PRESIDENT’S STUDENT EXPERIENCE ENHANCEMENT COUNCIL

FISCAL YEAR 2015 REPORT

Martino Harmon and Beate Schmittmann, Co-Chairs

May 18, 2015
EXECUTIVE SUMMARY

The President’s Student Experience Enhancement Council (SEEC) was charged with ensuring that high-quality educational experiences, both in and outside the classroom, continue as Iowa State University’s enrollment grows. The Council examines the student experience from many perspectives – academics, internships, study abroad opportunities, leadership development, recreational activities, housing, and more.

Subcommittees were formed with co-chairs and multi-disciplinary faculty subcommittee membership from across the university. Subcommittees and co-chairs are as follows:

1. Academic Enrichment (Co-chairs Pamela Anthony and Karen Zunkel)
2. Academic Excellence (Co-chairs Arne Hallam and David Holger)
3. Infrastructure (Dave Biedenbach [budget planning], Jim Kurtenbach [technology], Robin Kelley [diversity], Margie Tabor [facilities], and Katharine Johnson-Suski [enrollment planning])
4. Internal/External Relations (Co-chairs Pam Cain and Richard Reynolds)
5. Student Life (Co-chairs Pete Englin and Roberta Johnson)

For FY2015, each committee was charged to continue implementing recommendations from the previous year and to transition its work to appropriate existing or new administrative structures. For this report, the five subcommittees were asked to identify their most important accomplishments during the past year and to determine which issues would continue requiring attention in the future. More details on these and other accomplishments and needs are provided in the individual subcommittee sections of the full report.

Academic Enrichment Sub committee

Major Accomplishments for FY15

1. Staff increases to support students’ academic enrichment needs included 15 additional academic advisors or career services staff (Business – 1; Engineering – 4; Human Sciences – 3; LAS – 6; central units – 3; all FTE). Since SEEC was formed, over 25 advising FTEs were added across the university.

2. Continue to increase awareness and delineate expectations for faculty engagement in student enrichment activities. While efforts to include appropriate language in Personal Responsibility Statements were not successful, the importance of such activities for faculty work is emphasized in new faculty orientations and department chair training sessions.

Continuing Initiatives or Concerns (Responsible Group or Committee)

1. There have been limited staffing increases in other areas which were identified as critical to meet growing student needs (e.g. career services, study abroad, lectures, honors program, program for women in science and engineering, etc.) (SVPP
advised by University Academic Advising Committee, University Career Services Council, UPC

2. Where staffing has increased, the amount of physical space and program support funds dedicated to student enrichment activities has not grown in proportion to the number of students (all university divisions)

**Academic Excellence Subcommittee**

**Major Accomplishments for FY15**

1. Fully implemented the Online Learning Innovation Hub in Parks Library.
2. Completed a Classroom Improvement Planning Study and began implementation of the multi-year plan to upgrade ISU teaching and learning spaces.
3. Initiated and implemented a major effort to add capacity and more efficiently use online testing center spaces during midterms and final exam week.
4. Implemented the EAB Student Success Collaborative learner analytic student success package for pilot use in Fall 2015.
5. Established a Military Credit Liaison Committee to better serve veterans and to foster their academic success; ISU met the criteria of the Home Base Iowa Initiative.

**Continuing Initiatives or Concerns (Responsible Group or Committee)**

1. Continue efforts to address critical space needs for capacity stressed/limited courses, including introductory laboratory courses as well as monitoring impending needs associated with more advanced courses. (Course Availability Group)
2. Continue implementation of the recommendations of the Classroom Improvement Planning Study. (Classroom Improvement Committee)
3. Identify additional spaces that can be utilized to accommodate growing numbers of students with special needs such as distraction free spaces for exams. (Course Availability Group, UPC)
4. Investigate space-related capacity issues for supplemental instruction, tutoring, departmental help rooms, and meeting space for student organizations. (Course Availability Group; Student Success Council; Classroom Utilization Task Force, UPC)
5. The Student Success Council, Undergraduate Programs Council, and CELT will continue to collaborate with academic colleges and departments to identify high D, F, W courses with enrollments of more than 100 students per semester for intensive investigation and pedagogical redevelopment. (Student Success Council)
6. Continue to address space needs across colleges to house faculty and lecturers hired to meet growing enrollments (all academic divisions)
Infrastructure Subcommittee

**Major Accomplishments for FY15**

1. Implemented various space utilization and optimization strategies, including the renovation of Forker for the Department of Kinesiology and acquisition of 25,000 square feet of space in the new Kingland Building. This will free up space on campus that can be dedicated to serving students.

