Student Government Meeting  
Wednesday, November 19, 2014

Meeting Highlights:  
- Rosemary Link from the Continuing and Graduate program gave a presentation  
- Four budget requests were passed  
- A resolution was passed  
- An SGA constitution amendment was discussed

Complete minutes are as follows:

Roll Call:  

Absent: Kelsey Wittorf, Olivia Anderson

Minutes from the last meeting stand approved.

Alex Severn: I would like to recognize Rosemary Link from the Continuing and Graduate program who has a presentation for us tonight.

Rosemary Link: I’m your associate vice president so I am part of academic affairs. While I am part of the administration I’m not on the cabinet. I have enjoyed teaching about one course a year. I was an educational ambassador for the state department in 2005. I’m not supposed to spend too much time on my academics while I’m being an administrator but I love to write about children’s rights. I write on Saturdays and I have a book coming out in about three months’ time. It’s fun to be in the production stage and to be doing all of that editing. I really appreciate the amount of work that goes into your time here. I know that you are heading into exams and I wish you a lot of luck with that. One of the things that I do is stand in for Dean Griffith when he is away. He was gone last week and I was doing some interviews for him. My main focus, however, is working with the branch campuses. I have oversight of the branch campuses and our adult learners. I’m going to talk a little about what the continuing and graduate programs are doing at the moment. I’m going to lay out a few things that we are in the middle of. I pay a lot of attention to student feedback. About 18 months ago, I kept getting these phone calls about the Ankeny Campus. The plumbing wasn’t working, it was too hot, it was too cold. One thing after another. The Marriott and the Holiday Inn were built around us and even the chair of the trustees got lost coming to visit us. The lease came to an end and there was a huge debate including trustees and cabinet members. We looked at these three factors. With what is happening in Ankeny, was there a market for us there? Was there a market for adult learners and transfer students? We were working with DMACC to see if we should be moving closer to DMACC, both geographically and in terms of our relationships. We looked at the opportunity to renew a lease in Ankeny or close it down completely. We looked at the opportunity to work with DMACC. We looked at what the new leases were like around us. One of Iowa’s billionaires is Dennis Albaugh. He is now into development. They are developing something called Prairie Trail in Ankeny. Ankeny is one of the fastest growing areas. They just topped 52,000 people. I was talking with the new Facebook data center executive director who has moved into the area. We sponsor lunches around the area in the chambers. They have young professionals in the chambers. I was there because Simpson sponsored the lunch in Altoona and he was there because of Facebook and we were talking about why the area is taking off like this. He said that interstates 80 and
35 are causing the renaissance in the area. Facebook moved in, John Deere has just doubled its footprint, DuPont Pioneer has expanded its labs. That’s one of the reasons I am quite excited on behalf of Simpson about this move. Fong’s pizza is going in beside us with Fitness World. If you look out of the classrooms on the back side, you are looking into DMACC’s garden. On Monday, President Simmons and President Denson are cutting the ribbon. We will have some busses going to the opening on Monday at 3:30 if you would like to come and have a look. If you would like to come have a look another time, let me know (rosemary.link@simpson.edu) and we will organize it. I have had questions about the strategies for building enrollment amongst the college as a whole but also among adult learners. Some of you have been in classes with adult learners. People over 23 are classified as adult learners. We have people between 23 and 83. They are your network of employers. The president of Casey’s finished his degree here in 2009. He is a very cool person who didn’t have time to finish it. He started it and then life happened, he kept getting promoted, and now he is one of our sponsors. He supports us in many ways and is bringing his own managers back here. It’s the same with Wells Fargo. They are a huge employer offering tuition reimbursement for adult learners. Some of you are going to end up at DuPont Pioneer. We have many alumni there. Whenever you go into a large corporation, find out who the alumni are there. In addition to Ankeny, we also have the West Des Moines campus. That’s on I-235. We have a range of eight majors that we focus on for learners in the evening. Another thing we are trying to grow is online courses. Sometimes those courses can be really effective but sometimes they can be a little overloaded or underloaded. We are working really hard on the quality of those courses. You have 25 faculty on campus that are trained in teaching online courses. It will never replace face-to-face but we do want to be accessible to you. It would be very beneficial to take an online class over the summer while you are at home. We are going to be adding a few courses throughout the year. That’s going to be another area of growth for us. Earlier this term, we were having some discussions about having less people taking evening classes here than West Des Moines and Ankeny. We were spread a bit thin staff wise. After our discussion with the administration, we will be focusing our classes in the evenings in Ankeny and West Des Moines. That doesn’t mean you won’t have classes in the evening. We are probably going to move start times to 6pm on this campus. We are doing this very carefully and this isn’t going into effect until the summer. We are trying to serve you and some of you have studied economics and marketing. You know we have segmented markets but you are our main market, the 18-23 year old. For every $3 million we take in revenue, $1 million comes back to the college, mainly this campus. It is a really viable part of the institution. As you think about your courses here, we have just added Personal Finance, Extreme Weather and Cybercrime. People are getting very interested in cybercrime. It’s just going like wildfire. None of us are secure online anymore. I think all of us are realizing that cybercrime is part of our lives. There are so many of us that get our cards ripped off. We are all going to be aware that this is a fast growing area and could be a future major for us. I’m going to stop there and ask if you have any questions about some of these changes, the shifting focus, the expansion of online and areas you would like to study that we haven’t offered.

