I. Call to Order

II. Announcements
   - Next APC meeting: March 14\textsuperscript{th} - 8:30 a.m.-10:30 a.m. (Zoom)
     i. Does fall during spring break, but we will have the two below speakers present for the meeting. If you have questions for either speaker, please send these to exec team
        1. Speakers
           a. President McConnell
           b. Blake Naughton
     i. Creation of a new field school and the shift that will exist within extension

III. Speaker for February
   - Yolonda Bevill, Vice President for University Marketing and Communications and acting Vice President for Enrollment and Access
     i. We used to be university communications, but shifted over to marketing and communications so that folks are aware of the scope of work that we do.
     ii. One of the things Yolonda was hired to do was ensure that the scope of marketing within the institution was broader and that we are keeping up and separating ourselves
     iii. Want to get to a place where we can work less in silos and we are working to tell our stories in a consistent manner. We all play a role in telling the story of the institution
     iv. We have hired an agency that will work with us on marketing and communications. 160/90 is the group that has been hired, they have a lot of experience within higher education but they do not do the same cookie cutter approach to marketing efforts.
     v. We have been “out of the market” for 5 years, the last campaign that came out was the “Proud to Be” campaign.
        1. We need to begin working on this to stay relevant and keep up with institutions around us
        2. This also lends to folks struggling with hiring and recruiting faculty and staff as well as students.
     vi. We have gone down significantly in Colorado students, so we need to begin focusing on bringing in Colorado students once more.

   - Questions for Yolanda
     i. How do you an organization like APC helping with internal communication or your vision for communication?
        1. I have a fellow Erika Benti who is working with me on internal communications and assessing where we currently are as an institution.
     ii. Big schools with big support, we are very conservative with fans and community, how do we bring that level of love and engagement here?
        1. Why aren’t we using comradery, since this is something that other institutions do to build relationships and marketing/communications.
     iii. Curious to hear how you think about the concept of innovation as it comes to marketing and communications?
        1. We have so many things we need to take into account when it comes to be inventive. We need to expand our platforms so that the Source isn’t our only avenue for communication. There is a major PR campaign that we are having to overcome right now because of the critical eye on

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higher education. We need to be talking about and engaging in sharing the stories of all of the amazing work that we are doing as an institution.

iv. CSU has long been seen as the “friendly” school in the state. Can you speak a little bit in making CSU’s principles of community known throughout the marketing and communications your team is doing?
   1. Was not originally looking for a new career at the time. But once I began hearing more and more about CSU, I became more and more interested in the role. The Principles of Community are what stood out to me and they are what motivate me to do the work that I do. Thinking about the ways in which we can be more collaborative with the work that we are doing. Asking if we live up to our Principles of Community in all aspects of the work we are doing, from recruiting diverse faculty, staff, and students.

v. How do improve benefits to retain/recruit faculty/staff?
   1. Can answer fully because this is more of HR’s area to speak about. We are all really concerned about our people and want to ensure that we take care of and support our folks.

vi. Can you share ways you have implemented the communication and concepts you have in mind successfully?
   1. Coming from a different set up of an institution/previous job we had to work collaboratively across many different departments. We could never get to consensus here but we wanted to ensure we had something that people could hold onto. We worked to host focus groups, surveys and gathering constituents’ opinions.

vii. What are the ways in which CSU is seeking additional funding sources without passing that bill onto students?
   1. Rallying the legislature more but not confident on this. Looking at ways we can encourage new masters students as they are more of a direct revenue source.

IV. Speaker Discussion
   • Reaction to speaker
     i. Question about APs receiving the 3% raise, and whether or not that is truly accurate. This is something that was up to the individual units to give and may not be as widespread as indicated by VP Bevill.
       1. Clarified that this was not widespread but was up to 3% merit based increase for APs. There are still working parts and decisions made around budgets are still in their early days.

   • Preparation for upcoming speaker
     i. Send questions to exec team

V. Action Items & Discussion
   • Approval of January Meeting Minutes
     i. Passed by a vote of 32 to 0 with edits included from Brett
   • Courageous Strategic Transformation – everyone please look and be prepared to discuss
     i. Please review this so that we can be prepared to have a conversation around the ways APC will be engaged in the roll out and implementation.