2. Addressed pedestrian safety and the interface of different transportation modes. Work is scheduled for summer 2015 to widen the sidewalk and crosswalks on the north side of a portion of Osborn Drive. In the summers of 2015 and 2016, $200K per year will be invested in sidewalk repairs for the western area of campus.

3. Continued campus beautification improvements, including exterior and interior aspects of buildings with high student traffic and adjacent grounds. Larger projects planned for this summer include a Union Drive feature wall and landscape improvements across from the Memorial Union and an expansion of the plaza west of the Hub.

4. Continued upgrading wireless network capacity and supported technologies for blended learning.

**Continuing Initiatives or Concerns (Responsible Group or Committee)**

1. Planning studies for other opportunities (Biosciences, various LAS units, etc) are in progress to help address some of the critical programmatic space needs through reallocation, renovation, and repurposing of existing space, new development, recently acquired space, and leasing space. *(Office of the President, CPAC)*

2. Traffic safety, CyRide capacity, and parking issues will require continued attention, including parking on the Davidson Hall site, transit through the Osborn Drive and Morrill Road corridors, and support for bicyclists. *(Office of the President, CPAC)*

3. Wireless network capacity, technology support for different pedagogies, and developing capable student information enterprise systems continue to be major priorities for the near future. *(ITS)*

4. Space issues will remain essential, for prospective student visits, new students programs, and summer events. *(Admissions)*

5. Diversity-related activities remain a high priority. We should provide educational opportunities for faculty to learn effective ways to positively and respectfully deal with differences in and out of the classroom. We should seek to create affordable, regular bus service between Ames and Des Moines to allow more networking between diverse groups in both locations. We should promote a diversity-related award structure for academic colleges and administrative units. *(Chief Diversity Officer)*
Internal/External Relations Subcommittee

Major Accomplishments for FY15

1. In Fall 2015, CyRide will have an additional 8-9 refurbished buses ready for service. Another 2-3 buses will be ready for spring 2016.
2. CyRide will add up to five more hours of service to its current operations to address overcrowded buses and will begin a new route (#9 Plum Route) that will operate from S. 16h & S. Duff into campus.
3. Iowa State and the City of Ames jointly developed a one-stop website for useful and meaningful rental housing information: http://www.cityofames.org/index.aspx?page=1910

Continuing Initiatives or Concerns (Responsible Group or Committee)

1. Numerous groups on campus and throughout the community are exploring issues related to a growing community. For 2015, both the Ames Chamber of Commerce and the Ames Convention and Visitors Bureau have goals for growing community discussions, relationships, and communications. (FP&M)
2. Working with developers, various Campustown and Lincoln Way traffic safety agreements were reached, regarding signage, sharrows, lighting, and cameras, and will be implemented. (FP&M)
3. Campus traffic studies, currently Osborn Road, are being conducted. (FP&M)

Student Life Subcommittee

Major Accomplishments for FY15

1. The SVPSA allocated funding for additional positions in Financial Aid, Admissions processing, Dean of Students, Memorial Union, Registrar’s Office, and Student Counseling. The SVPP provided additional funding to address the increase in campus visits, supplemental instruction, learning communities peer mentors, and the Academic Program for Excellence (APEX) summer bridge program.
2. The Department of Residence retained the OPUS Group and will break ground for a new residence hall east of Buchanan in July 2015.
3. Approval was received from the Board of Regents to fund the Friley Windows Dining facility.
4. ISU Dining opened ABE’s Harvest Café in Sukup Hall and expanded hours in three other locations.
5. The Memorial Union convened a Feasibility Study Core Team to discuss preliminary proposals for space reallocation and phasing of a renovation/building project. ISES Corporation was retained to conduct a facility assessment.

Continuing Initiatives or Concerns (Responsible Group or Committee)

1. Space remains a key challenge, including facilities for recruitment and orientation activities, space to support various student groups and activities (international,
multicultural and LGTBS students, Greek life). *(Student Affairs)*

2. Additional staff, facilities, and operational support are needed to support Supplemental Instruction and Learning Communities, Student Conduct, and Student Health and Safety. *(Student Affairs)*

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**Student Experience Enhancement Council Steering Committee**

Co-chairs: Martino Harmon and Beate Schmittmann

- Pamela Anthony – Dean of Students
- Dave Biedenbach – Office of the President Financial Planning and Budgets
- Pam Cain – Business and Finance
- Veronica Dark – Faculty Senate
- Jim Davis – Information Technology Services
- Pete Englin – Department of Residence
- Arne Hallam – Liberal Arts and Sciences
- Roberta Johnson – Student Financial Aid
- David Holger – Senior Vice President and Provost
- Robin Kelley – Office of Equal Opportunity
- Richard Reynolds – Memorial Union
- Allan Schmidt – Professional and Scientific Council
- Katherine Suski – Admissions
- Margie Tabor – Facilities Planning and Management
- Karen Zunkel – Office of the Provost
SUBCOMMITTEE REPORTS

Academic Enrichment Subcommittee

Charge
Iowa State encourages students to “Choose Your Adventure,” as a means to personalize their university experience to fit their career interests and personal aspirations. The programs and opportunities within the Academic Enrichment pillar represent the primary ways in which students can personalize or choose their academic adventure, thus making their academic experiences unique.

