Meet Confer Agenda-11.2.23.docx](#)
[MSUAASF Meet and Confer Notes 10 05 2023.pdf](#)
[Nov 2 2023 MSUAASF Presidents Report.docx](#)
[ITS Nov 2023 Meet & Confer.pdf](#)
[Vacancies List - Nov 2023.xlsx](#)
[Enrollment Report for MC 110223.docx](#)
[Projections FY24-25 Appropriation Tuition as of July 17 2023.xlsx](#)
[fin-05-FY202-25 supplemental budget 1st reading.pdf](#)
[HR Updates - Nov 2023.pdf](#)
[COVID Booster Clinic November 7 2023.docx](#)
[BrandPositioning_MeetAndConferOctober2023FINAL.pdf](#)

Standing Items:

Welcome: [ASF Meet Confer Agenda-11.2.23.docx](#)

Reorder/Additions: no changes voiced

Review of [Prior Meeting Notes](#): no changes voiced

MSU President's Report [E. Inch]

- Students are back to 'normal' and feeling tremendous support
- A lot of dynamism
 - Haunted House event, homecoming—getting a sense
 - Moved events 960 for pancakes, community-faculty-staff-students attended
 - Petting zoo and kids, Mavs on the Mall—was really well attended, very active and engaged
 - Celebrated Quarter Century Club for those who have worked her for that length—something special
 - Celebration for 3 years in a row best college in MN—people's choice award
 - Visitors to assess Armstrong Hall—there was a comment about it looking well kept up—it's the part of the building you don't see that needs help.

- Walking across campus saw students in groups—is that normal? Yes, that’s why we need flexible space
 - How to make studies experiential (provost shared examples)
 - A lot of students in the library—of course, a lot of open flexible and study friendly space, they choose to do that.
 - A lot is going well and momentum on community all create an entirety of the experience which is what makes this place special.
- A couple things to know about:
 - Collaborating on a MSU collage project to campus (similar like the Mankato Collage project) ---shoot in early February—ours will be a digital version of who we are.
 - A lot of feedback on defensive weapons---move forward with proposal as presented. Given the tension there is a reason to move forward with providing our people access to these tools.
 - Continue to move forward with finalists and position for VP of Finance---thank you to everyone who provided feedback, this is an important hire. In order for us to move forward and stay solvent we need someone in the role that gets it. Understand enrollment management, support initiatives of a university, etc. Hope is to get this person started before Rick leaves so he can impart wisdom onto this person. Intention is for offer to go out next week.
 - Also, a search for VP Askey’s replacement, we’ll look for an interim to start—will do a national search to start January 1
 - Demographic cliff---it’s hitting us a little sooner than thought, national clearing house would see undergraduate enrollment increase which would sound great except they’re not first year traditional students—that is expected to drop and will affect us. More than half will be students over 30 years old; across the nation the expectation for regional public institutions to see drop off of 6.1%, biggest growth will be at 2-year colleges—they’re up and the universities are down. The gap will continue to grow. The things that compound is that the Gov. signed executive order regarding baccalaureate degree requirements not being required in positions and private sector will likely follow.
- **Discussions:**
 - Opportunities: writing a blog about it, there’s some low hanging fruit: 500k+ of those who haven’t finished a degree---access to degree completion program for those students. We should be able to deliver and support services that already have staff and then provide online. We need to improve our transfer system for 2 years since they’ll see growth. We should make an easy pathway. In the long run, there will be less need but are there things that can be used that are micro credentialed and stackable—build with a student over a career path. We have to create some different structures.
 - Integrated Engineering accepts AA and AAS –they can do it and they can be done (purpose of that program is to help that transition and get into the workforce faster so there’s a payout)—it fits within that.
 - They were rated as one of the top engineering programs on the planet for the work they’re doing and versions of that can be emulated.

- How do they take those credits –it’s complicated they’re gen. ed requirements look different. What Duluth does is they take they’re AA or AAS credits plus 10 more credits.

