**Meeting Minutes**

Student Government 2018-2019

Monday, September 17, 2018

1. Treasurer’s Report, Kirwin Seger, Executive Committee Treasurer

* Old Budget: $17,509.00
* Transfers: Umoja (21-02163) - $1,534.11
* New Balance: $15,974.89
* Allocations and Approvals will open this week (clubs will be notified)

2. Announcements

1. Senior Class toothpick holders are now for sale
2. Juniors are meeting to finalize Stonetown Sunday this week
3. Sophomores will be sending out a poll about their t-shirt design soon
4. Freshman Class office hours are 2:30-3:30 PM on Thursdays
5. No Projects meeting this Wednesday
6. Policy – Jeanette introduced a standing order that was emailed out to all Senators to transfer all Policy documents to GitHub to be made accessible to the student body, which saw a motion to vote, and passed
7. SAUR has space for two more voting members, email Pixie with interest
8. Heard from JAB about Clifton 5 Week, where five 7 PM showings will be sponsored by JAB for students to have free admission and their Open Forums once-a-month that will be advertised on the Arch
9. Heard from Residential Life about their Eagles After Dark Event, Dodgeball, this Saturday, September 22nd from 9-12 Am in the IM Gym and that they will be sending out a survey shortly about the residential life experience this year and would appreciate student feedback
10. Pads and tampons are being advocated for in Lesher Residential Hall
11. Heard from Culinary Committee about their discussion about labelling issues and construction in Muddy over Winter Break and how Parkhurst is working on the mislabeling issue and is bringing in a Parkhurst nutritionist on Wednesday, September 26th to provide dietary guidelines for staff and information to students
12. Heard from CCRT representatives about their community engagement session in which they discussed getting more student representation for issues surrounding interpersonal violence and decided to open up their next meeting on November 1st up to students
13. Approvals Board is looking for two more club officers for its Board
14. Community Service Office is looking for more volunteers for Special Olympics next Sunday, September 23rd
15. Look for the many opportunities to register to vote that will be coming up around campus

3. President Troha’s Budget Presentation

1. Across the country, college enrollment is down and institutions are experiencing hiring freezes due to changing demographics and a decrease in the value of a college education
2. Celebrating the Wins:

* Juniata is #86 in US News’ National Rank of Liberal Arts Schools
* There was an 88-18 vote to affirm a revised General Education Curriculum
* Juniata recently received a $500,000 grant to implement the new Curriculum
* Last academic year, Juniata students won 8 major fellowships, including 4 Fulbright’s
* Juniata recently received a $300,000 Justice Grant to continue work on the prevention of interpersonal violence on campus
* 72% of Juniata students graduate in four years, compared to 60% at other private colleges and universities in Pennsylvania, 43% at public universities, and 30% at State Institutions
* Juniata has raised $22.1 this fiscal year, the second consecutive year of highest fundraising ever
* Juniata celebrates 11 years as a “Great College to Work for”

1. External Market/Environment:

* S&P/Moody’s: Outlook for higher education is “grim,” limited flexibility in programming, finances, enrollment, and resources for student draw, expenses will outpace revenue growth for the next 12-18 months
* How to Expand Revenue: online learning, post-graduate studies, adult studies
* “Enrollment is dwindling. Deficits are mounting. And more closures are looming; that’s the prediction of many higher-education experts who are concerned about the future of small colleges in America” (*Next Generation*)
* Shifting demographics: 2.4 million fewer students than in 2011 means declining enrollment across the country
* At Juniata, the growth of non-white first year students has been from 3.3% in 200 to 18.5% in 2018

1. Operating Budget, 2018-2019

* Most of the Budget, 85% comes from student fees, which includes Tuition and Room and Board
* The other 15% comes from Donors & Friends

1. Strategic Plan: Courage to Act

* Scholarship
* Community
* Distinctiveness
* Resources
* Presence

1. 5-Year Business Plan, Approved by the Board of Trustees February, 2018

* Education Quality
* Enrollment & Retention
* Outcomes – includes post-graduation jobs, schooling, and internships
* New Programs
* Believe Campaign

1. Fall Enrollment

* Ups and downs, not linear
* Up from 2017 with 366 incoming students to 384 incoming students