New Developments FY15

Priority 1: Increase Staff in Specific Areas to Meet Academic Enrichment Needs of Students
There were numerous staff members hired this past year, who were associated with increasing the institutional capacity for academic enrichment.

  Within Academic Colleges:
  • Additional academic advisers:
    o College of Business – 1 FTE
      ▪ New adviser in college office
    o College of Liberal Arts and Sciences – 5 FTE
      ▪ New adviser (1/2 time) in World Languages and Cultures, (1/2 time) in Computer Science, (full time) in Chemistry, 2 new advisers (full time) in Psychology, new adviser (full time) in LAS Student Academic Services
    o College of Human Sciences – 3 FTE
      ▪ New advisers in Apparel Merchandise and Design, Elementary Education (pending), and Human Development and Family Studies
    o College of Engineering- 4 FTE
      ▪ Student services (serving non-calculus ready students and undeclared), Materials Engineering, Construction Engineering, and Mechanical Engineering.
  • An additional position in LAS career services

  Within Central Units:
  • 1 FTE – new Undergraduate Research Coordinator position
  • 1 FTE – new career services position within the Graduate College (to offload some work from college-based offices that support undergraduate and graduate students)

Priority 2: Increase Faculty Engagement with Student Enrichment Activities and the Reflection of those Efforts within Faculty PRS
The Faculty Senate Task Force to Review the Faculty Position Responsibility Statement submitted its final report in February 2015. While academic enrichment topics were included in the discussions, the final recommended wording changes for the Faculty Handbook within the report had limited reference to these types of faculty expectations. The one exception was that inclusion of academic advising specifically mentioned under the ‘Teaching’ component of faculty responsibility. So, there will need to be continued diligence by faculty and department chairs to ensure that the institutional service of faculty engagement is captured in the PRS statements of all those who engage in this critical service. The Office of the Senior Vice President and Provost continues to address these expectations in new faculty orientations and department chair training sessions.

Beyond FY15
The top two priorities moving forward for Academic Enrichment remain the same:

- **Priority 1: Ensuring we have sufficient staff in key areas to support the academic enrichment needs of students.**
  - The subcommittee had established that increasing the number of academic advisers was the top priority within this area initially. Colleges and departments have responded to that demand well in the past few years, adding over 25 FTE of academic advisers since SEEC was formed. Colleges and departments will need to continue to monitor their adviser to student ratios to ensure they can meet the needs of all students.
  - However, there has been limited increase in staffing in other areas identified as critical to meet growing student needs (e.g. career services, study abroad, lectures, honors program, program for women in science and engineering, etc.) The Division of Academic Affairs will need to appropriately prioritize the budgeting for additional staff in these areas to meet the academic enrichment needs of students moving forward.
  - The University Academic Advising Committee, University Career Services Council, and the Undergraduate Programs Council should serve as key committees providing input to the Office of the Senior Vice President and Provost on continuing needs in these critical areas.

- **Priority 2: Increasing Faculty Engagement with Student Enrichment Activities and the Reflection of those Efforts within Faculty PRS**
  - Awareness of the important role faculty play (and the appropriate recognition of that role) has increased over the past few years of SEEC. However, there needs to be continued emphasis of this within colleges and departments. Changes will occur at the individual faculty member, department, and college levels. However, the Office of the Senior Vice President and Provost and the Faculty Senate should continue their collaborative efforts to advance this priority moving forward.

- **Two Related Priorities for the Future:**
  - As the university adds staff and faculty that support the engagement of students in academic enrichment activities, there are two other resource issues that need to be addressed in parallel:
    - **Space** – we need to monitor and provide the appropriate physical spaces to support academic enrichment (e.g. academic adviser/staff office space,
space for student organizations to meet, space for career services interviews).

- Programmatic funds - many academic enrichment programs and activities have experienced increased costs to handle a growing number of students without a parallel increase in programmatic funding (e.g. Learning Communities have grown significantly, but the funds available for peer mentors has not increased with the demand.) In addition, engagement of students in student enrichment activities has been constrained for some students due to affordability. We need to prioritize requests for student enrichment funding within the university budget allocation and fundraising processes.

