The ASC Cabinet convened a regular meeting on Wednesday April 10, 2013 in the Student Union Building (SUB), Room 309.

**Call to Order:**
Ms. Rogers called the meeting to order at 1:00 P.M.

**Roll Call of Members:**
- Mr. Eric Carpio - Present
- Mr. Jeff Cook - Absent
- Mr. Kevin Daniel - Absent
- Ms. Heather Heersink - Absent
- Mr. Larry Joe Hunt - Present
- Dr. Brent King - Present
- Ms. Lori Laske - Absent
- Ms Tammy Lopez - Absent
- Mr. Bill Mansheim - Present
- Dr. Frank Novotny - Absent
- Ms. Patti Ortiz - Present
- Ms. Heather Heersink - Absent
- Mr. Jeff Cook - Absent
- Ms. Lori Laske - Absent
- Ms. Tammy Lopez - Absent
- Mr. Bill Mansheim - Present
- Dr. Frank Novotny - Absent
- Ms. Patti Ortiz - Present
- Mr. Jeff Cook - Absent
- Ms. Lori Laske - Absent
- Ms. Tammy Lopez - Absent
- Mr. Bill Mansheim - Present
- Dr. Frank Novotny - Absent
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- Ms. Tammy Lopez - Absent
- Mr. Bill Mansheim - Present
- Dr. Frank Novotny - Absent
- Ms. Patti Ortiz - Present
- Mr. Jeff Cook - Absent
- Ms. Lori Laske - Absent

**Guest:** Dr. Mark Finney, Associate Professor of Mass Communication; Ms. Mary Hoffman, Director of Community Partnerships; Ms. Mariah Pepe, AS&F Secretary; Dr. Beez Schell, HPPE Chair; Mr. Randy Wright, Director of the Economic Development Council and the Alamosa Chamber of Commerce.

**Approval of Agenda:**
The agenda was amended to move the AIM Task Force Update to the top of the discussion list and to add discussion topic B. Fireball Run Filming Request. An action item was added, A. AS&F Approved Student Fees.

**MOTION:** Mr. Mansheim moved to approve the agenda as amended. Mr. Marquez seconded, all were in favor.

**Consent Agenda:**
- March 6, 2013 Meeting Summary

Hearing no objections, the Consent Agenda was approved.

**Action Items:**

*AS&F Approved Student Fees:*
Mr. Martinez reported that on April 1, 2013, the AS&F Senate met and with no resistance approved the Technology Fee increase, the Parking Fee increase, and the Psychology Course Fee increase. The
Cabinet discussed the need to approve the student fee increases, so they can be presented to the Board of Trustees.

MOTION: Mr. Marquez moved to approve the following fee increases approved by AS&F: the Technology Fee, the Parking Fee, and the Psychology Course Fee. Dr. King seconded. All were in favor.

Discussion Items:

Adapted Intervention Mapping (AIM) Task Force Update:
Mr. Roybal explained that the AIM Task Force is two thirds complete. In context, AIM has worked since November of 2012 to strategically determine and implement physical activity and healthy eating change on the ASU campus. The goal, taking into consideration feasibility and level of importance to the cross section of populations which make up the ASU community, is to determine and implement 2 healthy eating and 2 physical activity policy and/or environmental changes. The Task Force met on April 2, 2013 and voted to work on the changes below:

Overall Change:
- Institute a campus-wide health and wellness committee for long term sustainability and coordination of annually identified new changes

Healthy Eating Changes:
- Change vending machine policy to encourage and provide healthy options to students, faculty, staff and visitors
- Establish the HPPE 120-Concepts in wellness course as a general education requirement and make minor modifications to learning outcomes and rigor to make the course a 3 credit hour course.

Physical Activity Changes:
- Promote walking on the campus with
  - Mileage loops and signage
  - Maps
  - Elevator signs
  - Creation of walking groups
  - Creation of other physical activity groups such as biking, running, etc.
- Reinstate 1 credit hour activities course and improve the academic components of the courses to provide elective credit fulfillment.

The Cabinet discussed utilizing Sodexo in the process, as they can incorporate healthy food choices to their menus. IT WAS SUGGESTED TO include the Sodexo Manager on the Task Force.

Fireball Run:
Ms. Mary Hoffman introduced Mr. Wright to the Cabinet and asked him to present the Fireball Run Initiative. Based on the proposal, the Fireball Run is a for-profit film production company that films a modified scavenger hunt within a community utilizing corporate employees who pay a fee to be a driver. The Fireball Run is not a road race but involves driving teams who must solve clues and accomplish
tasks in order to navigate the route and score. The company raises awareness for missing children by having drivers sponsor a victim but is not a non-profit organization.

The Alamosa Welcome Center and Marketing Board submitted a request to be selected as a Fireball Run 2012 town participant, in order to promote Alamosa, make corporate connections and increase tourism. The company is owned by Adrenaline Partnership, who is currently registered and current with the Florida Secretary of State. The company would like to film on the ASU campus on Sunday, September 22 and possibly Monday September 23. Mayor Rogers, Alamosa Police and Alamosa County have signed onto the project and believe it will be beneficial in promoting the City, County and the Valley. Jamie Greeman will recruit and coordinate volunteers to work with ASU faculty and staff at on-campus filming locations.

