

Strategic Planning and Budget Council minutes

February 27, 2018

3 pm, Jones Room

PRESENT: Committee members: DeVera Bowles, Andy Carter, Linda Cresap, Laurie Geller, Kevin Harmon, Michael Linnell, Annette Mennen, Jacek Mrozik, Aaron Richard, Nicole Thom-Arens, Katie Tyler.

Guests: Melissa Fettig, nursing student Laura Gray.

ABSENT: Anne Beste-Guldeburg, Cassie Daniel (*proxy for Haokun Yang*), Warren Gamas, Teresa Loftesnes, Cari Olson,

Jay Wahlund, Brent Winiger.

AGENDA: Completed discussion of **Goal 4 – Well Being - Promote and support the well-being of students, faculty, and staff, enabling them to address challenges across generations.** (*Subcommittee members: Teresa Loftesnes, Jay Wahlund, Aaron Richard.*)

Guest faculty Melissa Fettig spoke to the recommendation for enhanced campus-wide awareness and access to mental health services through assessment, programming and education. Utilizing baseline data available through the American College Health Association and National College Health Association, implement a 3-year assessment cycle to heighten awareness of and resources to address campus mental health issues. Additional discussion related to appropriate personnel and a suitable environment (privacy, comfort) for counseling to happen. Please see supporting documents for further detail.

Goal 6 - Service - Promote and recognize commitment to ~~public service.~~ (*Subcommittee members: Andy Carter, Michael Linnell, Nicole Thom-Arens suggest "Community Engagement" replace "Public Service."*)

Objective 1: Build vibrant university and community relationships through meaningful service and volunteer projects.

Objective 2: Engage the community by offering and hosting activities and events in athletics, performing arts, culture, and academics.

Objective 3:

Acknowledge the service achievements of the campus community.

Action Items:

Enhance sharing of information about service achievements of the campus community through Public Information.

Develop innovative ways to recognize service achievements of students, staff, and faculty through external agencies.

Respectfully Submitted,

DeVera Bowles

GOAL 4

Promote and support the **well-being of students, faculty, and staff**, enabling them to address challenges across generations.

Objective 1: Provide the necessary resource(s) to enrich the campus experience and enhance campus life.

1. Promote campus resource(s): (facilities, etc.) to MSU and Minot communities (also in Goal 6).
 - a. What: Survey current faculty, staff, and students to determine how current MSU events could be enhanced/sustained.
(Currently, several events take place during the year with campus groups sponsoring activities and off-campus entities sponsoring activities. For example: The Student Activities Committee's events, Notstock, Magic City Jazz Festival, WPO, MSO, Marketplace for Kids, etc. Consider areas (ex. Beaver Dam, Wellness Center that could be open 24/7. Copy/paste to Goal 6.)
Who: Future employee/Events coordinator
When: August 2018
Resource(s):
 - b. What: Consider how MSU's current/future facilities could host new events, in addition to the current events, to create a revenue stream including the ability to have a mobile credit payment system for appropriate events.
(Ex: TedTalks and high profile speakers in Ann Nicole Nelson Hall.)
Who: Future employee/Events coordinator
When: September 2018
Resource(s):
 - c. What: Work specifically with the Chamber, MPS, private schools, and other entities to encourage use of campus facilities.
Who: ??
When: 2019
Resource(s):
 - d. What: Create and promote a website listing all available MSU facilities with rental costs, occupancy, room sizes, etc. including a master schedule allowing campus and off-campus users to request facilities.
Who: VPAF
When: January 2019
Resource(s): Cost of scheduling software and an employee designated to manage the software and schedule. This could be a current employee.
 - e. What: Determine technology needs to purchase the appropriate technology for campus meeting rooms. (Goal 3 has updating technology in the classrooms.)
Who: ITC and Student Center
When: May 2018

Resource(s): Need \$\$ to purchase technology

- f. What: Establish a partnership with Downtown Business Association to promote and support Minot State.
 - Examples:
 - Encourage downtown businesses to offer discounts to our students
 - Promote new 21st Century Workforce program to DBA
 - Work with DBA to host our students' artwork
 - Community gathering space
 - 62 Doors Gallery and Studios
 - Studio One (Art Space)
 - Others?
 - Who: ??
 - When: December 2018
 - Resource(s):

- g. What: Research the possibility of an electronic billboard along Broadway.
 - Who: Advancement Office
 - When: By July 2019
 - Resource(s): A lot of \$\$! Funds would have to be raised.

