I. Call to Order:
II. Introduction of Members
   [P = Present   E = Excused   X = Absent]

2015-2016 University Assembly Membership

<table>
<thead>
<tr>
<th>Staff Council</th>
<th>Faculty</th>
<th>USUAA</th>
<th>Alumni Association</th>
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<tr>
<td>Kathleen McCoy</td>
<td>Tara Smith</td>
<td>Jonathan Taylor</td>
<td>Rachel Morse</td>
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<td>University Advancement</td>
<td>Developmental Studies</td>
<td>USUAA President</td>
<td>Alumni Relations</td>
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<td>Chris Triplett</td>
<td>Dave Fitzgerald</td>
<td>Matthieu Ostrander</td>
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<td>University Advancement</td>
<td>Information Systems &amp; Decision Sciences</td>
<td>USUAA Vice President</td>
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<td>John Moore</td>
<td>Toby Widdicombe</td>
<td>Ian Miller</td>
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<td>Integrated Sciences</td>
<td>English Department</td>
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III. Approval of Agenda (pg. 1-2)

IV. Approval of Summary (pg. 3-4)

V. President’s Report

VI. Administrative Reports
   A. Chancellor, Tom Case
   B. Provost & Executive Vice Chancellor, Sam Gingerich
   C. Vice Chancellor of Administrative Services, Bill Spindle
   D. Vice Chancellor of Advancement, Megan Olson (pg. 5-8)
   E. Vice Chancellor of Student Affairs, Bruce Schultz (pg. 9-12)

VII. New Business

VIII. Old Business
   A. Constitution and Bylaws Update
   B. Shared Governance Committee Update/Charge

IX. Governance Reports
   A. System Governance Council – Kathleen McCoy
   B. Faculty Senate/Faculty Alliance – Tara Smith
   C. Staff Alliance – Liz Winfree and Kathleen McCoy
      i. Staff Alliance Dispatch
D. **Staff Council** – John Moore and Chris Triplett

E. **Union of Students/ Coalition of Students** – Jonathan Taylor and Matthieu Ostrander  
   (pg. 13)

F. **Alumni Association** - Rachel Morse

**X. Information/Attachments**

   A. Upcoming Governance Events (recurring item)

**XI. Adjourn**
Friday, February 12, 2016
9:00-10:30 a.m.
LIB 302

I. Call to Order:
II. Introduction of Members
   [P = Present   E = Excused   X = Absent]

2015-2016 University Assembly Membership

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III. Approval of Agenda (pg. 1-2)

IV. Approval of Summary (pg. 3-4)

V. President’s Report

VI. Administrative Reports

A. Chancellor, Tom Case

B. Provost & Executive Vice Chancellor, Sam Gingerich
   Spoke on the budget planning in progress for FY 17 and 18; strategic pathways - it’s conceptual framework, there is a website (above) and we should use the opportunity provided to respond; the "lead institution" is not defined - lead where/what; we need to remember that the budget is more than people - but those things that support people too. Just to wipe out a program doesn’t necessarily save money - remember to look deeper.

C. Vice Chancellor of Administrative Services, Bill Spindle
   Expanded on budget information... basically we (UAA and UA) are working on several different scenarios but can’t move forward on any until the state budget is in place. He is certain there will be at least a 4.5% cut but that doesn’t include any compensation which could bring us to 14%. Our only revenue source is tuition. Talked about Berkeley is in dire trouble financially and their in-state tuition is $14,000 - much more than ours. ASU (Arizona State) retooled themselves and increase their enrollment (mainly from California). UA is distinct at each location (include community campuses) and we want to stay that way.