Benefits as described on the Fireball Run’s website:
- DESTINATION MARKETING 2.0. Destination points of interest are scripted into a popular entertainment series; FIREBALL RUN is the story of you.
- NETWORKING FIREBALL RUN participants are “exclusively” business leaders, industry celebrities, and elected officials.
- NEWS REAL NEWS. $42 million in genuine news coverage from everywhere.
- INDEFINITE EXPOSURE. Social media, SEO, and viral benefits years after production.
- COST-EFFECTIVE. EFFECTIVE. FIREBALL RUN flat out beats the “never-end-spend” of traditional marketing.
- MODERN ENTERTAINMENT. Why limit exposure to a “moment” on a network? Way ahead of the old distribution model; the FIREBALL RUN series is watched online and on mobile devices from everywhere at any time.

Negative impacts:
- ASU will not get compensated for use of location
- Filming may run into Monday-a school day
- Volunteers will be needed at the three ASU potential locations

After discussion, the Cabinet RECOMMENDED TO MOVE FORWARD WITH the Fireball Run on the ASU Campus.

Attendance at Student Scholar Days:
Mr. Schoenecker stated that last week’s Student Scholar Days were held on two days and included 18 events. He asked the Cabinet for ways to encourage attendance, as attendance was extremely low. He also mentioned the importance of this even to the campus as this event highlights the work of our best students. After discussion, Mr. Martinez AGREED THAT AS&F WILL post the events on the AS&F website to encourage attendance. Also, the event will be included in next year’s passport and club point programs.

1st Reading: Academic Policies:
The following policies were presented, and the Cabinet was asked to review them and provide feedback to Dr. Novotny:
- Academic Advising – PIN
- Course Substitutions
Distance Education Degrees
Course Disenrollment
Transfer Pre-Approval

There was an inquiry regarding the Academic Advising Pin Policy and whether advisor PINS could be made available only to advisors in the student’s major and whether this practice could be enforced. There have been occasions when advisors in minor areas have given out PINS without giving proper advising, thus leading to problems. IT WAS SUGGESTED THAT Dr. King discuss the issue with Dr. Novotny. Also mentioned was that Section III. Definitions to the Distance Education Degree Policy be reviewed and updated.

Information Items:

Budget:
Mr. Manshein explained that ASU will receive $680,000 in restoration of state funding next fiscal year. Three million dollars will go into the Financial Aid budget for merit scholarships. Richardson Hall has been approved for over $19 million in renovation funds. The contract will need to go out to bid and will be staged over a 2-3 year period. Funding to resurface the Field House in Plachy has been approved, this is the 2nd phase of the outdoor money from the state.

The sign project is underway. Foundations are being placed on the east side; on 1st Street; and by the Theatre. The Directory will be placed in the pullout in the SUB turnaround.

At the recent Board of Trustee Meeting, there were concerns with the Community College Bill which would have given limited 4 year degree authority to the Community College System. This Bill was defeated in the House 7-6. It was made clear that the defeated Bill will be resubmitted next year with the expectation that 4 year institutions work together with the Community College System to reach a compromise. One threat is that community colleges could deliver 4 year degrees on-line and would increase competition with our current majors. The emphasis at the Board Meeting was to take advantage of our on-line delivery and that we must cooperate more to expand this area. Mr. Manshein explained that there were 7 programs mentioned in the Bill for the baccalaureate degree programs:

- Retail Management
- Public Safety
- Health Care Administration
- Mortuary Science
- Dental Hygiene
- Early Childhood
- Water Quality Management

Once it was apparent that the Bill was in trouble, it was reintroduced with new unspecific language Baccalaureate of Applied Science. What this means is that every community college in Colorado will be offering 4-year degrees in most every area they choose. There will likely be workarounds, even though there may be limits. It’s inevitable that the Community College System will undergo name changes as well. ASU must develop a distance model that will compete.

The Executive Team has made progress to reduce the budget shortfall amount. However, there still is a $16,000 deficit.
Strategic Planning Goals Subgroup Update:
This item was tabled for a meeting when President Svaldi is present.

AS&F Report:
Mr. Martinez reported that AS&F will hold officer elections next week via email. Two positions, the Vice President for External Affairs and the Student Trustee will not be replaced. Both he and Megan the Vice President for Finance will be graduating. Megan was asked to stay on until a replacement can be found. Revisions to the AS&F constitution are in progress, minor changes to language still reflecting ASC were needed to be changed.

Colorado WINS Report:
Ms. Ortiz reported having attended Lobby Day at the State Capitol on March 11, 2013. A visit from the Speaker of the House assured that State personnel issue will always be a priority. Ed Vigil was supportive of the 2% base-building raise for State employees and also of Senate Bill 210 with regard to promoting transparency and consistency with timekeeping with the Department of Corrections, as well as taking a stand against for profit prisons. Pat Roybal is on the Health Wellness Committee and together they will continue to meet with the Department of Personnel Administration director and staff for workforce education.

New Business:
No items were presented.

Adjournment:
The meeting adjourned at 2:23 P.M.

Respectfully Submitted,

Donna L. Griego,
Assistant to the Senior Vice President