- 2. Bolster intramural and club programs.
 - a. What: Assess current status of programs to determine future strategies.
 - Examples:
 - Create new campus, off-campus and online club programs for students.
 - Investigate opportunities to have intramural competitions within the NDUS schools.
 - Develop new programming utilizing the air supported dome.
 - Who: Music, Student Life, CAS, CEHS, COB, Wellness Center, Athletics, faculty and staff advisors
 - When: December 2018
 - Resource(s): SGA and Student Activities

- 3. Enhance outdoor activities and beautification of our campus.
 - a. What: Review, update, and prioritize the master landscaping plan to begin implementation of unfinished elements and continue with year-round campus beautification needs.
 - Who: President's Staff & Campus Beautification Committee
 - When: January 2018
 - Resource(s): Budget for implementation

 - b. What: Enhance campus activities by adding casual seating elements to the grounds.
 - Who: VPAF, SGA, Faculty and Staff Senates

When: Summer 2019
Resource(s): Budget for purchases

- c. Expand the use/aesthetics of the Beaver Dam including the food/drink area.
What: Expand the hours, offer various food choices, update furniture, and possibly remove the Cheers bar.
Who: SGA, VPSA, Wellness Center staff
When: Underway
Resource(s): SGA, Sodexo, Student Activities Committee, Wellness Center

Objective 2: Promote campus opportunities that encourage balance in academics, work, and social life.

- 1. Integrate the 8 Dimensions of Wellness into campus life.
 - a. What: Via FYEs, Residence Life, new faculty and staff orientations, and the senates, promote the wellness policy to encourage a culture of well-being via the 8 Dimensions of Wellness for students, staff, and faculty.
Who: Wellness Center, Faculty and Staff Senates, Student Activities Committee, Residence Life, CETL
When: July 1, 2018
Resource(s): Minimal
 - b. What: Review the wellness policy in the employee handbook to ensure fairness.
Who: President's Staff and Staff Senate
When: Immediately
Resource(s):
- 2. Expand the use of the Wellness Center.
 - a. What: Review and determine/update policies to allow students and non-Wellness Center members/entities to use/rent the Wellness Center. This includes sponsored memberships that students, faculty, and staff could purchase by the day or month for another individual.
Who: VPFA, Wellness Center staff
When: May 2018
Resource(s): The goal would be to create a cash-flow stream (and promote wellness).
 - b. What: Review the Wellness Center hours, especially on weekends and evenings.
Who: Students, faculty, and staff
When: by May 2018
Resources:
- 3. Develop living and learning communities that offer support, co-curricular involvement, and inclusion.
 - a. What: Strengthen the two communities currently being offered. (also in Goal 3: Objective 5)

Who: Residence Life, CETL, Wellness Center
When: In progress
Resource(s): \$0.00

Objective 3: Meet the health, nutrition, physical environment, and safety needs of the campus community.

1. Evaluate facility use and condition, and strategically plan for the future.

a. What: Evaluate Sodexo's food service plans

Who: VPSA, SGA and President's Staff

When: In progress

Resource(s):

b. What: Renovate Cook, Dakota, McCulloch, Pioneer, Lura and Campus Heights

Who: President's Staff and Residence Life, MSU Foundation

When: Prioritize needs and begin immediately

Resource(s): \$\$\$\$

c. What: Hire, train, and hold accountable custodial staff/services to adequately maintain the campus infrastructure. Hire/outsourcing custodial services to provide exceptionally clean and well-kept spaces for our internal and external constituents.