D. Vice Chancellor of Advancement, Megan Olson (pg. 5-6)
E. **Vice Chancellor of Student Affairs, Bruce Schultz** (pg. 7-10)

VII. **New Business**
A. Lean Six Sigma Presentation, Carol Forner (csforner@gmail.com)

VIII. **Old Business**
A. Constitution and Bylaws Update
   *Toby Widdicombe will work on updates by next meeting in April*
B. Shared Governance Committee Update/Charge

IX. **Governance Reports**
A. **System Governance Council** – Kathleen McCoy
B. **Faculty Senate/Faculty Alliance** – Tara Smith
C. **Staff Alliance** – Liz Winfree and Kathleen McCoy (pg. 11-12)
   i. **Staff Alliance Dispatch**
D. **Staff Council** – John Moore and Chris Triplett
E. **Union of Students/Coalition of Students** – Jonathan Taylor and Matthieu Ostrander (pg. 13)
F. **Alumni Association** – Rachel Morse

X. **Information/Attachments**
A. Upcoming Governance Events (recurring item)

XI. **Adjourn**
Office of Student Affairs (OSA) & SA Assessment

Two new Student Affairs Assessment reports are now available online (click on the UAA Reports tab): https://www.uaa.alaska.edu/studentaffairs/assessment/past-assessment-projects.cfm.

SAAT First Year Experience Interview Project Report:
The Division of Student Access, Advising and Transition (SAAT) seeks to continually improve the first year experience for students at the University of Alaska Anchorage (UAA). An interview project was conducted with first-year and second-year students to gain deeper insight to students’ individual perceptions, investigate how students experience their transition into the university, and explore factors that positively and negatively affect their first-year experience. Individual interviews with were conducted in March 2015 with 15 UAA students during which approximately nine hours of conversation was documented.

UAA Academic Advising Student Experience Survey:
This survey focuses on capturing the student voice to ensure quality and consistent academic advising across advising centers. Findings are based on the 518 responses to the UAA Academic Advising Student Experience Survey (response rate = 12.4%). The survey was administered to participants of 4,167 academic advising appointments recorded through either UAOnline iAdvise or Banner between October 26 and December 4, 2015.

On March 10, a group of 25 student affairs staff participated in a webinar entitled “A Data Driven Approach: Measuring & Demonstrating the Impact of Student Affairs” and a discussion regarding strategies for effectively providing evidence of student learning outside of the classroom and the impact of Student Affairs programs. These conversations perpetuate Student Affairs’ culture of evidence to measure and assess annual goals, support the student affairs student outcomes, and assist students to articulate the learning and development occurring through their co-curricular experiences and the connections with their academic coursework. Resources from this event can be found on the Advancing Staff Excellence website: https://www.uaa.alaska.edu/studentaffairs/advancingstaffexcellence/index.cfm.

Student Affairs now invites all UAA faculty and staff to participate in the ‘Did You Know?’ email campaign. Two days each week, the Student Affair’s Assessment Team (A-Team) publishes facts and figures about divisional efforts and the UAA student experience through the ‘Did You Know?’ email campaign. The A-Team launched ‘Did You Know?’ in January 2015 to facilitate the sharing of assessment data and provide Student Affairs staff with regular, digestible assessment data and resources related to student affairs programs, campus resources and the student experience. Visit the SA Assessment website for more information on how to subscribe or new the archive: https://www.uaa.alaska.edu/studentaffairs/assessment/past-assessment-projects.cfm.

The Student Affairs Annual Gathering has been scheduled for Tuesday, May 3, 2016 from 11:30 am – 1:30 pm.
Registration for fall semester is here! Are your students Registration Ready? Whether they are in a class you teach, or advise, or are a student employee – ask them. If they are not ready – point them toward Enrollment Services and we will get them ready to register on time in April.

The fall 2016 schedule became viewable on March 21, and students could immediately use Schedule Planner. Priority Registration began April 1 for graduate students and continues: Seniors April 4; Juniors April 3; Sophomores April 6; and Freshmen April 7. New students in the admission process may register beginning April 11 and open registration for all students begins April 18.

Every office in Enrollment Services is engaged in the Registration Ready Campaign – focused on clearing barriers students have to registering in April. Each office’s action is noted below.

Admissions
Registration Ready – has phoned all students that still have missing documents for their spring application for admission. Submission of those documents opens fall registration for them and allows financial aid to be disbursed if they are an aid applicant.