**Academic Enrichment Subcommittee Members**

- Co-chairs: Pamela Anthony and Karen Zunkel
  1. Pamela Anthony – Dean of Students
  2. Khayree Fitten – Student, Political Science and Global Resources
  3. Manimaran Govindarasu – Ross Martin Mehl and Marylyne Munas Mehl Computer Engineering Professor in Electrical and Computer Engineering
  4. Jane Jacobson – Director, Student Services, College of Liberal Arts and Sciences
  5. Laurie Smith Law – Administrative Director, Honors Program
  6. Pat Miller – Director, Lectures Program
  7. Trevor Nelson – Director, Study Abroad Center
  8. Loni Pringnitz – Director, Career Services, College of Human Sciences (until 12/14)
  9. Ann Marie VanDerZanden – Director, Center for Excellence in Learning and Teaching/Learning Communities; Professor, Horticulture
  10. Karen Zunkel – Director, Undergraduate Programs and Academic Quality; Office of the Senior Vice President and Provost
Preface
The SEEC Academic Excellence subcommittee primary goal for FY 2015 has been to transition the implementation and refinement of subcommittee identified initiatives to appropriate standing committees, councils, organizational units, or stakeholder groups so that the ongoing refinement process is institutionalized. That transition is essentially complete, although in a few instances new or reformulated committees or task groups have been established that include responsibility for some subcommittee identified initiatives.

New Developments and Substantial Progress during FY 2015

**PRIORITY 1 – Address Critical Space Related Course Capacity Issues That Diminish the Student Experience, Negatively Impact Academic Quality, and Potentially Increase Time to Degree**

- Implemented the Online Learning Innovation Hub in the Library to enable faculty members, departments, and colleges to efficiently and effectively implement technology assisted learning approaches that alleviate course capacity and space constraints. (Transitioned to CELT; Associate Deans and Directors for Distance Education (ADDE); and the Undergraduate Programs Council (UPC))
- Successfully continued efforts (confirmed by the Office of the Registrar and colleges) to ensure adequate capacity in all required courses for all undergraduate majors. (Course Availability Group (CAG))
- Initiated a major effort to add capacity and more efficiently use online testing center spaces during midterms and final exam week that reduced wait time to near zero for Fall semester 2014. (CAG; Online Testing Center Coordinating Group)
- Established an Enterprise Student Systems Steering Committee (ESSSC) to evaluate student information systems software packages to better meet our SIS needs. (ESSSC)
- Completed a Classroom Improvement Planning Study and began implementation of the multi-year plan to upgrade ISU teaching and learning spaces. (Classroom Improvement Committee)
- Implemented a collaborative effort to redesign the electronic catalog to improve its functionality and user friendliness for stakeholders. (E-catalog Redesign Task Force)
- Reconstituted the Outdoor Teaching and Learning Committee to enhance student experiences in these important learning environments on our campus. (Outdoor Teaching and Learning Committee)

**PRIORITY 2 – Address Critical Student Success Issues that Decrease Retention and Graduation Rates, Increase Time to Degree, and Increase Student Indebtedness**

- Established a Military Credit Liaison Committee to better serve veterans and to foster their academic success; ISU met the criteria of the Home Base Iowa Initiative. (Military Credit Liaison Committee)
• Developed new orientation process and transition course for new international undergraduate students beginning Fall 2015. (CIP; ISS; UPC)
• Established and filled a new staff position in the Honors Program to coordinate undergraduate research experiences. (Honors Program, UPC)
• Implemented the EAB Student Success Collaborative learner analytic student success package for pilot use in Fall 2015. (Student Success Council; ISU EAB Student Success Collaborative Leadership Team)
• Completed of the initial phase of the HLC institutional quality initiative on initial success of graduates by May 2015. (HLC Steering Committee; HLC Quality Initiative Committee)

