Southwestern Adventist University
Faculty/Staff Meeting
Wharton Auditorium
February 10, 2003, 7:00 p.m.

Present: Donald Sahly, Chair, Sandra Adams, David Anavitarte, Debbie Battin, Tom Bunch, Randy Butler, Carol Campbell, Lane Campbell, Jerry Chi, Watson Chin, Renard Doneskey, Meriam Fabriga, Larry Garrett, Rob Gettys, Bonnie Gnadt, Donna Guerrero, Janeric Gustavsson, Bob Hadley, Ellis Haney, Fred Harder, Barbara Harsany, Charlotte Henderson, Phil Hieger, Willie Hucks, Steve Jones, Bill Kilgore, David Knight, Karl Konrad, Judy Myers Laue, Ron Macomber, Dickie Martin, Robert McChesney, Bev Mendenhall, Bob Mendenhall, Mitch Menzmer, Judy Miles, Jeanne Mizher, Penny Moore, Donna Morrison, Dan Petr, Jerry Potter, Sharon Potter, Marsha Rasmussen, Glen Robinson, Glen Robinson, Marcel Sargeant, Jon Seitz, Erwin Sicher, Ingo Sorke, David Sowder, Steve Stafford, Allen Stembridge, Hoyet Taylor, James The, Daryl Thomas, Catherine Turner, Larry Turner Lolita Valdez, Alan Williams, Eudora Williams, Edith Willis, Lloyd Willis, Sharon Wion, Andy Woolley

Prayer: Don Sahly

Introduction: Dr. Sahly opened the meeting with the brief summary of the state of the university. He stated that the financial condition is cause for action, but is confident that the problems will be solved in a short period of time. Changes must be made and enrollment must increase, especially in the dormitory where the largest percentages of operating funds are generated.

Randy Butler
1. The feeling is that everything has already been decided and the only reason for this meeting is to give the faculty/staff a place to vent.
2. Is there a contingency plan for the next few years?
3. Will faculty positions be cut and what performance criteria are being used to determine who it will be.
4. Faculty positions have been added over the last few years, but administrative positions have also been added. If he cuts are made they should be made from the top down.
5. What is the road map to decide where we are going?

Don Sahly: A Strategic Plan is being developed to present to the board during the February 19 board meeting. A marketing plan is also in progress to increase enrollment. One of the main frustrations is that crucial data cannot be obtained from the CARS system. Personnel from Noel Levitz have been working with the institution to make a plan, but they are concerned because SWAU is not making progress. The Noel Levitz group is meeting tomorrow to decide why we are so slow.
Nothing has been decided, but recommendations will be given to the board to decide. Recommendations include 28 suggestions which will be reviewed by the Finance Committee of the board.

Sixty-Nine academies have been visited this year. The plane is to update the enrollment booth with eye-catching materials and more creativity.

**Karl Konrad:** Can we send faculty out to recruit.

**Don Sahly:** Maybe in the summer.

**Laptop Computer Issue:** The tentative plane to award each new freshman, dormitory student with a new laptop was discussed. The dormitory student should use the computer for two years and after that it would belong to the student. Some thought the offer should be extended to sophomore and junior students for retention purposes. It was suggested that the computer be given in lieu if scholarships.

**Hoyet Taylor:** How many additional students are needed to balance the budget?

**Don Sahly:** 110 more students by September would balance the budget, but at least 125 are needed before we can have a positive bottom line.

**Don Sahly:** Part of the enrollment problem is that many of the pastors in the Southwestern Union are sending there own children to other colleges and universities. It sends a message to church members that there is something wrong. It is a challenge to change this perception and he thinks it is already changing somewhat.

**Erwin Sicher:** The major problem is that we are relatively unknown to the constituency. Younger and new members don’t know about us and have no historic connection with our school. Visitation and information should be given to the churches. What is the return on the academies that we are visiting?

**Don Sahly:** Southwestern Union academies cannot supply the enrollment that is needed. More than one-half of the freshmen need to come from outside the Union academies.

**Steve Jones:** he has talked to the students about what the students like and don’t like about SWAU. The students like the faculty but are more adversarial to the administration. He thinks that is important that the faculty do some recruiting.

**Phil Hieger:** His suggestion was that in order to change the “perceptions” by constituents that each faculty member adopts a church to attend, volunteer, preach, etc.

**Judy Miles:** She like the idea of teachers going to the academies to teach a class in their disciplines. It not only was recruitment, but it was fun for the faculty.
**Don Sahly:** We have limited scholarship funds to help freshman, but nothing to help the second year. That is why 40% of our students leave after the first year. Others leave because of there GPA.

**Steve Stafford:** 65% of the freshmen return and 26% go on to graduate. *Noel Levitz* says that the moral is “unraveling from within”. He thinks that retention is a large part of the answer to our enrollment problems-get 100 more students retaining the ones we have. Promote excellence and then the students help us recruit.

**Bill Kilgore:** He compared out situation with that of the *Columbia*. Little things have happened through the years that didn’t cause any problems, so we continued on letting things slip until a crisis develops. It is time to evaluate the issues and correct them.

**Don Sahly:** All schools in the union have recorded deficit spending. The entire education system in the Southwestern Union is struggling with additional expenses, such as high medical costs.

**Hoyet Taylor:** If all the Union academies close down in the next couple years, would we stay open? What can we offer students from out of union academies?

**Don Sahly:** 45-60 students are coming from the Union academies. We need to look outward and find out how we can focus on other groups to recruit. If we don’t have the technology to offer these students, we’ll lose out.

**Deryl Knutson:** A letter from Elder Max Trevino was distributed. Deryl expressed appreciation to the faculty and also support and appreciation for the administration. He stated that there is a need to pull together. He said that the Union leadership has talked about the financial situation and are convinced that it is a short-term problem. The recruitment has also been studied and they have looked for solutions. It is necessary that we retain the students we have and cut expenses. He appreciates the input and loyalty of the faculty/staff and thanked them for their comments.

**Don Sahly:** In response to a request from Bonnie Gnadt, Don presented the challenges that will be covered in the Strategic Plan and will be presented to the Board. Challenges to be covered in the Strategic Plan are as follows:

1. Administrative Change
2. Enrollment
3. Perception in Field and Public Relations
4. Retention of Current Students
5. Student Services
6. Academics
7. Budget Costs
8. Development and Campus Planning
9. Perception of Campus
Lloyd Willis: One positive thing getting out for our campus is the renovation of Harmon Hall’s worship room.

Benediction: Lloyd Willis