



STUDENT AFFAIRS COMMITTEE

December 4, 2015

Minutes

The meeting was called to order at 11:40 a.m. by Governor Trent in Room FGH of the McGregor Memorial Conference Center. Secretary Miller called the roll. A quorum was present.

Committee Members Present: Governors Dunaskiss, Massaron, O'Brien, Pollard, and Trent, Faculty Representative Naida Simon and Victoria Dallas, Faculty Alternate Representative; Student Representative Rasha Khanafer and Jacob Johnson, Student Alternate Representative

Also Present: Governors Kelly, Nicholson and Thompson, and President Wilson; Provost Winters, Vice Presidents Decatur, Johnson, Lanier, Lessem, Lindsey, Staebler and Wright, and Secretary Miller

APPROVAL OF MINUTES, MARCH 27, 2015

ACTION – Upon motion by Governor Dunaskiss and seconded by Governor Massaron, the Minutes of the March 27, 2015 meeting of the Student Affairs Committee were approved with correction of the spelling of the name. The motion carried.

STATE OF THE STUDENT SENATE

Provost Winters introduced Tarek Bazzi, Vice President of the Student Senate, currently in his junior year as a Political Science Major.

Mr. Bazzi highlighted several initiatives that the Student Senate is undertaking, but first highlighted those initiatives currently up and running including the university Smoke-Free Policy and the newly renovated Student Center Building both of which are initiatives that the Student Senate has supported.

In addition to being a part of various committees on campus, the Student Senate also pursues project where student involvement is encouraged. The first of these projects, is the Diversity and Inclusion group, chaired by William Alexander. The primary goals this year are to enact the Preferred Name Policy, where students use their preferred surname, which faculty, staff, administrators would use to address them. Their legal name would be reserved specifically for the Office of the Registrar.

The second group Mr. Bazzi highlighted is the Green Initiatives project. The goal of this project is to increase the recycling rate and enact an eco-friendly culture. In conjunction with the Office of Campus Sustainability, led by Daryl Pierson, the Student Senate is looking to enact a strategic plan for greener initiatives that will soon be proposed to the Board of Governors. Mr. Bazzi stated that

he will be meeting with Jim Sears, Associate Vice President, Facilities Planning and Management, about a Chemistry Building initiative to address the fume hood sashes. Fume hood sashes are where experiments are performed. If they are kept closed at night, both money and energy can be conserved.

Open Access Parking is another project where the Student Senate hopes it can create positive change by providing the student perspective, which would include conducting student focus groups on this topic.

The Campus Pride group seeks to provide low-cost apparel and gear for students. It is the Student Senate's hope that such gear would promote school spirit and perhaps curtail students from wearing gear and apparel from other schools. In that same spirit, the Student Senate is looking to decorate the Student Center and the campus in general, with more Wayne State imagery in an effort to make sure that Wayne State is present throughout the campus community.

Mr. Bazzi discussed the Student Senate's involvement with the Office of Government and Community Affairs. It is the goal of the Senate to have more student presence and involvement on issues in Lansing, particularly as it relates to tuition. Mr. Bazzi offered that one of the goals is to provide President Wilson with additional support in this area. He said that the Student Senate plans to hold legislators and policy makers accountable with regard to tuition, state appropriation of funds, and our performance metric system, and that they plan to lobby for these important issues. Mr. Bazzi said that the Student Senate is looking to become game changers, which is the Warrior way.

Governor Trent thanked Mr. Bazzi on his presentation and opened the floor for questions.

Mr. Bazzi entertained a number of questions from the floor including how the "name preference" issue. Mr. Bazzi advised that it came from a student. Provost Winters added that the concern came from several sources, many of them students. She explained that there are students who come from abroad who want to take an American name—a very strong Chinese custom. In addition, transgender students who have not changed their names legally want to be recognized. Provost Winters said there is a committee comprised of representatives from C&IT, the Registrar, and other offices who are working on this issue.

President Wilson inquired if the Student Senate is working with the Parking Committee. Mr. Bazzi said that two senators, Arielle Martin and Shiv Enaker, are on the Parking Committee.