Implementation of the Customer Relationship Management software for Admissions and New Student Recruitment is progressing well. The interface between the CRM and Banner has been established and tested. Project Manager Cathy Ewing is working with Institutional Research to design reports that will be easily accessible, providing meaningful data for everyone involved in recruitment, admissions, and matriculation of new students. The new application for admission and the student portal are nearing completion of “first drafts” and have integrated UAA’s brand and website style.

Office of the Registrar
Registration Ready – has contacted and cleared all students with registration holds for missing information, and has hosted several events to increase student awareness and use of helpful tools such as Degree Works and Schedule Planner.

The fourth annual Degree Works pizza party was held March 9 with 214 students in attendance. Similar to past events, students were lined-up and eagerly awaiting the event before the doors opened.

Schedule Planner and Early Registration Awareness events on March 21 and 22 were attended by about 350 students. Additional events to promote early registration and Schedule Planner are taking place in March. They include meetings with advisors and presentations at student housing, ANSEP, and a Registration Brown Bag.

Student Financial Assistance
Registration Ready – cleared all students in verification, allowing spring aid to pay. Staff are also contacting students with an unpaid balance that are also aid eligible to help them through the aid process so they can pay their balance and register.

Student Financial Assistance continues to promote high impact practices and incorporate assessment. This year a work-study student and senior English major designed and led workshops to assist students in writing scholarship essays and aid with the application process. Early findings suggest a marked improvement in the quality and clarity of essays from workshop attendees compared to non-attendees. Tutelage included working with rubrics, targeting appropriate audience, focused statements and grammatical conventions.

Military and Veteran Student Services (MVSS)
MVSS is actively recruiting veteran students to serve as peer mentors through our VA Work Study Program. These more senior/experienced students will serve as mentors to our new military and veteran students.

Student Information
Registration Ready – is contacting over 1,945 students with holds prohibiting registration for next fall and providing them the information they need to clear the hold.

The Office of Student Information participated in three Kids2College presentations to title IV elementary schools in Anchorage. It was meaningful service in our community that will help younger students set their sights on higher education.
On March 25, Student Access, Advising and Transition held their spring division-wide meeting. The meeting was focused on professional development and the staff developed ten guiding principles for professionalism. Staff reflected about what it means to value others and empower themselves, each other, and students to reach their greatest potential.

New Student Orientation (NSO)
Howl Days (orientation for new students) begins its new season with the first event scheduled for Thursday, May 12.

New Student Recruitment (NSR)
Office of New Student Recruitment hosted a table at the Alaska Airlines Center for the state high school basketball games. With 5,000 people in attendance each day for the two weekend series UAA was visible by a high number of people. Rural Alaska turned out in force to cheer on teams from Anaktuvuk Pass, King Cove, Noorvik, Ninilchick, Scammon Bay, Newhalen, Buckland, and Nikolaevsk to name a few.

Native Student Services (NSS)
In collaboration with the Bering Straits School District (BSSD), Native Student Services (NSS) will be coordinating an early registration for 21 graduation seniors. With funds provided by the Norton Sound Economic Development Corporation (NSEDN), these First-Time Fall Semester Freshmen will be flown to Anchorage during the third and fourth week of April for an on-site advising and registration.

Academic Advising & Career Development (AACD)
Career Development co-sponsored Career Networking Nights with UAA’s Global Logistics Association on March 3 in the Den. Students networked with employers in a relaxed, educational setting on campus.

AACD held the “We’re Hiring Fair” on April 7 in the Student Union from 10:00 a.m. to 2:00 p.m. Career Development hosted over 40 companies/organizations who are offer full-time, part-time, seasonal, and internship opportunities for UAA students.