Important Continuing Initiatives, Issues, Concerns

• Fully implement the capabilities of the EAB Student Success Collaborative software to enable greater student success, improve retention, and increase graduation rates. (EAB SSC Leadership Team; Student Success Council (SSC))
• Continue implementation and refinement of the programming of the online learning hub. (CELT; Associate Deans and Directors for Distance Education; Undergraduate Programs Council)
• Continue efforts to address critical space needs for capacity stressed/limited courses, including introductory laboratory courses as well as monitoring impending needs associated with more advanced courses. (Course Availability Group)
• Continue to refine policies and practices associated with the online testing center to enable efficient utilization with minimal wait times for students. (Online Testing Center Coordinating Group)
• Continue the efforts of the Enterprise Student Systems Steering Committee to identify the capabilities and requirements for a new SIS. (Enterprise Student Systems Steering Committee)
• Continue implementation of the recommendations of the Classroom Improvement Planning Study. (Classroom Improvement Committee)
• Identify additional spaces that can be utilized to accommodate growing numbers of students with special needs such as distraction free spaces for exams. (Course Availability Group, UPC)
• Work with faculty stakeholders and classroom scheduling personnel to refine processes to better match teaching styles with classroom assignments. (Course Availability Group; Undergraduate Programs Council; Classroom Utilization Task Force)
• Consider competency based prior learning assessment approaches that may allow increased capacity in some space-critical introductory courses. (Undergraduate Programs Council)
• Expand testing center capacity and scope to better meet the needs of veterans and other
student sub-populations who could accelerate progress to degree by demonstrating competence via test-out, CLEP, and other exams. (Military Credit Liaison Committee, Undergraduate Programs Council)

- Investigate space-related capacity issues for supplemental instruction, tutoring, departmental help rooms, and meeting space for student organizations. (Course Availability Group; Student Success Council; Classroom Utilization Task Force, UPC)

- The Student Success Council, Undergraduate Programs Council, and CELT will continue to collaborate with academic colleges and departments to identify high D, F, W courses with enrollments of more than 100 students per semester for intensive investigation and pedagogical redevelopment. (Student Success Council)

- Continue efforts to reduce gaps in academic achievement by subpopulations of students. (SSC)

- Identify majors in which student success is low as evidenced by relatively higher percentages of students leaving ISU and investigate causes of such attrition. (Student Success Council)

- Develop more systematic approaches to better informing students and advisors about available academic assistance. (Student Success Council)

Academic Excellence Subcommittee Members

- Co-chairs: Arne Hallam and David Holger

  1. Katie Baumgarn – Coordinator of Instructional Facilities (Course Availability Group)
  2. Tom Brumm – Associate Professor, Agricultural and Biosystems Engineering, Professor-in-Charge, Engineering-LAS Online Learning, Director of Assessment, College of Engineering (Online learning; outcomes assessment)
  3. Jonathan Compton – Senior Research Analyst, Records and Registration
  4. Ana-Paula Correia – Associate Professor, School of Education
  5. Laura Doering – Registrar (Course Availability Group)
  6. Arne Hallam – Associate Dean, College of Liberal Arts and Sciences; Professor, Economics
  7. David Holger – Associate Provost for Academic Programs, Dean of the Graduate College
  8. Gary Mirka – Associate Dean for Academic Affairs, College of Engineering (Undergraduate Programs Council, Orientation Committee)
  9. Jay Newell – Associate Professor, Journalism and Communication (CELT Advisory Board)
  10. Sree Nilakanta – Professor and Chair, Department of Supply Chain and Information Systems, College of Business (Department Chairs)
11. Susan Rhoades – Director, Academic Success Center
12. Cris Salinas – Multicultural Liaison Officer, College of Design
13. Brad Skaar – Associate Professor, Animal Science (Chair, Faculty Senate Outcomes Assessment Committee)
14. Ann Wessman – Program Coordinator, Student Financial Aid

Infrastructure Subcommittee

Charge: Provide the necessary infrastructure and support services to ensure a welcoming, diverse, and safe campus environment

Facilities Planning and Management Priorities - Address the impact of enrollment on campus facilities and grounds, classroom scheduling, and project work that optimizes space utilization. Space optimization to address critical programmatic needs, improve classroom capacity and address pedagogical and technology needs through renovation and upgrades, and add corridor seating adjacent to instructional space. Address congested sidewalks and increase in conflicts between pedestrian, bikes, and vehicular traffic.

Updates:

*Space utilization and optimization strategies.* A master plan for the Forker Building resulted in an investment of more than $6.0M to renovate and optimize inefficient and obsolete locker room space for additional research and faculty offices for the Department of Kinesiology. Additional studies for several science buildings will begin in the coming months that will analyze current space utilization, assess programmatic space needs, and building infrastructure. The university will move into about 25,000 square feet in the Kingland Building in late 2015. The groups moving to Kingland will free up space on campus that can be dedicated to serving students, either directly or indirectly. Planning studies for other opportunities are in progress to help address some of the critical programmatic space needs through reallocation, renovation, and repurposing of existing space, new development, recently acquired space, and leasing space.

*Classroom improvements.* Study was reviewed and implementation plan approved by President Leath in August 2014. The plan involves classroom improvements, faculty involvement in process, as well as changes in room scheduling policies and practices. A $1.5M project to remodel all eleven classrooms on the second floor of Pearson was the first project from this plan and was approved in February 2015.