In response to Governor Thompson's query about the Student Senate's involvement in Government and Community Affairs, the Student Senate is planning a trip to Lansing in late January as well as February. With the help of Patrick Lindsey, Vice President, Government and Community Affairs and Greg Bird, Director of State Relations, the goal of the Student Senate's involvement in Government Affairs is to become educated, to network with policymakers, have meaningful dialogue and support President Wilson on the issues he is undertaking in Lansing. It is Mr. Bazzi's goal to increase student involvement in this area, and he is looking to potentially shuttle 50-100 students to Lansing during future visits.

Vice President Lindsey added that his office has been working very closely with students because it is recognized that the student voice is equally as important in Lansing. While there are Medical

School students who come to Lansing, Vice President Lindsey stressed the importance of more of a general student population representation.

Jacob Johnson, Student Affairs Committee Alternate Representative, an employee of the bookstore, spoke briefly about a few initiatives that the bookstore offers for apparel in an effort to promote school spirit. Students can trade-in shirts from other schools in exchange for a uniquely designed Wayne State shirt. Another initiative gives out "citations" in the form of a 50% off bookstore coupon if students are cited on campus wearing another school's shirt. He encouraged Mr. Bazzi to work with the bookstore on the Student Senate Campus Pride initiative.

Mr. Bazzi indicated that Student Senate member Krista Reeves is chairing the Campus Pride committee, and he's confident that she has been meeting with the appropriate representatives to find a viable solution for more affordable apparel.

Governor Trent took a moment to applaud Mr. Bazzi for his presentation, leadership, and overall professionalism as well as the commendable work he is doing around campus.

UPDATE ON *THE SOUTH END*

Provost Winters introduced Alex Franzen, Editor-in-Chief of the *South End*, a junior and Journalism major, from Grosse Ile. Before beginning his presentation, Mr. Franzen thanked the University for the new *South End* office, now located in the heart of the Student Center building. He indicated that it's a great addition and the staff is grateful.

Currently, the *South End* is transitioning to being almost fully online. Statistics show record highs in both page views and visitors to the site. Over the past three months, views have totaled just under 50,000 page views, nearly double the statistics from the past fall semesters. Within the past three months, there were roughly 20,000 new visitors to the site.

There are two special edition print issues per year, one at the beginning of the spring, the New Student Orientation edition, a back-to-school-survival guide for new, incoming students, distributed at freshman and transfer student orientations. The second is distributed in August, and much like the first, is like a back-to-school-fall edition.

Mr. Franzen said future plans include encouraging the team to submit stories, photos, and news segments to the Society of Professional Journalists awards competition for college journalism. A regional and/or national win would promote morale and notoriety.

Mr. Franzen further indicated that while he feels the *South End* is doing well, there is much room for growth. Plans to tweak the editing system are underway in an effort to have content go up more quickly, as well as further development of broadcast news segments. Mr. Franzen cited the recently held Town Hall meeting where President Wilson and Governor Trent both contributed by providing interviews, which were uploaded to the website.

A question and answer period followed. Committee member Victoria Dallas asked what the growth in "clicks" can be attributed to. Mr. Franzen said that the growth can be attributed to their efforts to publish more substantive and informative stories.

Governor Thompson inquired if the paper is 100% online. Mr. Franzen responded yes, except for the two special editions previously mentioned.

A detailed discussion ensued on advertisement dollars for the paper. Mr. Franzen only handles the content aspect of the paper. Dean Strauss offered information regarding the business side. Dean Strauss indicated that the allocation the paper receives from the University, and the revenue received on advertisements for the New Student Survival Guide and the Back to School edition can sustain the paper for the remainder of the year. This leaves the staff available to focus on their content. The Dean said that advertising in general has been very difficult, and the print industry advertising revenue has declined due to prolific online ads. Most of the *South End* budget goes toward salary. The Dean of Students Office supports their administrative office, travel, and conference needs.

