



ASA Minutes

9:00 pm Haugo Room

11/6/2013

Attendance: (16) Absent: (10)

New Business:

- Guest Speakers
 - It is important as a Senate that we know who our administrators are, and how they can help us.
 - Welcome Sue Hasseler and Bob Preloger
- *Sue Hasseler*
 - Is the Senior Vice President of Academic Affairs and Dean of the College
 - She works with all of the academic programs, i.t. services, international programs, the Center for Western Studies, graduate programs, the President, students, other Vice Presidents, and the Dean of Students.
 - The best way to describe her job is she is the train master in a busy train station making sure everyone is going down the best path.
 - She also works in the hiring process, and in obtaining grants and other resources.
 - Wants to communicate that the academic affairs office is set up to make sure students are getting the best academic program possible.
 - What would you like me to know about academics at Augustana College?
 - *Ray Asmah:* Why does Augustana require religion classes?
 - *Sue Hasseler:* Augustana is a college of the Lutheran church and is built on that faith tradition. Our religion courses are designed to help our students understand that tradition and to understand a whole variety of perspectives. We are not only a college that came out of the church, but also a college that believes the religious and spiritual aspect is important in our lives. It is important to explore from a variety of perspectives.
 - *Scott Missling:* I have discussed the credit hour change with other students on campus. What is the long-term strategy for the college going to keep us competitive academically?
 - *Sue Hasseler:* We are currently in the strategic planning process. There is a six-year-old strategic plan and we are looking carefully at what we need to do to bring Augustana into the future. I'm very excited about what is it we are doing very well in comparison to all schools in the region and what is it that we need to be doing differently. This is going to be a very exciting process. The other part that is coming out is looking at our science programs and what we can do to broaden these opportunities to meet the new needs in the sciences and healthcare. We aim to build on what Augustana does well and are thinking about how we can get student feedback on that. We will be presenting the strategic plan to students and getting their feedback.
 - *Sam Hoskins:* What purpose does the Capstone serve?

- *Sue Hasseler*: The Capstone serves as a “bookend” to the academic process. You start out with your introductory courses and then Capstone pulls it all together. It helps students bring together things they have learned in different areas and how they can use what they have learned and go into the future. We have gotten mixed feedback on how effective the Capstone is and that is what the curriculum process is about. We are currently having discussion about how to make the Capstone better.
 - *Katelyn Johnson*: How do you go about adding new majors and minors? I have a friend who would like to have an Ecology major, but it is not offered here.
 - *Sue Hasseler*: This type of request would go through the curriculum council. New majors and minors can either come from a department, from students talking to faculty in the department, or by putting a proposal together. The curriculum council will then “talk that proposal to death.” After this discussion we might have a new major or minor.
 - *Javier Darce*: I have heard many suggestions from students about the New Student Seminar and how students like it, but do not like the methodology.
 - *Sue Hasseler*: We have a group working on this question right now and New Student Seminar is going to be very different in the future. Right now it is separate from other classes. We hope to try and integrate NSS into other classes in the future.
 - *Maggie Dally*: Each semester we do faculty evaluations. How heavily are those evaluations taken into consideration?
 - *Sue Hasseler*: Every faculty chair reads the faculty evaluations. If someone is on a tenure track, a whole group of faculty looks at the evaluation and decides what needs to be changed. If the professor is not on a long-term track, this individual would probably not be hired back for the next year.
 - *Sam Hoskins*: Is tenure better than a revolving contract for teachers who might feel like they have more responsibility rather than just feeling comfortable in their position?
 - *Sue Hasseler*: Some schools do term tenure where they are evaluated after five years of their tenure. Here at Augustana, every year faculty member does a review of themselves and with their other coworkers.
- *Jim Bies*: Question for both Bob and Sue: How do you spend your day and what you do during a typical day on campus?
 - *Sue Hasseler*: I usually begin email at 6:30 in the morning. I heard a speaker last weekend that talked about Facebook usage and how many people use Facebook before they get out of bed, but I start scrolling through email with my coffee. I spent some time in communication with the college attorney about a couple issues that needed to be addressed. I met with a brainstorming group with people thinking about how we can do a better job of advising, career counseling, and vocational planning for students. I then met with a group of faculty interested in improving our international programs. I then worked with a curriculum proposal. I prepared a presentation for the faculty meeting on revising the core curriculum and turning it into a shared major that we would be able to present dynamically to new and current students so they understand what it means to come to Augustana and have a liberal arts education. Finally I had a two-hour faculty meeting, finished up email and then went home and to eat supper.