1. Revenue by Type

* Net Revenue: $51.4 million
* 0.6% Graduate Tuition
* 3.8% Miscellaneous Revenue
* 23.3% Philanthropy (Gifts & Endowments)
* 25.6% Room & Board
* 46.7% Tuition & Fees

1. How to Grow Revenue?

* Graduate Program development
* Strengthen retention
* Campaign/development
* Summer conferences/academic camps
* Summer Online Learning
* E-sports/Mock Trial
* Community College Partnerships

1. Operating Expense by Type

* Total expenses: $51.4 million
* 3% Utilities
* 3% Debt (Interest only)
* 7% Depreciation
* 10% Medical Expenses – includes Healthcare
* 10% Other Fringe Benefits
* 26% Departmental Expenses
* 41% Compensation – includes Personnel, Salary & Retirement and Student Wages

1. Strategic Issues

* Diversify Enrollment Team/Staff
* Outcomes/JC Storytelling/brand work
* Diversify Housing
* Library Renovation/Addition
* Undergraduate Research

1. Undergraduate Tuition Price

* Bottom 3rd relative to other comparable institutions
* Relatively average change in price from 2017-2018, 3.9%
* Ranked above several peers
* Fees are unchanged
* In the middle relative to other comparable institutions for Room & Board, 4.0% growth
* Average student has $40,000 in debt leaving Juniata
* Education appreciates

4. Open Forum with President Troha About Budget

1. Troha will make his PowerPoint presentation available to students – more information to come on where to find it
2. Compensation expenses are equally divided amongst Faculty and Administration, 29% and 28% of the 41%, plus Facilities Services
3. Departmental Expenses refers to the working budget for each office
4. Student Wages were so broadly cut from the Budget due to the desire to cut their funding by $200,000 and make sure Students are doing work that cannot be done by a supervisor and those positions are necessary, which has resulted in decreased hours and positions, as a result of Student Wages being a major expense of $1 million
5. Financial Aid is being stressed as a variable for Student Employment by supervisors, though skill set remains more important
6. Despite 41% of the Budget being dedicated to Compensation, there were no raises for Staff last year – This was the result of donors giving for buildings, not Staff Wages, they want to give money for the General Education Curriculum and because of major healthcare claims and not meeting the Enrollment or Retention target
7. The Budget Presentation President Troha gave was the same as the one he delivered to the Community, minus some employee stuff
8. Concerns were raised that the Presentation failed to explain where the extra food costs or parking pass costs are going
9. How do you, President Troha, justify sacrificing the needs of students for the future based on the fact that many students have cited affordability as the reason they transferred? – Everyone has an interest in the success of the College because of how it affects the value of our education, Troha sees short-term pain as necessary for long-term success, but is willing to have a conversation about how to improve individual student experiences
10. Student workers are not affordable because they were an expense the College was able to cut without impacting the Student Experience and because the College can do without Student Employees whereas it cannot do without Utilities, for example
11. Cost of Tuition for families remains the same over last 5 years because Tuition is subsidized by the College with Financial Aid at levels that make it the same
12. Housing options reflect poor-quality Residence Halls and there is no part of the Budget being used to renovate the dorms, low-interest loan to refurbish? – Dorm renovations are not “sexy” projects, even though Donors understand how important the Residential Life experience is
13. Maybe donors do not know what students want, such as new dorm furniture, because what is being advertised – New Library – is not what the students want
14. Partner with Advertising Team to have a campaign geared toward donors including virtual tours with students and have students talk with students
15. Recruiting approaches have shifted toward recruiting in the Mid-west and West and working harder in areas where people know Juniata
16. The peaks and valleys in the Enrollment Trend are averaged over the last 5 years to determine a target for Enrollment, and similarly for Retention
17. Matthew Damschroder will make revenue raises over the last 10 years available to students – more information on that to come
18. Why has Juniata not changed its admissions standards to admit the same number of students each year? – The College receives 2300-2500 applications, but the yield rate of those admitted from that pool is only around 20%
19. Facilities has the resources to handle cases such as mold and should be contacted, Matthew Damschroder or Erin Paschal can also be contacted to handle such a situation