UAA TRiO Programs
Educational Opportunity Center (EOC)
Educational Talent Search (ETS)
Student Support Services (SSS)
Educational Talent Search staff, Project Director Megan Tompkins and Educational Advisor Kelly Foran, presented at the Alaska Postsecondary Access and Completion Network 2016 Conference March 22-23 in Anchorage. Their topic was “Building Self-Sufficiency and Confidence During the Transition to College.”
Dean of Students Office: Student Conduct; Alcohol, Drug, and Wellness Education; and Care Team

The Care Team Coordinator presented at the Club Council March meeting to outline the Care Team referral process so as to increase student/peer referrals.

The Care Team supported a movie presentation regarding Adverse Childhood Effects called *Paper Tigers* sponsored by the Alaska Children’s Trust, Anchorage Suicide Prevention Coalition, College of Education and the Multicultural Center.

Continuing the weekly Care Team Book Club in partnership with Commuter Student Services Daily Den Activities on Thursday Afternoons.

Continued work on the Statewide Behavior Intervention and Threat Assessment Coalition is moving forward on the conference featuring Brian Van Brunt, Ed.D; from the National Association for Behavior Intervention Teams (NaBITA) to present a two day training on forming, growing, and managing Behavior Intervention Teams and how to conduct a Threat Assessment in the Spring of 2016.

Multicultural Center (MCC)

On Friday March 4, MCC collaborated with the UAA College of Education and Alaska Children’s Trust to host a screening of the film *Paper Tigers*. Approximately 40 participants viewed the film, which featured six high school students who overcame Adverse Childhood Experiences by attending a school that implemented innovative techniques that treated the student, rather than the behavior.

The MCC recently completed their Mid-Term Nights of Achievement study halls March 7 – 10, sponsored by the Anchorage Alumni Chapter of Kappa Alpha Psi Fraternity who provides food for the study halls.

The AHAINA Men and Women of Excellence Program was held on April 2 from 11:00 am – 1:00 pm at Lucy Cuddy Hall. This event allows students who have earned at minimum 3.0 GPA and between 60 – 90 credits to compete for the Man and Woman of Excellence Award.

Student Life & Leadership (SL&L) and Student Union & Commuter Student Services (SU&CSS)

Coordinated UAA’s annual spring semester celebration of WinterFest. Events Included:


USUAA worked with the Chancellor’s office to present “Chat with the Chancellor” which featured the UAA Cabinet answering questions from students, faculty, and staff. Approximately 125 people attended the program in the Student Union Den.

Two all-student staff training sessions were held this month. The topics were “Taking Initiative” and “Customer Service.”

*The Northern Light* sent a reporter and photographer to the Women’s Basketball Division II Elite Eight playoffs in South Dakota.

The Student Union was the site for the Alaska Gaming Convention, the Mapworks Appreciation reception, numerous meetings and workshops. The Union Station coffee shop has instituted a customer survey – access is available through the customer’s receipt.

Upcoming Events:

- Juried Student Art Exhibit opens April 13
- Blues Night: April 15
Administration

- **Spring Commencement Ceremony – May 1**
  The spring 2016 commencement ceremony is a ticketed event. Graduates may claim up to five tickets for their guests at the Alaska Airlines Center box office. Students looking for more than five tickets are encouraged to coordinate amongst their peers to find unused tickets. Additionally, unfilled seats will be released ten minutes prior to the ceremony for those waiting without a ticket and the event will be live-streamed on the GCI website and broadcast on GCI channel 1.

- **Retirees and Emeriti Reception – May 11**
  Chancellor Tom Case will honor UAA’s 2016 retirees and emeriti at a reception at his home Wednesday, May 11.

Alumni Relations

- **College of Health Alumni Night**
  The Health Professionals alumni chapter held a reception for all College of Health alumni on Mar. 22. The event invited alumni back to the state’s health campus to see the new Parrish Bridge, explore the Health Sciences Building and learn more about future opportunities to connect with the Health Professionals chapter.

- **Volunteers Needed for Commencement Weekend**
  Commencement weekend is coming up quickly, and alumni are encouraged to take part. Alumni Relations is currently seeking volunteers to represent their colleges at both the Saturday hooding ceremony on Apr. 30 and at Commencement on May 1.