- *Bob Preloger*: I am the Vice President for Advancement. Advancement is the marketing and communications office on the third floor of the Administration building. Under the whole marketing communications area it is all the publications, development, media relations, advertising, events, Augustana website, content strategists, licensing, external relations of the college, advancement ambassadors, and Phone-a-thon. Probably the best thing I can do in the morning is sign a stack of receipts on my desk. These are all gifts people have given to the college. These gift receipts go to the appropriate gift officers. I have a chance to write notes to the donors who give money to help the students. I met with a couple staff this morning to make sure everyone is on the same page in the office; otherwise we cannot function well as a team. I then reviewed an invitation for students to attend a scholarship luncheon. I approved a proof for the Vespers billboard that will be in Rapid City and also in Sioux Falls. I was in contact with the radio stations in Rapid City where we did this program last year and am trying to find out how much it will cost. I met with the Augustana Association who is a congregational group that comes to the college to elect members on our Board of Trustees. This is something that has to be done and done well. Tomorrow it will probably be a bunch of meetings. They are a necessary evil. This is an exciting place to be, I enjoy it. I started here in the Admission office and appreciate all of the great students they bring in.
 - *Taylor Lambert*: Are you also involved with the student portal? When you look at other colleges, they tend to make their student portal more appealing and easier to navigate.
 - *Bob Preloger*: The augie.edu site will go under a complete revamp this summer. We haven't done as good of a job focusing it on prospective students
 - The portal is an interesting dilemma. It could be better, not a lot of us are happy with it. It could be a better vehicle of communication with the student body.
 - *Scott Missling*: Are you both available for students to reach out to you individually?
 - *Bob Preloger*: The focus groups earlier this year helped us realize the students wanted to have more communication with administrators. We would love to have more access, but we want to know where you want us in your space. If you invite us to these things we would be thrilled. Pass this on to your underclassmen and peers. This is a wonderful opportunity for us to share what we do with you.
 - *Sue Hasseler*: I agree. I have a meeting with a student tomorrow who contacted me and had a question.
 - *Maggie Dally*: It would be helpful if development would host a meeting that explains where all of our tuition money goes. What we pay only covers up until the end of January and students would be more understanding if they realized where exactly their money is going.
 - *Emily Grandprey*: We should also inquire about where our costs for housing go.
 - *Bob Preloger*: About anything you can imagine is where your tuition goes.
 - *Taylor Lambert*: Maybe use a percentage and have a focus group meeting.

- *Discussion about the blog after the Viking Varieties event. Bob Preloger:* It is always important for us to hear the critical comments about our work.
 - The thing that I wanted to address was the notion that the event was turned into a fundraising event. This was the most appropriate place to announce our efforts because we had so many people there to say. We exist in the Development Office to raise money for the college for students. About 3 million dollars goes toward student aid. The most important thing we can do is raising more money for our 64 million dollar endowment. Our whole purpose in asking people for support is to recruit the best faculty, the best students, and create the best programs. The most important thing we can do is telling the story and all of the great things we do here at Augustana. There is no other reason we would work here if it were not for you. We aim to inspire people to give thanks and to make a gift to the college. We want to inspire you to have a supportive philosophy of philanthropy and hope you will think it is important to give a gift because someone else did the same for you.
- *Kirsten Titze:* Where in the planning process are we at for the science center?
 - *Sue Hasseler:* We are hoping sooner rather than later. We have a lot of designs in place and a lot of scenarios through our work with the architects and with faculty members. We are raising the final dollars so that we can start the construction. We hope to break ground during the first half of next year or by next summer.
 - *Seth Vogelsang:* Is there a set location for the new science center?
 - *Sue Hasseler:* This is still part of the planning.
 - *Seth Vogelsang:* I've heard it could be on 26th and grange, near the Global Ed. house, and near the old science center. There are many different theories floating around.
 - *Bob Preloger:* We will know a definite location by December 8th once the final board meetings have finished.
 - *Kirsten Titze:* What will happen with the old building?
 - *Sue Hasseler:* The GSC will be fully remodeled. We need the extra facilities for our growing needs. One of the challenges we have is what to do with the people while we are in the actual construction process. We will have a plan to do construction and remodeling in phases so people can still use the facilities.
- *Seth Vogelsang:* My first question is what the plan is for Humanities in terms of naming rights? Second, when I was being recruited I was promised there would be a brand new track. Is this still a plan?
 - *Bob Preloger:* Humanities: When Ralph Wagner was the President he went to see graduate, Dick Niebuhr. Ralph thought he had him talked into a 1.25 million renovation with naming rights of the Humanities building. Nothing was ever signed so we had to fund remodeling with our own sources and he never agreed to put his name on the building. He was a generous donor over the years and when he passed away we were in his estate. Dick Niebuhr left 2.5 million dollars for student scholarships. This was the closest we got to naming the Humanities building.