*Corridor seating.* A plan to share the design, secure funding, and develop an implementation plan is underway. The seating will be placed adjacent to instructional space in a variety of
buildings to accommodate students waiting for class. As classrooms are renovated, or new classrooms developed, support space for pre and post classroom discussions, as well as informal collaboration space adjacent to classrooms are being integrated into the planning, if possible.

**Increased pedestrian activity.** Several activities have been identified to improve pedestrian movement and the interface of transportation modes.

- Work is scheduled for summer 2015 to widen the sidewalk and crosswalks on the north side of a portion of Osborn Drive. In the summers of 2015 and 2016, $200K per year will be invested in sidewalk repairs for the western area of campus. The Farm House Lane extension to Wallace Road project will provide a more accessible route for pedestrians.
- Students have voiced concerns about access to parking, particularly after hours; the Davidson Hall site will be converted to a parking lot and provide 64 parking stalls in proximity to the Library for evening use.
- CyRide and the university have reconvened the Orange Route Alternatives Analysis to consider options regarding transit services through the Osborn Drive and Morrill Road corridors. The study will be completed August 2015.
- Planning staff have also supported development of a student bike share initiative and consideration for alternative bike facilities along the Osborn and Pammel Drive corridor; further refinement to concepts are under review.

**Campus beautification.** Modifications are planned to improve public spaces, focusing on buildings with high student traffic. Improvements will include exterior and interior aspects of the buildings and adjacent grounds, such as front doors, first floor corridor materials, sidewalk repairs, and landscaping. This work started in FY14 and continues to be a priority. Larger projects planned for this summer include a Union Drive feature wall and landscape improvements across from the Memorial Union; the plaza west of the Hub will be expanded and enhanced, providing additional seating and social space. Additional plantings, and pruning to enhance campus views and building entrances are also underway.

**Information Technology Priorities - Increase capacity for IT infrastructure and learning technologies to support a larger student body and changes in course delivery.** Continuing upgrading wireless network capacity, utilizing technologies for supporting blended learning, researching a new student information system (SIS), and addressing increased service costs will continue to be the top priorities.

**Diversity Priorities - Provide training and educational opportunities for faculty to learn effective ways to positively and respectfully deal with differences in and out of the classroom.** Utilize the outcomes of the Diversity Audit. Collaborate with local business leaders and entities to adequately address the needs of diverse campus constituents (Feedback from campus constituents is regular bus service transportation from Ames to Des Moines that is affordable). Promote a diversity-related award structure for academic colleges and administrative units. Establish a diversity awareness campaign that targets on and off campus groups. Conduct periodic social climate (and needs) assessments among faculty, staff, and students at ISU.
Enrollment Planning Priorities - Continue to engage in campus wide discussions around integrated long-term enrollment planning to inform the recruitment efforts. Expand space to host prospective student visitors and new student programs, and develop university-wide priorities for hosting summer events on campus with summer student orientation in mind. Developing priorities for summer events should continue to be discussed, as this will be an ongoing need.

Updates:
Discussion continues with the Memorial Union regarding expansion of space for the visitor center. Efforts have been made to more efficiently utilize available space by adding previews for prospective students on busy visit days. Campus partners have been supportive in serving larger numbers of students, but several have reached maximum capacity for serving visitor groups within their facilities. Due to continued increases in campus visit numbers and student capacity in the dining centers, admission previews have been shortened to allow visitors to arrive in the dining centers by 10:50 a.m., avoiding further congestion during the busy lunch period.

Securing space for larger crowds continues to be a difficulty for New Student Programs. New Student Programs has expanded its staff from three professional staff to four, allowing additional emphasis on student development and event logistics. Additional staffing needs related to campus visitors will be addressed in Admissions budget requests.

Financial Planning and Budgeting Priorities - Ensure that the outcomes of the university’s enrollment planning align with financial planning and budgeting process. Incorporate priorities and action items from SEEC into the priorities that are being used to guide the university’s FY16 budget process.

Updates:
President Leath incorporated the priorities from SEEC into his FY16 budget priorities that were presented in a November 11, 2014 memo to the Senior Vice Presidents. Senior Vice Presidents submitted preliminary FY16 budget plans in February which included plans for investing in recommendations from SEEC. Updated FY16 budget plans are due to the President on April 10th. Final FY16 budget reports are scheduled to be submitted in June.