   • Executive Committee Elections
     i. This form will be sent out on behalf of the Nominations and Elections Committee and results will be announced once the poll itself has closed.

VI. Officer Reports
   • Chair
     i. We had a complication with our colleagues in HR and OEO, this is highlighted in my report. Thinking about possibly outsourcing exit interviews to a none CSU agency.

   • Vice Chair
     i.

   • Secretary
i.  No report! Continue sending your notices of absences my way and if anyone needs it, the Alternate list can be found here.

- Treasurer

VII. Standing Committee Reports

- AP Advocacy
- Communications
- Equity and Social Justice
- Executive Committee
- Nominations & Elections
  i.  We currently have 2 vacancies in Area 4 and Area 5
      1.  Alexandra Stanke to serve as a representative for Area 4
      2.  BreeAnn Brandhagen to serve as a representative for Area 5
  ii. Executive Committee Elections
      1.  This form will be sent out on behalf of the Nominations and Elections Committee and results will be announced once the poll itself has closed.

- Policies and Procedures
- Recognition
  i.  We have received our “normal amount” of nominations for AP awards. Thank you to everyone who submitted a nomination!

- Service and Engagement
  i.  Murals is looking for individuals to be facilitators for their upcoming event on March 25, more information here.

VIII. University Committee Reports

- Request to give Updates

University Committees

- Campus Bicycle Advisory Committee (Catherine Douras)
- Campus Climate Committee (Kirsten Slaugher-Rice)
- Classified Personnel Council (CPC) (Christie Mathews)
- CPC Leave Sharing Committee (confidential)
- Commission on Diversity and Inclusion (Karin Bright)
- Commitment to Campus (C2C) Advisory Committee (Matt Klein)
- Eddy/Kuder Scholarship Selection Committee (Brett Eppich Beal)
- Employee Appreciation Board (Kirsten Slaughter-Rice)
- Employee Hardship Loan Committee (confidential)
- Faculty Council – APC Representative (Sarah Olson)
- Faculty Council Committee on Strategic & Financial Planning (CoSFP) (Trish Torrez)
- Football Game Management Committee (Zach Campain)
- Grievance Panel (a confidential pool of 21 APs who serve for 3-year terms)

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• Housing Task Force (Christie Mathews)
• Multicultural Staff & Faculty Network Committee (Rickey Frierson)
• Parking Appeals Committee (Megan Boone and Farrah Bustamante)
• Parking Services Committee (Trish Torrez and Jess Drydahl)
  - Met recently as a group. An update on the Meridian Village temporary lot. Because this has been put on hold, they saw a need for more parking spaces, and since the trend was that there are more parking permits than spaces, this will be turned into a solely residential student spots
  - There were initially plans for solar projects over in the Westfall lot, but due to budget constraints they are thinking of moving this to the foothills campus
  - Was there any update on flexible parking passes?
    - Nothing as of late!
• Physical Development Committee (Christie Mathews)
• President’s Council on Culture (Catherine Douras)
• President’s Sustainability Committee (Tammy Felton-Noyle)
• Professional Development Award Committee (Confidential)
• Social Norming Task Force (Shaun Case)
• University Benefits Committee (Chris Dorich, Trish Torrez, Julie Paolucci)
  - We are still in the process of ironing out what our top items will be for UBC. Both Trish and Chris learned about CSU Benefits Administrators roles. These folks can help in choosing healthcare options or negotiating bills that may be occurring.
  - In regard to CSU Benefits Administrator have you heard of them?
    - No was the answer that came up the most
  - Looking at current benefit offerings and what ways can we as APs begin to advocate for new or different benefits we can access as APs at CSU.
  - Question: Has there been any deep dive into what it may look like for care of others (either children or other family members)?
    - We are just starting and really starting to dig in here. This is one of the priorities within the group that is being looked at.
  - Question: those who get tickets on snow days where they are missing the license plates, but are they able to take pictures of the plate when the ticket is issued?
    - Better training for folks who are out of state is needed so that they understand not backing into spaces.
• University Sexual Harassment Panel (a confidential pool of 10 APs)

Ad Hoc Committees
• Research Associate Ad Hoc (Kacy Paul, Claire Chance, Chris Dorich)

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