

Physical Environment Committee Minutes

July 9, 2013
8:15am – 9:15am
Lincoln Building Conference Room

MEETING CALLED BY	Ted Curtis & Harvey Sterns – Co-Conveners
TYPE OF MEETING	UC Committee
FACILITATORS	Harvey Sterns – Co-Convener
NOTES SUBMITTED BY:	Shelly Keller
ABSENT	Ted Curtis – Co-Convener Garrett Dowd Ralph Morrone - Absent Elizabeth Reilly William Thelin USG – Vacant Position
ATTENDEES	Mark Dvorak Ann Hassenpflug – Vice Chair Julie Hykes Shelly Keller - Secretary Chuck Kunsman Denise Montanari Harvey Sterns – Co-Convener Shawn Stevens
INVITED GUESTS	Jim Tressel

Agenda topics

MINUTE APPROVAL

DISCUSSION	Approval of the 6/14/13 minutes was requested.
CONCLUSIONS	Chuck made a motion to accept the minutes as presented. Julie seconded the motion and all were in favor.

MEETING ITEMS

General Discussion

- Shelly advised the committee that Jim Tressel is here to speak to our group about Student Engagement.
- She also advised the Campus Building Tours and RLH Dorm tour schedules have been made and sent out to all members.

Jim Tressel VP, Student Engagement

- Jim explained that when he arrived at the University of Akron, the President gave him 5 R's to focus on and then added 2 more R's. He tried to link his 7 R's to Physical Environment.
 - recruiting
 - retention
 - relevant learning
 - readiness
 - return
 - added relationships
 - added reduce debt (debt related to student's debt)
- Recruiting – dramatically, with this committee, once we get a student here they are surprised. Moms and dads are more surprised than the kids. Once we get them here on campus, it is a plus.
- Retention - school of thought, if you feel good then you will be more successful. If you are successful you will enjoy your Akron Experience. Difficult part is the ability to afford. We are a little behind in the scholarship world. It is a given that we have wonderful facilities. Jim gave example of a Lake HS student. 2K difference between merit scholarship between what we could offer her and Kent.
- Relevant learning - off campus, real life experiences. To see the world and show the world what they can do. Our students are well schooled. Smuckers has hired 32 of 35 interns there in last year.
- Readiness - making sure our students are prepared to compete in this world. Competitive nature of this world is not what it was when we left college. Physical Environment ties into this by, the more we feel good about where we are it is a positive thing. Relationship wise we are working hard with local businesses. We are working with them to see what we can do better to get our students hired. What can we do to enhance their workplace with our students? Cleveland Clinic example - RN to BSN program - we want them to envision the environment their employee is coming to.
- Return - we have tremendous challenges, but an advantage, we have 100K alum are in the area. Within 90 miles, we ought to be able to attract them back to campus. Need to get them back to see the place because the campus is so different.
- Roo Crew - help us with recruiting, in tutoring. They help us with internships. We have 500 that help out. Physical Environment is huge in that aspect. What is good around the campus? That is important as well. We have grown to the city more than we were in the 70s.
- The good news is that the physical environment of the campus gives us a chance. It is also an anchor due to our debt. We have to weather that storm for the next couple of yrs.
- Harvey spoke on the group he was a part of 21 yrs and the issues then were part of the same parking, older adult students, hard to deal with. It was a priority once and we can make it a priority again.
- Jim advised that as we take that over Quaker Square, there may be programming that can be incorporated. In Jim's mind he would love to see it as a satellite student union. Could be a whole new world there. Might be a fun thing for this committee to help on the alumni side with. There is a whole bunch of space there that we can use.
- Harvey agreed that UA/we should use as much of the building's space as we can.
- Jim advised that during the summer we need to use campus as much as possible. One of the girl's he talked to who is coming here this school year, attended science camp in 8th grade and loved it. There are many dance students who have never had a campus visit.
- Shelly agreed that it is a great idea with the soccer camps etc to have parents and prospective student "camp attendees" tour the campus. She noted that when her daughter attends the soccer camp here, she always has camp attendee parents looking around campus in amazement of all the changes.

- Jim also noted we are not in the game right now with financial assistance. He has advised his Admissions group that they have to be worth \$1500. They are the first impression.
- Ann asked about parking? Harvey advised we have made improvements there but we need to find a way to have our commuters have more of an on campus experience.
- Jim advised we promote the activities that aren't just for the on campus person. There are 5K students around campus and 3K on campus. We need to comfortably engage 8K easily on campus.
- Harvey stated we use to work with Metro Busing and any UA ID would get you on a Metro bus. Jim said he would like to see the demographics of where the buses run and what the numbers of students are that would use it to the university.
- Jim stated that this year they turned away 325 students that we would have normally taken. The University of Cincinnati took a two yr tumble after doing this but have risen up and taken the next step as an institution.
- Shelly asked what do we advise those 325 to do in hopes of them someday being able to attend here. Jim gave the examples of recommending Wayne College to them, recommending community college – will help them not build as much debt, summer challenge - would allow one of these students to take a couple of courses and with a C or better we'll admit you, All of the students that accepted this summer challenge, were from the suburbs not from APS (Akron Public Schools). 10 of those students are still alive in the program and one has been asked to leave.
- Summer challenge 2 - same population - second term classes taken at the Zip Start reduced rate. (300 kids took advantage of Zip Start) We made it a Saturday class from 9:30am to 2pm - sent email to all those who would qualify and we called APS kids. Success in this class lets us find those people who have the grit to succeed.
- Denise asked if we have those accelerated courses for the busy adults. Jim stated yes that Laurie Thorpe is spearheading the new traditional student, who is that busy adult.
- Online learning – The perspective is "it is easy" to come home from work all day get on line at night take a course in the comfort of your basement.
- The group discussed usage of facilities on campus. Chuck advised that about 50% of our student population uses the Student Rec and Wellness Center. Jim noted that a lot of our competitors offer online during summer but not during school year. We had 58 online classes last year and Kent State had 903. We are way behind. Where do you invest so that we can compete?
- Jim mentioned that this summer they interviewed 15 orientation leaders – surprisingly the marketing/focus group leaders said that billboards and TV were the way to go, that social media is for fun not for their information sources.
- Ann asked why we don't focus on what we do well. Jim noted if we can get them here to see it that works. Right now when they line us up in the measurable against our competitors, we aren't their first choice.
- Jim spoke with some OSU folks that say their athletes are taking 3 classes with at least one of them being online.
- Jim clearly stated we have built a home we can't afford and we have a workforce that we can't afford.

Wrap Up:

- Shawn made a motion to adjourn the meeting and Ann seconded the motion.