- **Alumni Athletes Road Trip to Indianapolis**
  Several members of the Seawolf Athlete alumni chapter joined the UAA crowd in Indianapolis for the NCAA Div. II national championship on April 4. Hear their thoughts on what it means to watch the women’s basketball team reach the championship game in this pre-departure story on Green & Gold News, and in this “Voice of the Fan” segment from ESPN.

Development

- **Individual Donors**
  - **Edward and Mary Jane Phelps** contributed at the Leadership Circle giving level ($20,000 or greater) to support Frank and Jennie Clark Memorial Scholarship.
  - **Joseph E. Usibelli and Peggy Shumaker** donated at the Aurora Circle giving level ($10,000-$19,999) to the Eva Saulitis Endowment Scholarship.

- **Corporate and Foundation Gifts**
  - **Wells Fargo** pledged $180,000 to support the Building Futures fund for Seawolf Athletics and donated $10,000 to Lemonade Day Alaska.
  - **Providence Health & Services Alaska** donated $70,00 to support PWSC’s healthcare related learning programs and careers in the Valdez area.
  - **Alaska Kidney Foundation** donated $40,404.040 to award Alaska Kidney Foundation Scholarships.
- **LGL Alaska Research Associates** donated $15,000 to the LGL Alaska Graduate Ecology Research Award.
- **Saltchuk** donated $20,000 to ANSEP.

- **Phonathon Program**
  Now in its 12th year, the UAA Student Phonathon started calling alumni the week of September 20, 2015, with fundraising goals for the fall semester of $81,500 and the spring semester of $48,000. We successfully raised $77,800 in the fall and are well on our way this spring with a total to date of $41,270.00 from 536 donors.

  Many donors are understanding the plight of our students financial and tuition concerns and are generously giving to the UAA General Scholarship fund. The UAA’s General Scholarships consider all students who apply, regardless of their specific degree program, and in the past four years has given out over $65,000 in awards to eligible students. Phonathon is pleased that this has shown to be one of our most successful scholarship funds in the call center.

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**University Relations**

- **Advertising**
  - Amazing Stories ads currently running include Dispatch [online video ad featuring USUAA president Jonathon Taylor](http://example.com).
  - Ads in the works include a recruitment print ad in a teen-geared 61 Degrees magazine and two general recruitment television spots.

- **CMS Migration** - [UAA’s homepage gets a new student-centric look March 28](http://example.com)

  What’s next?
  On their own schedule, web authors and administrative assistants are updating the still-private, migrated sites. Units inform IT when they are ready to go live and IT flips their pages in the new CMS.

  Open work sessions on the new CMS are scheduled every Friday (except April 1) from 8:30-11:15 a.m. in Beatrice McDonald Hall (BMH) Room 232. Web authors can work alone, collaborate with other CMS authors, and also get guidance from an expert experienced in the new CMS.

  All units will go live no later than June 30, 2016.

- **Hashtags**
  - Share photos, posts, thoughts and school spirit via social media - #UAA, #UAAmazing, #SeawolfNation and #Seawolfinit

- **Media**
  - UAA has been mentioned in more than 500 news stories (excluding athletics coverage) in March. Some highlights include:
    - The majority of opinion columns and letters to the editor in the Alaska Dispatch News have favored the university. Those writers included: Orson Smith, professor emeritus; Marian Elliott, UAA alumna and retired elementary school teacher: Dermot Cole, Dispatch columnist; Dan Kline, UAA English professor; and AEDC board members James Hasle, Marilyn Romano, Raquel Edelen and Michael Prozeralik.
- The Justice Center’s sexual violence study received thorough Alaska media coverage and some national coverage.

- ISER (particularly Gunnar Knapp) continues to be No. 1 expert source on Alaska economy cited in Alaska and national stories, including MSN.com.

- Average snowfall map created by Brian Brettschneider featured on WashingtonPost.com.