- *Scott Missling*: How often in all of the meetings do you focus on the core values of the college and make sure those are at the forefront of what we are doing?
 - *Sue Hasseler*: This is happening a lot because we are talking about strategic planning. We are looking closely at the values because of this and are trying to make sure we embody those values.
 - *Jim Bies*: In the meetings I'm in, it is more of the five core values than the college's mission statement being discussed. Our core values are more tangible and something we can use day in and day out.
 - *Bob Preloger*: We are also a college that desires to support people of other religious traditions. Excellence is a value that stands out. How can I be excellent today? I believe I have to be excellent so that we can deliver excellent results to the people that mean the most, which is you. Our community at Augustana fosters this.
- Can you stump the staff?
- *Emily Grandprey*: If you had an unlimited amount of money what would you bring to Augustana?
 - *Sue Hasseler*: I would love to expand the opportunities our students have to put what they know into practice. This could be through internships, community engagement service opportunities, and more research opportunities. I would love to have more opportunities for students to learn through the summer and get paid to do it. Having more money to send students internationally would also be a priority. Lastly, I would use the money to support students who can't come to Augustana because of financial reasons. I think trying to make opportunities available to everyone is where I would spend the money.
 - *Bob Preloger*: I would complete science center, build a performing arts center, build a fitness center, and expand the commons building.
- *Javier Darce*: So you are looking to expand Augustana's student body?
 - *Bob Preloger*: Yes, and expanding our international programs office was one of the best things we have done in our steps toward expanding the student body.
- *Scott Missling*: What is the student body size that you would like to see?
 - *Bob Preloger*: 2000 undergrads and 500 grads
 - *Sue Hasseler*: We are looking to expand on our graduate programs and also offer more programs to our undergrads.
- *Matt Bell*: What is your biggest concern going into the future looking at past years enrollment?
 - *Sue Hasseler*: The biggest challenge is to broaden our audience. Diversifying enrollment means a broader geographical region, groups of students from different backgrounds, and broader ages. We really need to figure out how we can diversify our campus.
 - *Bob Preloger*: Private colleges like us really need to figure out a way to price ourselves that makes it affordable, but at the same time generates revenue to operate as we do. There is no one in here paying 35,500. You all probably get some aid and some of that money is funded, and some is unfunded (discount, write-off). The whole model of how we provide assistance to students attracts the kind of students we want. We don't want the price tag to scare people off. Other schools

have tried a price reset, but we are searching for a solution that is best for our students.