**Alex Severn:** I’m a really numbers driven person. I don’t know if you have these numbers off hand, but do you know how many Indianola students are taking classes in Ankeny and West Des Moines?

**Rosemary Link:** There are 219 traditional students taking classes here, 43 in Ankeny, and 55 in West Des Moines. West Des Moines has more classrooms and a dedicated lab. We have 600 adult learners over the course of the year but only 300 of them are in class tonight because some of them are stepping out. We don’t call it dropping out. Some people have to travel for business and are here for term three but not for term four. It is a smaller number but we certainly welcome you. We have been trying a bus on Saturday. There have only been three or four people riding it, but if there is enough interest we will consider that.

**Alex Severn:** Are you talking about 20-40 people who are on the Ankeny campus who are adult learners?
Rosemary Link: No those are traditional students. In terms of adult learners, about 400 go to West Des Moines and about 150 only go to Ankeny although they serve about 300. You don’t have a completely unique count there. Some people go to classes at both locations. We are serving about 600 throughout the year. About 350 are in class tonight. It usually goes up in the winter and down in the summer.

Zach Goodrich: Can you elaborate on the future outlook for online courses and what we have now and how popular they are.

Rosemary Link: We met with the chairs to talk about this. Four year ago we had six or seven. Now we have 32, it might get up to 35 depending on whether we open second sections. We have a group that we are trying to expand. We will continue to do it very carefully and very slowly. Some faculty are saying they have full courses and asking if they can put something online. Sometimes the dean will say we have reached our budget limit and can’t offer more sections. As with online, we have a little more flexibility. In terms of how viable, some courses have been much more effective than others. The design is fabulous. There are four components to online learning. One of the components is that the faculty has training so that they are comfortable themselves. There are many layers within online. There are all sorts of things we are doing. The second thing is design. We want to have some design elements so that we know you are getting the best that you can. The third thing is that when you are coming online it is accessible to you and that you have the bandwidth and capacity you need. It is hugely frustrating if you can’t access all of the materials you need. The fourth thing is to make sure that it fits with the curriculum. We aren’t going to be doing dentistry online.

Austin Jacobs: You said we are currently serving around 600 students. Where do you see us going in the next five to ten years?

Rosemary Link: One of our challenges at the moment is to reduce stepping out. We have this wonderful group out there and we want to make sure that they are getting through in four years. Last year we graduated 109, the year before was 120. I would hope that we keep 450 in the classroom at any one time because it makes a big difference on the revenue stream. I hope we would also have a really active alumni group. We were part of the college alumni but because the college naturally has to focus on traditional students and traditional giving. The adult learners didn’t feel that they fit in a room of traditional alumni who had different experiences and different stories to tell. We now have a designated alumni group and they are going to get involved. They will mentor you when you graduate and with internships. We are going to try to increase our enrollment because I’m sure you all know that your demographic is declining. I think that as we move forward, we are going to grow the alumni and grow the programs. We only have two graduate programs and four post baccalaureate certificates. They are in accounting, healthcare, business management and CIS. If you have a 3.5 as a junior, you can go straight into the Criminal Justice program. It is a huge benefit because you get graduate programs at the undergraduate price. If you are interested in teaching, it is a wonderful program. If we could add at least one graduate program in the next three years that would be fabulous.

Alex Severn: President Simmons came in two weeks ago and discussed some of the budgetary concerns the college has been facing. One of the concerns was that the Continuing and Graduate hours have decreased rather rapidly in the last year. What are we doing to make sure that Continuing and Graduate program isn’t a leadweight and goes back up to level?