- **Social Media**
  - Facebook: 14,533
    - Facebook Campaigns
      - Pick.Click.Give,
      - UAA Amazing Stories: Jonathon Taylor (video)
      - Stalking the Bogeyman (video)
      Each campaign has performed well, but the two video campaigns collectively have reached more than 77,000 followers and earned more than 37,000 video views.
  - Twitter: 4,956
    - Facebook/Twitter: Top posts
      - UAA Women’s Basketball team heading to the National Title game
      - Seawolf Weekly: Student and alumna partnership to bring local produce to campus
      - Mongolian student traveling to UAA to earn her civil engineering degree
      - UAA community members named in the Alaska Journal of Commerce’s Top 40 Under 40
      - Q&A with student body president Jonathon Taylor
      Seawolf weekly stories on social media this month earned a total follower reach of more than 22,000 and more than 500 engagements.
  - Instagram: 1,570
    - Instagram: Top Posts
      - Video 1: Dog mushing on campus
      - Video 2: Friday snow
      Video is a top performer on Instagram and as our audience continues to grow they are becoming more engaged with our content.
  - LinkedIn: 30,760
    - LinkedIn: Top Posts
      - UAA’s 1+1 program
      - Al and Ann Parrish bridge dedication
      - Alaska Budget discussion with Gunnar Knap
      - Top 40 Under 40
      - Robots
      LinkedIn’s follower numbers are always high, partly because of LinkedIn’s algorithm of adding people to pages based on their interests, but despite the head start, the UAA LinkedIn community is highly engaged and this month’s top stories garnered a reach of more than 21,000.
Community total: 52,088
Total monthly growth: 2.04%

- **Storytelling**
  - Top 15 Green & Gold stories from the past 30 days:
    - Bridging Al and Ann Parrishes’ two worlds 1,331 views
    - ISER’s Gunnar Knapp explains the Alaska budget gap in minutes 1,234 views
    - 2016 ‘Top Forty Under 40’ includes 12 with UAA ties 880 views
    - What to know about Senshido 788 views
    - UAA student, alumna offer local veggies on campus 615 views
    - Agreement offers chemical engineering degree for Alaskans 419 views
  - March HOMETOWN NEWS columns in the *Alaska Dispatch News*
    - Hometown U: Bringing robots home (3-6-2016)
    - Hometown U: Does corporate responsibility pay? An experiment (3-13-2016)
    - Hometown U: Physics, from intro to theoretical at warp speed (3-20-2016)

# # #
USUAA approved the FY17 budget. This process included an internal review of USUAA Student Government’s budget as well as an endorsing other student entities under USUAA’s budgetary purview.

USUAA has recently passed several pieces of legislation regarding opposition to SB 208, an endorsement of the installation of security cameras facing all UAA parking lots, the revision delegate committee appointments, relocating central sustainability responsibilities to the Green Fee Board, and the restructuring graduate student representation.

USUAA elections commenced on April 5th and 6th with a higher student turnout compared to other elections in past semesters. Sam Erickson and Johanna Richter will be the President and Vice President of USUAA for the 2016 - 2017 school year. All senatorial, Concert Board, Media Board, and Green Fee seats were filled. All three USUAA Constitutional Amendments on the ballot passed.

Members of the USUAA assembly gave public testimony at the recent Board of Regents meeting regarding Strategic Pathways, differential tuition, a statement of strong opposition to SB 208 and SB 174, the importance of maintaining quality eLearning, and a commendation to the board for considering more accessible options for public testimony.

USUAA Student and Academic Affairs Committee hosted three well-attended “Donuts with the Dean” open-forum events with the College of Arts and Sciences Dean Stalvey during the first two weeks of April.

USUAA hosted a successful Spring Dance event “Light it Up” at the end of February. This was likely the final Spring Dance we will host as an organization for a while. The Activities Committee is currently surveying students-at-large to ensure student voices are incorporated in fall semester event planning efforts.

Vice President Matthieu Ostrander had an op-ed on the University budget featured in the Juneau Empire in March. His goal was to provide a student perspective that has thus far been lacking in public discourse.

USUAA Order of Excellence Committee is currently reviewing nominations of faculty and staff members, to be announced later this month.