In light of there only being two print editions per year, Governor Pollard asked if we are capturing advertisement from small businesses around campus, and whether we are missing revenue. Dean Strauss indicated that there has not been much success in advertising in a regular weekly edition, and also said that electronic sales of being on a web presence are not that profitable. Advertisement is being captured through other avenues such as the Midtown Deals and Discounts that the Office of Economic Development publishes on a regular basis. Students learn what's happening around campus through various communications such as the GET Involved e-mail sent out bi-weekly, the weekly calendar and information that RAs post on bulletin boards, etc.

Ned Staebler, Vice President for Economic Development further commented that his office brought back the Show Your OneCard and Save program. He also mentioned the LARKY app that is available to download which also offers various discounts.

In closing, the Dean mentioned that the advertisement and revenue concerns will be a part of the business aspect discussion of the *South End* at its next public board meeting scheduled for December 17. He further elaborated on the presentation by Mr. Franzen, stating that the *South End* readership is up significantly, due in large part to social media, i.e. Twitter, Instagram and Facebook.

Secretary Miller reminded the Board that once a year, generally in the winter, a meeting is scheduled with the student newspaper publication board and some of the items from today's discussion can be added to that agenda.

Governor Trent commented that since readership is trending up, it is her hope that we will explore the idea of trying to marry our support for quality content with a revenue source. Realizing the hard work that is involved in attracting ads, she feels that there should be some way to pitch to our neighbors that this is a good opportunity for them. Dean Strauss agreed and said that this will be an agenda item at the upcoming meeting.

SUMMER PROGRAMS SUPPORTING UNDERREPRESENTED STUDENTS

Provost Winters introduced Associate Provost, Monica Brockmeyer for her presentation. Associate Provost Brockmeyer said that Wayne State University has many programs with summer components that support students from diverse backgrounds, students who may benefit from additional academic support, or a closer experience of community in order to thrive in college and achieve their full academic potential. Those programs include Center for Latino/a and Latin American Studies, the BUILD Program, the Institute for Maximizing Student Development (IMSD) program and, the new MedStart program, each of which are pipelines to support diverse students. Additional programs

include the Rising Scholars program which has set the standard, nationally, for excellence in early education of mathematics to diverse students. The Comerica Scholars Program supports students at Wayne State University who are recipients of the Detroit Compact Award. The Trio/Upward Bound, Gear Up, and Go Girl programs are a few of the K-12 initiatives that promote access to college as well as student success in college.

Central to all of these activities is the APEX Scholars Program, which in 2012, introduced a Summer Bridge component. Associate Provost Brockmeyer introduced Dr. Mark Jackson, Director of the APEX program, for his presentation.

APEX provides an opportunity for select freshmen to attend Wayne State who don't meet the regular standards for admission. Under this program, students are supported through their first 3 semesters and then transitioned to be advised by the department of their major.

Traditional freshmen arrive at the University with a wide range of abilities and preparation which Dr. Jackson has categorized in three groups: The first group, the well-prepared group, has had access to college-prep high schools, AP courses and often come in on scholarships. Their transition to college is relatively seamless, and, in many cases, there's an overlap. The work doesn't appear much different than what they've already experienced, and they just step over into college.

The more typically prepared group come in with a gap between their high school prep and the demands of college. They may need a running start to get across that gap. The third group is APEX. APEX tries to identify students who may have larger gaps in their preparedness but have the ability and the potential to achieve with the support that the program provides, hence the bridge over the gap that may otherwise be too wide to get across.

Academically, APEX focuses its support and development of its students in several areas including reading, writing, math, study and critical thinking skills. Dr. Jackson indicated that for many of these students, the university classroom and environment can be quite intimidating. APEX also helps with the development of personal readiness skills such as academic courage, perseverance, confidence, resistance to distraction, accurate sense of ability, personal responsibility/awareness, financial responsibility, awareness and strategy and career awareness/reality check.

By working closely with APEX advisors, students receive the information and encouragement needed to face challenges such as talking to professors, meeting with tutors and establishing study groups. Skills taught by APEX also facilitate in managing financial obligations. Bills, which can be up to fifteen-thousand dollars, go to the student in their first year, not to the parents.

In terms of admissions, in the past year, over twelve-hundred students were offered the opportunity to be considered for both summer and fall Bridge Programs, ending with just over one-hundred coming in through the summer Bridge and almost two hundred enrolling for the fall semester, for the summer and fall Bridge Programs.