Rosemary Link: It is never a leadweight because we are generating surplus every year. We generated $800,000 on average for every year for the last five. This year it is probably going to be about $750,000. One of the ironies is that we may not be behind at the end of the year because we are catching up. One of the things we are doing is having blitz weeks. The next one is in January and we are calling all of the people that stepped out. That can have an immediate response. We had a popcorn project about three weeks ago. It might sound corny, but we send a letter congratulating people on where they got to with a bag of popcorn in it. We got some goofy responses. We are trying a variety of things to bring people back in. We just sponsored the Greater Des Moines Partnership for Lifelong Learning. I was very lucky to
present it to the senior executives at Wellmark. Instead of the usual $5,000 tuition reimbursement, they actually offer all of their employees $10,000 a year for continuing education. Working directly with some of those employers has worked well for us. The main thing is that we are going to continue expanding into the community and making sure we are doing everything we can with the people that are our contacts. We have the people, we just have to start spreading accounts. Our course costs have gone up. In 2009, you could buy a course for about $900 because they were three credit courses. Now they are four credit courses and you can barely buy three courses. You have a cap of $5,200 on your tuition remission. Over 250 of our students get tuition from their employers. They reach their cap and stop spending. We have two or three employers that have increased it. You don’t change tax codes easily so you have to hope the employer will change it as Wellmark has done.

Alex Severn: How much does a four credit course cost?
Rosemary Link: It is $365 per credit or $1,460 per four credit course.
Alex Severn: Thank you for coming in.

Reports:
Student Body President Alex Severn: The campus council met last Thursday. It was a wonderful meeting. Most of our time was dedicated to agenda setting. There were quite a few concerns that were out there. We also spent some more time discussing who should be on that council.

Manager Michael Reuter: Nothing to report.

Treasurer Ethan Fredrick: We do have two more budget requests to hear tonight. They needed to be funded at this meeting or the event wouldn’t happen. They are a Rotaract event and an SGA event. These will be brought up in new business.

Senior Class President Jessalyn Holdcraft: We have four total items tonight. The remaining budget hasn’t changed.

Junior Class President Austin Jacobs: My committee met last week. The biggest thing coming out of it was that we decided not to do the mascot. That whole decision is dead through SGA. We talked a lot more about the shuttle from Simpson to Des Moines. We may talk more about that in general discussion.

Sophomore Class President Robert Lyons: Our committee met with Dean Behaunek today. All of the issues with the theme houses have been resolved. They have communicated with the house managers on how to get these issues taken care of. We are starting to talk to fraternities and sororities and get issues resolved there. We are trying to find the line where it is the fraternity or sorority’s responsibility and where it is facilities responsibilities. We are also divvying up the student handbook and will start reviewing all 90 pages. We are looking for things to pull out and put in a quick reference guide which will like to the handbook. We will make it gender inclusive and start editing out things that aren’t needed through discussion with Dean Behaunek. We also discussed the follow up program for maintenance tickets and will be talking to the people in charge of it.

First Year Class President Zach Goodrich: We are meeting tomorrow and continuing our work on the student organization handbook and Prexy Club/League of Leaders.

Advisors Rich & Kristen: Nothing to report.
Library Advisory Committee, Sara Reed: Report given by Alex Severn: Doggies at Dunn is going to be December 4th from 12-3pm. There is going to be expedited Inter-Library loans with a two day turn around. There is going to be a remodel of the archives with a donation from Joe Walt. There is going to be use of Facebook in the daily email to communicate with students. They are looking to improve Demos @ Dunn to find better ways to interact with students.

Old Business:
Robert Lyons: I would like to bring from the table the gender neutrality amendment.
Vote to bring amendment to the table: Passed
Vote: Passed

New Business:
Alpha Psi Omega Budget Request:
Jessalyn Holdcraft: I move to allocate $3,700.00 to Alpha Psi Omega (APO). APO is the way for students to go to KCCF which is a theater festival. They have a lot of opportunities there. The present projects and receive feedback. They network with employers. They also watch performances and compete in various aspects of the performing arts. The play The Memory of Water is up for one of the performance nominations. This would mean that the whole cast and crew would need to go. This event is in Minnesota. The organization has 12 members right now but there are about 22 students who want to go. We are recommending paying for six students but they would split it among everyone.
Vote: Passed

Catholic Student Organization Budget Request:
Jessalyn Holdcraft: I move to allocate $972.00 to the Catholic Student Organization. They are under the umbrella of RLC. RLC includes 8 or 9 interns including the coffee shop manager, interfaith, and the Catholic Student Organization.
Vote: Passed