ASF (Vice) President’s Report [M. Slotemaker]

View Report: [Nov 2 2023 MSUAASF Presidents Report.docx](#)

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

- Positions:
 - Director of Res. Life is at system of office
 - Dean of Students—submitted interim and permanent as well as range reviews hopefully scheduled with CEC soon
 - Partnership with the CDC and Taylor Corporation—speaking on behalf of CDC encourage everyone to use the photobooth it will be a great resource for everyone on our campus
 - Family Day weekend—great success thanks to your membership

Administrative Reports

- *ITS Update [M. Johnson]*

View Report: [ITS Nov 2023 Meet & Confer.pdf](#)

- 2 links really important:
 - really early learning videos—it’s no longer a project on the horizon it will be impacted and want you to be as interested and excited as I am,
 - also workday webinars which is listed in one of the links and encourage you to go to them or watch later since they’ll be recorded)
- Updates will be more specific of what applies to you
- Student implementation is 2-3 years out but we’re part of that will have a big impact, so thanks to all of you and your members’ work

- *Budget Update [R. Straka]*

View Reports: [Projections FY24-25 Appropriation Tuition as of July 17 2023.xlsx](#)

- [fin-05-FY202-25 supplemental budget 1st reading.pdf](#)
- October board of trustees---supplemental and the table is that as the system looks at increased funding structural deficit; send a request in the spring. Based on what we’re seeing now our 6% estimate is not enough, we will need cost savings more than that, that’s okay that’s part of collective bargaining.
 - Any support we can have in moving forward to get that support now---legislature in year when there was a big surplus but a good chunk of that was just one time money so it makes us down more money in operations and tuition support—that’s a \$35 million decrease in general ongoing costs.
 - Shows the important of enrollment on our operating budget as it makes up 2/3 of our budget

- *Enrollment Update [D. Jones]*

View Report: [Enrollment Report for MC 110223.docx](#)

- *Human Resources [S. Sargent]*

View Reports: [Vacancies List - Nov 2023.xlsx](#)

- [HR Updates - Nov 2023.pdf](#)
- Just a reminder that it's open enrollment and if you have Open Preferred—you will need to pick a new provider, questions can be directed to HR Staff
- *Equity 2030 [H. Morris]*

View Reports: Still working on climate study on website—working on accessibility challenges so working with outside

Discussion Items:

Website & Branding Updates [Kent Stanley and Amy Meckeler] Time Certain – 1:45 PM
[BrandPositioning MeetAndConferOctober2023FINAL.pdf](#)- *Please note the quality of some images is reduced due to making this a shareable file. Also, the elements of the branding and the website shown in the presentation are not officially finalized and are ment for discussion/education purposes only.*

- How well are the stories being received in the marketplace. Quantitative and Qualitative research. One piece missing from our branding toolkit is a logo ---can we brand that flame and people would know it's us, the answer was no. Official short version of our name---we have used MSU for a long time. Our style guides says you have to write out Minnesota State University, Mankato which gets redundant.
- We had anticipated changes last December but some external timeline and other times to work through. 140 different companies and vendors that are licensed to use our wordmark or logos so if they're producing material and we're changing—what do they do with all that material so have to give appropriate and contractual timeline—so 6 months out if we want to be ready by next fall it's figuring things out by January.
- The New branding portfolio is nearly complete including visual identity and a powerful messaging framework to build consistent
 - Progress: Brand Promise—“Minnesota State University is an inspiring, supportive, and opportunity-rich community that engages and empowers students with a relevant education that leads to success.”
 - It tells people what to expect every time they interact with our brand experience.
 - How we deliver that Brand Promise is Brand Pillars
 - Message Framework
 - Adopt & consistently use emotive words that echo the University's character
 - Proud. Relevant. Practical. Innovative. Empowering.
 - Add “inspired action” to our tagline.
 - It is who we are and how people are looking at us
 - Officially going to adopt a short version and evolution of our flame
 - Mankato might be added yet as part of it
 - Next Steps: Finalize, schedule stakeholder presentations –how to use it, to socialize and maybe get feedback, revisit and ignite the rollout plan, determine launch date(s).
 - This is just a sharing point.