Dr. Jackson reviewed the demographics of the 2014 and 2015 Summer Bridge programs and specifically noted that the number of summer students was smaller in 2015 in comparison to the summer of 2014 due to limited space in the residence halls. The academic credentials of the ACT and GPA remain the same based on those referrals. He said that here is a window between the threshold for regular admission and those who are denied outright, and APEX gets referrals from

the Admissions office of the group that's in between those two thresholds. Additional data revealed that 2015 had a larger percentage of males, African-American students, and a larger percentage of students from Detroit compared to the previous year.

First year retention rates for the APEX Bridge groups show that there is room for improvement. The graph showed a comparison group of students whose ACTs and GPAs were just above the threshold for regular admission, and the entire freshmen class for the past three years.

APEX 2.0 began with the summer and fall 2015 Cohort. One of the changes includes earlier registration for fall term. With this change, most students are able to attend the first Wayne State orientation, allowing for better course selection and small groups in the same courses. In 2015, students were limited to 11 credit hours for their first term to allow more focus to adjust to campus.

The new enhancements also include weekly advisor and attendance reporting meetings, academic planning documentation between students and advisors to plan assignments and studying, and to review accomplishments. Additionally, all APEX students are required to sign in and out for eight hours of study each week of the semester and meet with tutors at least once a week.

In addition to the single progress report that the university provides through the early academic assessment, the new GradesFirst system helps track progress and provides progress reports in the 3rd, 8th and 11th weeks, which go directly to APEX advisors.

The implementation of APEX 2.0 has already shown early indicators of improvement in both academic successes and retention rates and Dr. Jackson offered that he fully expects continued improvements in these areas.

Naida Simon asked Dr. Jackson to forward the final grades of those students who got their EAAs of a C minus or below. She also inquired about the annual budget for APEX. Associate Provost Monica Brockmeyer responded that the budget is just over \$1 million dollars.

Ms. Simon further inquired about how success can be measured in the APEX Program. Dr. Jackson said that the fall 2012 group was the initial pilot of APEX. Thus far, three students have applied for 2016 graduation, and staff will look for others who may be coming through the pipeline.

Also, as a transition program, students are in APEX for three semesters. Success can further be measured when students indicate they want to go into a specific major, and subsequently fulfill all of the APEX program requirements in order to do so.

Governor Thompson asked if any part of the program involves student or peer mentors. Dr. Jackson indicated that during the summer, approximately six students are hired to serve as tutor mentors for this highly structured program. Thanks to funding from the Learning Communities project, APEX was able to build those learning communities and continue to hire additional students to work with students as tutors.

Governor O'Brien inquired whether students in the program suffer a financial hardship from not receiving their full financial aid, since first-semester APEX students are required to take a reduced load (11 credit hours) which is less than full time. Dr. Jackson said that the Office of Student Financial Aid made up the difference in Wayne State Aid.

STUDENT CONDUCT OFFICER REPORT

In the interest of time, a full presentation of the Student Conduct Officer report was not heard, however Governor Trent opened the floor for any questions regarding the report. Provost Winters introduced Brandi Banks, Associate Director in the Dean of Students Office (DOSO) to answer questions.

Jacob Johnson, Student Affairs Alternate representative said that in his review of the report, he noticed that since last year, there has been an increase in student conduct cases. He asked if that is because we're being more proactive on campus or if there has been an increase in misconduct.

Ms. Banks said that the DOSO is being more proactive in terms of getting the word out to faculty, staff, and our students about the process and what to expect in the process. She added that the University community and its members have become more confident in the process over the past academic year.

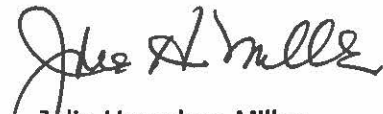
OVERVIEW OF STUDENT DEMOGRAPHICS

Governor Trent recommended that the Overview of Student Demographics report be presented at the January meeting. There were no objections.

ADJOURNMENT

The meeting adjourned at 12:33 p.m.

Respectfully submitted,



Julie Hearshen Miller
Secretary to the Board of Governors