Student Government Association Budget Request:
Ethan Fredrick: I move to allocate $125.00 to the student affairs committee for Doggies at Dunn.
Vote: Passed

Rotaract Club Budget Request:
Ethan Fredrick: I move to allocate $220.00 to Rotaract Club. This is for consumable supplies for Rotaract activities.
Robert Lyons: There are three things we are doing. Two of them are Random Act of Kindness (RAK). One is handing out Kit Kat bars randomly in Dunn Library during finals week. The second is sending cards to those who are feeling under the weather or having health concerns in Indianola. The third is a large scale event downstairs in Kent. The idea is to thank everyone who volunteers but it is open to all of campus.
Vote: Passed

Student Access to Medical Services Resolution:
Robert Lyons: I move to accept the Student Access to Medical Services (SAMS) resolution. I would like to recognize Susan Alt and Ashley Smith to speak on behalf of SARA and answer questions on this.
Susan Alt: As many of you know, when Rita left last year, instead of hiring another person they just left the position open which cut the hours for health services from Monday through Friday to Tuesday through Thursday from 8am to 3pm. It came to the attention of SARA that health services wasn’t
offering the services students needed and the services weren’t available when students needed them. We took it upon ourselves to bring it to the President’s attention and Jim Hayes attention. We would like to get our services up to where they were last year. We have started our petition which got 176 student signatures in a few days. We brought that to Jim Hayes in a meeting a few weeks ago. He then brought the letter and the petition to President Simmons and Allison Wolf. Our president Jordan attended the Campus Council meeting and got discussion of redoing health services as a priority on the agenda for the January meeting.

**Alex Severn:** How did your meeting with Jim go?

**Susan Alt:** It went well. We have Jim Hayes, President Simmons and Allison Wolf in support. Jim was very enthusiastic and said that he hoped something like this would happen. He said that he didn’t agree with cutting health services and hoped that students would bring it up. It is just an issue of redoing the budget to find money for a full time position.

**Alex Severn:** Do you feel that administration is attentive to what you are asking for?

**Susan Alt:** Yes, Jim has been very helpful with it so far.

**Nick Yeager:** Is the end goal to bring it back to where it used to be or to improve it even further?

**Susan Alt:** Our ideal goal is to have health services available five days a week, to possibly provide transportation to clinics, and to possibly provide other kinds of testing such as STI testing and strep throat testing. The minimum we want is to have a nurse available five days a week or to have transportation available when a nurse is not available. We have looked at a lot of possibilities such as getting a part time nurse, getting one full time nurse, or partnering with a clinic in town to get students priority.

Vote: Passed

**SGA Constitution Amendment:**

**Ethan Fredrick:** I move to accept the motion to remove the treasurer from our executive committee. Right now SGA has an executive team with one of the positions being treasurer. The reason there is a treasurer is because the class president of each grade was assigned to a certain committee. Last year when the executive committee redesigned the committees it didn’t exactly make sense to have the treasurer position. We oriented it and we found that the treasurer was always on the finance committee because the first year class president was on the finance committee. The treasurer position is a little redundant. This elimination is there because this structure doesn’t make sense. This is also a really clean time to do it because it will break at semester.

**Nick Yeager:** Since this position was originally created to aid the first year class president in their committee, who is going to advise that person in the future? It seems like a good idea to have a mentor in place.

**Ethan Fredrick:** Someone might have graduated and can’t answer a budget question. Maybe more of our veteran members should be on the committee with the first year class president.

**Jessalyn Holdcraft:** I move to table this amendment.

Vote to table motion: Passed

**Alex Severn:** I fully expect there to be more discussion on this. Please give some thought on this and be informed.

**General Discussion:**

None

**Announcements:**

- Wednesday, Nov. 19th, 10pm, Black Box: Hump Day Ha’s comedian Tracey Ashley
- Friday, Nov. 21st, 1:15-2:15pm: Acorn staff meeting
- Friday, Nov. 21st, 5:00-7:30pm: Holiday Extravaganza on the square
- Friday, Nov. 21st, 9pm, Black Box: CAB Bingo
- Monday, Nov. 24th, 4:30pm, Ankeny Campus: Open House & Ribbon Cutting
- Thursday, Nov. 4th, 12pm-3pm, Dunn Library: Doggies at Dunn

Tyler Stokesbary is the 2015 CAB president