#### State Meet and Confer Minutes: MnSCU & MSUAASF February 17, 2015

**Attendees: A. Klepetar, J. Anderson, S. Murray, J. Lee, R. Wheeler, J. Clarke, O. Zimpel, M. Sharp, Z. Johnson, T. Younger, M. Fahning, J. Simonson, L. Rodrigues, V. DeFord, M. Carlson, C. Dale, J. O’Brien, K. Olson, S Applequist, B. Miller, J. Jorstad, B. Thompson, S. Rosenstone, J. Jorstad.**

1. **Fixed Term Employees-Process to extend to third year MSUAASF**

ASF wants to be sure there is a consistent process established that all requests for considering 3rd year extensions for fixed term positions be sent to the ASF State Board J. Jorstad has sent memo to campus HR offices to remind them of this process.

1. **Charting the Future – Implementation Strategy and Budget Implications – MSUAASF**

ASF raised questions regarding implementation and budget. J Simonson updated on Gallery Walks; feedback from fall was incorporated into changes for spring Gallery Walks. All feedback is in a report on the CtF blog. Student Success and Diversity teams held focus groups around state with 195 student participants; analysis will be CtF site later this week. The next four teams will kick off Gallery Walks on March 4; schedule is on CtF blog. Two changes will be evident this time – less text and content on the posters with inclusion of rationale and proposed results, and more student involvement in the Gallery Walk process. This Thursday and Friday will be all-team summit with 128 people registered. The goal is to help teams understand each other’s concepts and what this means as we move toward implementation. Questions about support will also be addressed at the summit.

Question about budget implications of CtF – S. Rosenstone addressed this saying that some initiatives will require money, but will eventually have a return on this investment. He suggested a business model of expenses that result in gains. He also noted that not all initiatives would have this type of financial return on investment; i.e. IT system redesign – this may need help from the legislature. A third part of this will be funded through reallocations within the system. Adam asked how things are going with other faculty unions returning; S. Rosenstone said he believes progress is being made. S. Rosenstone also thanked Adam for his leadership role in Steering Committee.

1. **Budget Update MSUAASF**

S. Rosenstone said he is confident that MnSCU will meet the standard the Governor has set to have the budget request considered. The Board is considering the budget issues and the affects of the demographic realities on income. He said that “branding” would help grow the revenue side. Campus Service Co-op will continue to look at ways to reduce expenses. Administration is looking at a set of strategies to address both costs and revenues. The legislative request is not about initiatives, but about maintaining programs and services.

1. **FY 16-FY17 Biennial Legislative Request MSUAASF**

M. Fahning distributed a handout on the budget request and talked about consequences of not being funded at the $142 million level. She also thanked ASF for their involvement and that of Gus Froemke. She anticipates good news in the budget forecast. She also talked about legislative interest in retention/completion, transfer, and remedial/developmental education. Much effort is currently invested in addressing these bills. M. Sharp emphasized the importance of requesting ASF provide background information and support during the legislative session.

Adam reminded Melissa that March 18 is our ASF Day at the Capitol. MnSCU requests Adam/MSUAASF be present at a March 24th hearing.

1. **Senior Vice Chancellor for Academic and Student Affairs MSUAASF**

Victoria DeFord told about hiring consulting firm to assist with the search. The link, posting and ad are out. Search Advisory Committee is still being formed. Two committee meetings will be held to review applications and hope for Airport interviews on April 20th, with early May interviews, recommendations and takes to the Board. S. Rosenstone encouraged us to nominate candidates and to participate in finalist WebEx and provide feedback. Adam will serve on the Search Advisory Committee.

1. **Update on Metro Baccalaureate Plan MSUAASF**

J. O’Brien is working on putting the steps together for a plan. There will be a psychometric analysis of students in metro area. All CAO’s will be meeting today with the focus being on the Metro plan. The focus needs to be on addressing the need (demographic shift of students in the metro). Adam thanked John for involving our membership and communication about this, and advocated that any student service professionals be hired in the ASF unit.

1. **Sexual Assault Prevention and Advocacy /Mandatory D2L Training MSUAASF**

M. Sharp asked about our members being involved in addressing this. There are Presidents who want to do the minimum and others that want to become models. This isn’t an issue where there will be one standardized approach. T. Younger said that universities are more similar in their approaches, and colleges are more varied. The mandatory training still has “kinks” and they are working on this. M. Sharp advocates for pushing the edge for being leaders in this area. The training is not mandatory, but strongly suggested.

1. **Padilla Marketing Firm MnSCU Branding Survey Results MSUAASF**

About a year ago, President Potter and President Peggy Kennedy led a group to look at marketing of MnSCU. It became labeled “branding project” and an RFP was put out to develop a long-term strategy to support system’s mission, vision, and look at branding. The steering committee chose Padilla. K. Olson sees this more as positioning and representation of the system. In the fall, research was conducted on what stakeholders valued (quality, affordability, accessibility). Recommendations have been provided on how to use those values in messaging about the system. She talked about eventually using this information in messaging and marketing. S. Rosenstone hopes this will help drive enrollments to the system as a whole, noting that most advertising is used to compete against one another at the present and he sees that as problematic. He also stated that there is no hint in this to reduce the value, brand/identity of each of our individual institutions; this needs to be a value-added.

**Other:**

Adam announced how pleased ASF is with the ASF Exceptional Achievement Award.

Meeting adjourned at 11:20 a.m.

Respectfully submitted,

Shirley Murray

MSUAASF State Secretary  
  
Next Scheduled Meeting: April 3, 2015