Who: VPFA & Facilities

When: Immediately

Resource(s): Reallocate current budgets/dedicate new funds.

d. What: Update seating in the Dome

Who: Athletics and VPA

When: In progress

Resource(s): Private funding

e. What: Fully use the potential of the air-supported dome

Determine future options outside of athletics that the air-supported dome could be used to bring more community members to the facility.

Who: Athletics and the campus

When: In progress

Resource(s): ??

2. Improve access to mental health services on campus to assure the retention, progression, and graduation of students through outreach, programming, and education.

a. What: Ensure the campus has an adequate number of qualified mental health providers and appropriate facilities to implement a comprehensive mental health

program that allows for early prevention, intervention, and treatment of students with mental health conditions including:

- Stress
- Anxiety
- Depression
- Trauma and post traumatic reaction
- Sleep disruption
- High risk alcohol
- Abuse of substances
- Difficulty with interpersonal relationships
- Quick assessment of students who present in crisis

Who: VPSA, Student Health, Counseling Services

When: Immediately

Resource(s): Reallocate funds; staffing funds for mental health outreach educators and others as determined; appropriate facilities with better access and confidentiality

3. Enhance campus wide health promotion and prevention services

What: Assess our students' health status to enhance campus-wide health promotion and prevention services and implement the American College Health Association (ACHA) – National College Health Assessment (NCHA) for baseline data and then every three years after to assess effectiveness of strategies and new and emerging trends on:

- Alcohol, tobacco, and other drug use
- Sexual health
- Weight, nutrition, and exercise
- Mental health
- Personal safety and violence

Who: Student Health, Counseling, Disability Services, Wellness Center

When: Fall 2018 and every 3 years

Resource(s): Perhaps additional funding for survey costs and promotion of the survey

4. Promote Title IX awareness and safety-related policies and procedures. [start here]

- a. What: Conduct annual campus climate surveys.

Who: Title IX Office

When: Immediately

Resource(s): ?

- b. What: Conduct annual Title IX training with campus community including Keep U Safe program.

Who: Title IX Office

When: Immediately and ongoing

Resource(s): \$0.00

- c. What: Work collaboratively with various offices and departments within the institution to promote awareness and reporting.
Who: Title IX Office, Campus Security
When: Immediately
Resource(s): Staff

- d. What: Ensure the integrity and continuity of the Title IX complaint and investigation process throughout the institution.
Who: Title IX Office, HR, VPSA, Student Health
When: Immediately
Resource(s):

- 5. Enhance healthy food choices on campus.
What: Hire consultant to review current practices and recommend future options.
Who: VPSA, SGA, RHA
When: In progress - December 2017
Resource(s): VPSA

Goal 6—Promote and recognize commitment to ~~public service~~ community engagement.

**Quite a bit of cross over with goals 4 and 5*

Objective 1:

Build vibrant university and community relationships through meaningful engagement projects and internships.

Action Items:

1. Establish campus-wide internship coordination

- *How/What:* Hire a full-time outreach coordinator who will build external relationships with community businesses and partnerships for meaningful student engagement and internship opportunities
- *Resources Required:* New, free-standing position
- We must centralize internships to avoid having the responsibility fall entirely on faculty who may not have the established community relationships necessary for the best student placements.

2. Increase alumni and off-campus organization sponsorship of student engagement projects.

- *How/What:* The 21st Century Workforce Development Campaign is a step toward this, but the program needs a dedicated employee to focus on building these relationships
- *Resources Needed:* see Action Item 1.1 for full-time outreach coordinator and student placements