- *Matt Bell*: What do you think the biggest reason we aren't keeping students at Augustana is?
 - *Sue Hasseler*: I don't think our retention rates are lower than other colleges in the area, but they are lower than we would like. We do have exit interviews, which help us identify areas where we need improvement. Providing good academic support is one reason we have lost students. We want them to know where the help is early on. Financial issues are another reason for our lower retention rate. Sometimes students just find Augustana isn't the match in program or atmosphere. We look at this all very carefully.
 - *Jim Bies*: We are not satisfied with where we are. Compared to schools Augustana students were considering we would find ourselves with 20% better retention point than those schools.
 - *Matt Anderson*: We as a senate can be a good part in understanding why students are unhappy. Residence life staff should be and can be very helpful in situation, but our job is to be here and listening to what people are saying. All of us should be supportive of that so that we can keep students here.
 - *Bob Preloger*: Rob Oliver has said that we don't complete our mission until the student graduates. If a student has a bad experience and leaves, then we have failed.
 - *Ray Asmah*: I think this is an issue of commonality in the complaints. If you diagnose just a few problems we can see that are bothering a large majority.
 - 80% of the International students I have talked to are considering transferring right now. Why are they considering this? This is something I am going to take time to learn.
 - *Sue Hasseler*: I would love to hear what you find out.
- *Matt Anderson*: This is all relevant and important information. Please share with your peers about our conversation. It is important to stay tuned into resources like Bob and Susan.
 - Let's make sure we all still have our sights set on our goals. We are moving toward Thanksgiving break, finals, vespers, and then before you know it the year is slipping away so we want to make sure we have accomplished what we set out to do this year.

Committee Updates

- *Curriculum Committee*
 - *Kat Van Gerpen*: We have not met because of the last break. The favorite course idea did not go well so we are going to discuss that. Jesse Nelson is going to talk about a project he is working on. There hasn't been a Curriculum Council meeting in a little while.
- *Co-Curriculum Committee*
 - *Emily Grandprey*: We are going to walk around campus at night with Rick Tupper and see where more lighting is needed. We will be writing a formal letter to the college to explain our concern about the lighting issue. The nacho cheese machine is not there because it is not healthy. Damian brought up the fact that we are bringing in higher quality products so by keeping the machine there the quality of the other food is lost. He will put the machine out a few times. Also, there will be a movie night in the commons where students can go through a candy and popcorn line, but it will be a premium night with things to do.
- *A&P Committee*

- *Seth Vogelsang*: We are redoing the budget process for the next year because it is not as good as it could be. We are meeting tomorrow and will hammer out a lot of the issues with the process. Our goal is to have a piece of paper that you can criticize at the next meeting. There will be some pretty extensive changes in how things are allotted to groups. In the future with this plan, money would be freed up for us to do smaller projects like having wireless routers or redoing the Chicago room. We are also working on creating a plan for the future with ideas for projects. Issues on campus would already be identified so the next Senate will have something to work with right away.
- *P&D Committee*
 - *Matt Bell*: The bone marrow drive is set for December 3 and 4 and we will send out an email for help working the tables. We are also looking into a program to do a video Skype with Dillon Cathro talking about his experience. Dillon was a senator last year that transferred. He signed up for bone marrow drive and early this fall he was selected as a donor. Lastly, a meeting set up with Jeff Venekamp on Monday to set up interviews for Viking Days co-chairs and NSO co-chairs. We want to have this done before Christmas.
- *Matt Anderson*: Make sure we are keeping up with things. Krista and I may be dropping by in meetings. It is important that we keep moving along with our projects, we're on a great track. We want to be helping you where we can.

Adjourn:

Motion: Maggie Dally Second: Emily Grandprey Result: Pass

SENATOR	PRESENT	EXCUSED	UNEXCUSED
Amanda Johnson			X
Brittany Dardis		X	
Elliot Blue	X		
Emily Grandprey	X		
Emily Weber			X
Hanna Werling	X		
Jesse Fonkert		X	
Jessica Johnson			X
Joel Hermann			X
Katherine Van Gerpen	X		
Leah Murfield		X	
Matthew Bell	X		
Naras Prameswari		X	
Taylor Lambert	X		
Dan Schmidtman	X		
Javier Darce	X		
Katelyn Johnson	X		
Kaitlin Romano	X		
Ray Asmah	X		
Crystal Ortbahn	X		
Kirsten Titze	X		
Scot Missling	X		
Sam Hoskins	X		
Maggie Dally	X		
Kale Merrel		X	
Jesse Nelson		X	

OFFICER	PRESENT	EXCUSED	UNEXCUSED
Matt Anderson	X		
Krista Youngberg	X		
Seth Vogelsang	X		
Aimee Fisher	X		

ADVISOR	PRESENT	EXCUSED	UNEXCUSED
Jim Bies	X		