- Will there be an opportunity for a bulk discount as we help make room for new branded inventory? Likely not because of budget situation, we might have to have a certain roll-out—estimate a 5-year transition. Some things that may wait longer to get replaced or will have to get replaced immediately. Our staff has been looking at what is a natural evolution and what is a 1 time.
- Marketing Website: how was it serving external populations? (donors, alumni, etc.)—hired an external company to provide an audit and recommendations
 - Over 400 people have ability to put content—some are less searchable than others, don't worry about that, really focus on something for external audiences
 - MavLife App—current students
 - The Fountain—used to be e-mail, internal communications
 - NOW externally focused on top of our current site
 - Everything current site stays where it is, it will just be one more click if that's what you're looking for and then over time some items might be archived if it's duplicative
 - Shapes the view of prospective which are audiences as part of our strategic growth
 - Currently moving through site mapping and navigation components to help the user experience, search optimization and getting prospective learners to the point of being prospective to applicant
 - A lot of website info. Speaks to us but not external audiences
 - Moving calls to action to a more prominent location
 - Start developing in dec. and January—launch date after spring graduation

Draft Strategic Diversity, Equity, and Inclusion Plan Feedback [Henry Morris, Leslie Darmofal & Beatriz Desantiago] Time Certain-2:00 PM

- Last Meet and Confer we shared the draft DEI Plan, since then we've had open meetings for people to give feedback, met with some other groups
- Some Feedback that we heard:
 - Transparency was a word we heard a lot, University needing to be transparent about where the data came from, why, what would be done with it, etc. are they doing what they said they would be doing and is it making a difference
 - Make sure next reiteration shows that
 - Concerned about language excluding some people from it (i.e. domestic students of color and employees of color and targeted vendors was that excluding certain groups for example international students).
 - When we make changes we make it for all students not just benefit of just one group—we have to work extra hard for that group. All of our work is to ensure all of our students are successful moving forward
 - Heard many of the bargaining units want to be very involved in the plan
 - Heard a lot of action steps
 - Reminder there are 4 KPIs, about 6 action steps for each. There's not magic bullets that can fix it. Academics, financial and environmental are 3 reasons people may leave so our action steps need to cover a lot of different reasons in order to address success.

- We will continue to listen---still provide feedback on The Fountain—hit ‘all’ to see it or type in “DEI” in the search bar
<https://mnscu.sharepoint.com/sites/MNSU-Fountain/SiteAssets/Forms/AllItems.aspx?id=%2Fsites%2FMNSU%2DFountain%2FSiteAssets%2FSitePages%2F7fagssw9%2FUpdated%2Dinstitutional%2DDEI%2Dplan24%2Epdf&parent=%2Fsites%2FMNSU%2DFountain%2FSiteAssets%2FSitePages%2F7fagssw9>
- Senior Leadership should be seen as leading this work---it needs to be part of everybody’s day to day work
- Will create a communication plan to share –what are we doing, how are we doing, what is the progress, who is doing what and are we on timeline.
- Our goal is to by 2027 that gaps are closed by 50%. Hard goal but we can do it if we all see it as a natural part of our work.
- Dept. of Ed., Ed. Leadership---One feedback from faculty was around accountability, number of years we’re considering retaining (retention 3 years-for faculty tenure and promotion 5 years), we’re not waiting on implementation until this plan is ready to run. We have to look at our practices. A lot of people are on board and are already doing this job. We have to differentiate equity versus equality. Equality= the same to everyone versus equity= serving by what people need. I.e. giving same shoe size to everyone versus their actual shoe size.
- Important that we have a glossary of words---people having different definitions, when that plan hits live we have to agree and understand what that means so when we talk about something we’re talking the same language
- Did hear feedback on role of land acknowledgement
 - Goal is native americans historically is one of largest success gaps and want to make sure we can help make equitable progress
- Norming campaign of how many people receive SNAP benefits and the parallel of their low-income status when they come here---we’re missing a lot of our other low income if we’re only focusing on inter-city
 - When we talk about intercity—we know they underperform and there’s a gap, the plan talks about first generation and pell which is looking at more than ethnicity, there’s other groups we have to address issues around their well-being
 - It will take a lot of work across the University –might bring back things like Strive for Five (campaign of retaining 5 students in our areas something that was pre-covid)