Infrastructure Subcommittee Members

1. Budget Planning – Dave Biedenbach, Assistant Vice President for Financial Planning and Budgets
2. Technology – Jim Kurtenbach, Vice Provost and Chief Information Officer
3. Diversity – Robin Kelley, Director, Equal Opportunity Office
4. Facilities – Margie Tabor, Assistant Director of Facilities Planning and Management
5. Enrollment Planning – Katharine Johnson-Suski, Director of Admissions
Internal/External Relations Subcommittee

Subcommittee Charge: Gather input from a broad community constituency, explore the impacts/issues of changes in student enrollment, and develop strategies to strengthen the experiences for students as well as the community at large.

Priorities:

1. **Sufficient CyRide Service**

   **2015-2016 Bus Update**
   In May 2015, CyRide will be receiving six buses purchased under the last federal, State of Good Repair grant. These buses will be prepared for service beginning fall 2015. CyRide will have two to three additional refurbished, used buses purchased from St. Paul, Minnesota, ready for service this fall as well. The remaining 2-3 used buses purchase last fall, will be ready for the spring 2016 semester.

   **2015-2016 Additional Services and Potential Changes**
   CyRide will add up to five more hours of service to its current operations to address overcrowded buses and will begin a new route (#9 Plum Route) that will operate from S. 16h & S. Duff into campus. Discussions are underway to realign the bus routes to relieve congestion on campus.

2. **Community Capacity**

   The SEEC Internal/External committee recognizes that a strong bond unites the students, faculty, staff, and alumni of Iowa State University and the Ames community. As growth and change impacts our joint community, there is a need to build on our unique culture of collaboration to foster positive momentum and actions to improve the quality of the student experience at Iowa State and the overall quality of life of Ames.

   **Structured planning coordination** – Numerous groups on campus and throughout the community are exploring issues related to a growing community. For 2015, both the Ames Chamber of Commerce and the Ames Convention and Visitors Bureau have goals for growing community discussions, relationships, and communications. Actions in progress.

   Campustown Action Association is working on a construction campaign and partnering with Healthiest Ames to participate in Bike to Work Week in May. They are enhance series of community-oriented family activities and events; working with City staff to create and implement a public service campaign promoting the use of the Ames Intermodal Facility and incorporating outdoor public space as street improvement projects develop; creating a recommended plan for increased, enhanced, and uniform public lighting throughout the district; and involved with the City’s Long Range Transportation Process. Actions in progress.
**Capacity Visioning** – Some of the initiatives of the SEEC Internal/External Relations Subcommittee have been assumed by administrative units of the University. Campus traffic studies, currently Osborn Road, are being conducted through the auspices of FP&M. We are waiting for an update on the status of the study(ies) for inclusion in our final report. Actions in progress.

**Safety** - (bicycle/pedestrian/vehicle/bus/infrastructure, discussion about security cameras, etc.)

- Signage: New dismount signage will be going up on Welch Ave and Lincoln Way to get bikes and skateboarders to dismount and not ride through high congestion areas.
- Sharrows: Will be painted on Welch and Chamberlain to encourage bikes and cars to share the road. We are still working on getting a painted bicycle lane on Lincoln Way
- Signage: Public Parking signage will go up on Lincoln Way this week or next with arrows directing cars to the public lots and intermodal. Signage in Intermodal is being updated to help the public know where to park
- Cameras: A subcommittee has been formed from the Campustown board to create a survey to ask students, customers, and Ames residents if they would feel more or less safe shopping in our district if there were cameras.
- Lighting: Continue to request more lighting from City of Ames, particularly on Lincoln Way, Chamberlain and Hayward, where there is not sufficient lighting currently

**Housing** – the subcommittee identified a need for a one-stop website for useful and meaningful rental housing information. Iowa State and the City of Ames jointly developed the rental resource, which the City of Ames is hosting. Landlords were brought together for demonstrations on how the website worked. ISU Residence System provides a link to this website for students wanting off campus resources. Action completed: [http://www.cityofames.org/index.aspx?page=1910](http://www.cityofames.org/index.aspx?page=1910)

**Internal/External Relations Subcommittee Members**

- Co-chairs: Pam Cain and Richard Reynolds

1. Carlton Basmajian – Assistant Professor, Director of Graduate Education, Community and Regional Planning
2. Zachary Bauer – GSB Senator, UROC, Public Relations Committee Chair
3. Michelle Boettcher – Assistant Dean of Students
4. Julie Bright – Senior Associate AD/Administration, ISU Athletics
5. Cathy Brown – Assistant Director for Campus Physical Planning, Facilities Planning and Management
New Developments and Progress since Fall 2014