3. Incorporate additional engagement opportunities into existing courses and campus activities.

- *How/What:* Create a tiered engagement opportunity for each program of study and athletic group for students to work on throughout their college career and build leadership and mentoring opportunities within respective areas (e.g. the KMSU auction)
- *Encourage [don't ignore] each department/degree to include an engagement project with freshman to seniors. Build in engagement projects.*
- *Do a better job of communicating the opportunities across campus to include more students, staff, and faculty.*
 - Create a once a month opportunity
 - Use these engagement opportunities as resume builders to enhance the meaning of the experience
 - Use the mentorship within the engagement opportunity as moments for students to learn from each other and connect the dots between education and service and community
 - *Resources Needed:* Adjust faculty load as necessary to ensure program support and growth
- Move away from mandatory service projects that use students as free labor

- Bridge the gap between academics and athletics in areas of engagement by streamlining the engagement project so that students see the benefits of service instead of the demands of hours of volunteering in many disconnected areas
- Create on-campus engagement projects during Welcome Week to create Minot State University as a destination
- Move away from the word “volunteer” toward “engagement”
- Allow more opportunities for students to decide where and how they donate their time and energy

Objective 2:

Engage the community by offering and hosting activities and events in athletics, performing arts, culture, and academics.

Like Goal 4

Action Items:

1. Promote proper community use of MSU facilities, especially during down time.

How/What:

- President Shirley to work with the state to allow Minot State to compete with private sector for meeting and event space
- Evaluate how and how often facilities across campus are being used [*in goal 4*]
 - There are events happening across campus regularly
 - Powwow, Futurepalooza, NOTSTOCK, music festivals, speech competitions, Marketplace for Kids, College for Kids, Science Olympiad, Summer Theatre, Class B tournaments, Special Olympics, Tech Day, Minot Symphony Orchestra, Western Plains Opera

- Create a facilities budget for outside events on campus detached from athletics or department/academic area

Resources Needed:

- Hire a facilities manager/event planner to schedule and coordinate events on campus—one person/office for all areas of campus
 - New, free-standing position
 - Create an event approval process to prevent conflicts and work to cross-promote events on the same day
- Determine funding model for custodial and security during events on campus
- Work with Sodexo on the food contract so that Minot State can be competitive in its options of food service for events
- Extend coffee offerings (smoothies and fresh juices) and hours to make Minot State a destination prior to and following events on campus (e.g. people can grab a coffee/drink and sit and visit before attending the symphony, concert, or a play)
- Extend bookstore hours before sporting events to encourage sales of Minot State gear
 - Discuss branding with the bookstore to collaborate with Athletics
- Seek out concert events for the Dome and Ann Nicole Nelson Hall

2. Promote MSU at community events on campus.

- *How/What:* Cross-promote campus events at events on campus

- Utilize video boards and half-time announcements to highlight campus events in the coming week
- Utilize advertisement space in programs (e.g. the sports schedule appears in the symphony program)
- Market academic programs at appropriate events. (e.g. sign, banner, program sheets)

3. Expand successful discipline- or program-specific events to wider audience. [START HERE]

- Assess what we do well
 - What could be done to make those events better? (e.g. KMSU Auction recruit MiSU celebrities to answer phones, invite package donors to come on air and pitch the package they donated, bring in donors to talk about business on air, use teases to get people to stay tuned)
 - Assess where/whether there is room to grow events
- Continue to update equipment and facilities to sell Minot State to prospective student while they are visiting
- Better coordination between enrollment services, academic departments, and athletics to personalize the group visit to campus (e.g. connect prospective students with area while they are on campus for music festivals, NOTSTOCK, Futurepalooza)

Objective 3:

Acknowledge the service achievements of campus community.

Action Items:

1. Enhance sharing of information about service achievements of the campus community through Public Information.
 - Develop a method of tracking engagement hours for students, staff, and faculty
 - Develop a strategy for targeting outside media to cover engagement experiences to maximize exposure but not overwhelm media (out-reach coordinator to work with PIO)
2. Develop innovative ways to recognize service achievements of students, staff, and faculty through external agencies.
 - High five award is being used now through Staff Senate as a creative way to recognize staff
 - Faculty Senate should adopt a similar program for faculty
 - Highlight a volunteer of the month: student, faculty staff, organization