Equity 2030 [Henry Morris]

How are the various areas implementing Equity 2030? [Everyone]

- Asked places to do an audit of your services and who is benefiting –how does that look from an equitable lense. A lot of that is collecting data. Still moving forward that by 2027 all department should have gone through this. DEI is willing to help provide support and service. Some might be doing other things for DEI work in the past, pilot programs that need to go to full implementation.
- Tracy: College of Education worked on a couple initiatives put together a recruitment and retention plan for faculty and staff. Prior to that had intentionally added those into the

language. Nationally and statewide push to get more students of color into classrooms so partnering with organizations like Platinum Teach. MN Teachers of Color grant—over \$500k, 400 of that will be direct scholarship payment for students of color admitted into program. Align with strategic diversity plan. Also advising side—starting work of advising and disaggregating data. Some already great work happening and others that will help keep us moving.

- Want to be sensitive to time, this is rich and great conversation---come back to in next time.
- One thing proposing—have Equity 2030 be a standing item on meetings—it's part of our work NOT add-on work.

Information Items:

Update on Academic Affairs Searches [a. Dalhman]

- 5 ongoing searches—zoom interviews for Vice Provost for Academic Affairs and Associate Provost for Faculty Affairs and Learning Innovation; Ad is out and accepting applications: Assistant Provost for Accreditation Assessment, and Curriculum Innovation Dena of Global Ed and Associate Prov for Research and Dean of Graduate Studies. Contact: Brittany McKibben

Organizational Alignment [Edward Inch]

Recommendations related to the Student Success Division based on the AASCU consultant report so getting someone to provide same leadership as Lynn Akey's role would be limited so it's important that we retain a unit that focuses on success and engagement. What also came out the importance of engagement—students should engage with at least 3 high impact practices.

The decision: moving some units with a new division

- Registrar –go to enrollment and student affairs because it goes through student life cycle
- Financial Aid—enrollment management and student affairs
- Scheduling—enrollment management and student affairs
- Institutional & Analytical Planning—will go into Presidents Office

New Success and Engagement Division will include:

- Advising, Early alert and outreach, Strategic Partnerships (internships, professional development), Career Services (longer period of time which is part of the goal with expanding adult learning—in the 2nd quadrant of the strategic plan). This division –where their vocation will be to help meet students meet their objective.
- Rough timeline—some have to happen immediately, others can wait. Goal is everything is done by July 1.
- There will be a timeline that is documented and available following this meeting. Communicated via e-mail and The Fountain.
- There will be an interim that will help provide leadership during that time.

Update on the Best Use Models for Off-Campus Spaces Review [Edward Inch]

- With short supply cost soon we have asked Brenda Flannery to look into—are we using our off-campus facilities to best of our ability? We have 6 of these—each has a financial cost and do we have the right programs in them? Need to maximize those expenses and

if we can't do that ideas on what to do. Will come back at next meeting about what that will look like.

Mark Schuck Track Naming Opportunity Approval [Edward Inch]

- Thank you for approving and it was a wonderful event the family was a part of it.

Destination 2030 Updates [Lynn Akey] – was not discussed—out of time

COVID Vaccination Clinic on campus [David Jones]

- On Tuesday—information found in the Fountain and [COVID Booster Clinic November 7 2023.docx](#)

**Acknowledgement to VP Lynn Akey as this is her last Meet and Confer—congratulations as she moves on to her next role. She expressed gratitude and excitement for the changes to the organizational structure.*

2023-24 Meet and Confer Dates

September 7, 2023

October 5, 2023

November 2, 2023

December 7, 2023

January 25, 2024

February 29, 2024

April 4, 2024

May 2, 2024