

**Augsburg College
Staff Senate**

Wednesday, January 22, 2014

Noon-1:30pm

Marshall Room

Present: Keith Bateman, Mark Chamberlain, Tracy Christiansen, Mark Cotton, Jill Davenport, Michael Grewe, Joanne Reeck-Irby

Excused: Sara Schlipp-Riedel

Guests: Kelly Anderson Diercks, Rick Benish, Kristin Daniels, Sandy Fevig, Shonna Fulford, Barb Gaiser, Stephen Geffry, Sarah Griesse, Nathan Hallenger, Soniel Han, Kristin Hansen, Jie He, Rebecca John, Carole Kampf, Melodie Lane, Melissa Lee, Joe Mann, Tammy McBroom, Dulce Monterrubio, William Mullen, Jenna Obler, Ali Pickens, Mohamed Sallam, Jennifer Simon, Jeovanna Sutherland, Jeff Swenson, Paul Terrio, Steff Weiss

Items in bold are action items.

1. Approval of Minutes
 - a. The minutes from January 8, 2014 were approved with one correction.
2. Open Forum: William Mullen
 - a. Projected high school graduates through 2018-2019 will stay flat in Minnesota, increase in south and southwest (especially Texas), and decrease in the Northeast.
 - b. In Minnesota, number of projected white graduates is decreasing; number of graduates of color will increase.
 - c. Median income in Minnesota and U.S. have stayed flat the past decade; on the other hand, percent of income paid towards tuition has increased over the past decade due to rising college costs.
 - i. In Minnesota, people are willing to pay more / take out more debt to go to college, compared to other areas of the country.
 - d. Most of the students we lose after admittance go to U of M, followed by Hamline.
 - e. 23% of Minnesotans have "some college, no degree;" another 11% only have an Associate's degree. This is our marketing for AFA/WEC.
 - f. We receive approximately \$5,000 more net revenue per student for transfers than we do for first-years due to how we distribute aid dollars. Thus, we could receive more revenue if we increase the percentage of transfer students; however, this may impact our housing revenue if our first-year population decreases.
 - g. International student enrollment in U.S. colleges has been increasing. Most students attending large institutions on the east and west coasts.
 - h. Augsburg has stayed consistent in its enrollment for graduate students over the past 6 years.
 - i. A noticeable trend has been that the number of applications and the number of students admitted have both increased, but the number of students has stayed the same. This means Augsburg needs to increase the number of both applications and those admitted in order to yield higher number of students who deposit and matriculate.
 - j. Strategic Priorities include:
 - i. Be able to articulate value (cost of attendance proposal) to prospective students.

- ii. Increase net revenue per undergraduate student by changing the mix of transfer and first-year students.
 - iii. Develop specific processes, procedures, training, development, and goals to recruit students in coordination with other departments (academic and co-curricular).
 - iv. Create efficiencies and scalability in student-facing systems.
 - v. Strategically position Augsburg to students outside MN and internationally.
 - vi. Reposition adult undergraduate program and grow to 840 students (Minneapolis campus).
 - vii. Grow account management activities, and develop systems and coordinate with academic departments.
- 3. Community Engagement Fair
 - a. Keith met with Seth. There may be an all-hands meeting that day. Still waiting to hear back from him.
 - b. **Keith will check with Seth to see if anything has changed.**
 - c. Three organizations have RSVPed for the fair thus far.
- 4. Staff Appreciation Awards
 - a. Seth believed that the Chapel might be a better location for the awards than the East Commons.
 - i. Staff Senate agreed to move the Staff Appreciation Awards to the Chapel.
 - b. Tables are \$10/table; this would be approximately \$350/table.
 - c. **Keith is going to check in with Seth about food options.**
 - d. Joanne and Keith will order awards after we have selected participants.
 - e. An all-staff announcement was sent out about awards. No award submissions as of yet.
 - f. Jill ordered the pins that we needed.
- 5. Spring Social
 - a. We are on the President's schedule for May 22.
 - b. Both the Quad and the East Commons are reserved.
- 6. Concerns Brought to Our Attention
 - a. Mark Co. heard from staff on the walk-around that staff were happy Staff Senate is involved in the governance discussions.
- 7. Next Meeting
 - a. Our next meeting is **Wednesday, February 12** from **12:00pm-1:30pm** in **Marshall Room**.