Priority 1

- The Office of the Senior Vice President for Student Affairs allocated funding for the following positions within the division:
  - Admissions Office – transfer credit evaluator
  - Financial Aid – counselor Student Loan Education Office
  - Financial Aid – program assistant for verification/reporting
  - Dean of Students Office – program coordinator for Greek Affairs
  - Dean of Students Office – sign language interpreter
  - Dean of Students Office – permanent funding for Academic Success secretary
  - Dean of Students Office – permanent funding for LGBTSS position
  - Dean of Students Office – permanent funding for Hixson position
  - Memorial Union – audio visual services coordinator
  - Registrar’s Office – administrative assistant
  - Registrar’s Office – communications specialist increased FTE
  - Student Counseling Services – staff psychologist

- The Office of the Senior Vice President for Student Affairs allocated funding to expand or support the following programs within the division:
  - Campus Visits
  - Supplemental Instruction
  - Learning Communities
  - Dean of Students Office – APEX program
• The following offices upgraded facilities:
  o Space in Room 10 Enrollment Services was upgraded to accommodate all staff, leading to greater efficiency with the merger of two units.
  o Space vacated by the Registrar’s Office in Beardshear Hall was retained by the Office of Student Financial Aid, making it possible to create the Student Loan Education Office to increase financial literacy services to the student body.

Priority 2
• Department of Residence retained the OPUS Group and will break ground for a new residence hall east of Buchanan in July 2015.
• Preliminary discussions are planned for a build/lease agreement for additional student housing near Martin/Eaton Halls.
• ISU Dining opened ABE’s Harvest Café which is in Sukup Hall.
• ISU Dining expanded hours in the Business Café (until 6:30 p.m., M-Th), Union Drive Marketplace (until 8:00 p.m.), and Conversations (meal bundles from 7 p.m. until 11 p.m.)
• Approval was received from the Board of Regents to fund the Friley Windows Dining facility.

Priority 3
• The Memorial Union convened a Feasibility Study Core Team to discuss preliminary proposals for space reallocation and phasing of a renovation/building project. ISES Corporation was retained to conduct a facility assessment.
  • Keeling and Associates conducted a comprehensive study of Thielen Student Health Center. Both staffing and facilities were evaluated as part of this study.

Issues or Concerns Requiring Additional Attention/Resources

The following identified needs have not yet received funding and will need to be addressed by the units in collaboration with appropriate divisional offices.

Priority 1
• Recruitment and Orientation:
  o Additional facilities are required to provide optimal recruitment and orientation activities. These issues are related to the proposal for space reallocation/phasing of a Memorial Union renovation/building project.
• Sorority and fraternity recruitment and programming:
  o Additional space is necessary for sorority recruitment. Also programing resources to support the Greek life experience are required.
• Learning support:
  o Additional staff, peer mentors, and graduate assistants are required for Supplemental Instruction and Learning Communities.
  o Facilities for tutoring and low distraction testing is necessary.
• Student diversity:
  o Facilities, staffing, and operational support are required to address needs in the Office of International Students and Scholars.
Facilities are required to house Dean of Students staff that support multicultural and LGBTS students.

- **Student conduct:**
  - Staff and resources are still required for education, outreach, and case management related to student judicial concerns.

- **Student health and safety:**
  - Facilities, staff and operational support are required for Thielen Student Health Center.
  - Facilities, staff, and operational support are required for the Student Counseling Center.
  - Facilities, staff, and operational support are required for ISU Public Safety.

**Priority 2**

- **ISU Dining**
  - Renovation and expansion of current dining facilities and Cafés required to optimize service.

**Priority 3**

- Critical space needs within the Memorial Union must be addressed and would minimize/resolve issues with Admissions/New Student Programs, International Students and Scholars, and student meeting/programming needs.
- Keeling and Associates recommended reconfiguration of Thielen Student Health Center to address immediate identified needs for women’s health, mental health, and preventative services. Longer term, replacement or expansion of the facility will be required to meet the needs of students, staff, and medical equipment.

**Student Life Subcommittee Members**

- Co-chairs: Pete Englin and Roberta Johnson
  1. Kurt Beyer – Alumni Association
  2. Katy Cran – Greek Affairs
  3. Lauri Dusselie – Thielen Student Health Center
  4. Pete Englin – Residence
  5. Elliott Florer – Public Safety
  6. Martino Harmon – Associate Vice President for Student Affairs
  7. Roberta Johnson – Student Financial Aid
  8. Chris Jorgensen – Athletics
  9. Japannah Kellogg – Student Support Services Program SSSP
  10. George Micalone – Student Activities-Memorial Union
  11. Keith Robinder – Dean of Students Office
  12. Drew Sherman – Student
  13. Corey Williamson – Memorial Union