Listening Session-Aberdeen
May 22, 2012

Laurie Nichols opened with introductions and a PowerPoint
SDSU @ a glance
  SDSU Trends
    Headcount 12,725 in fall 2011- Second highest enrollment

  Research & Discovery
    Bring in $70 mill in grants and contracts as part of SDSU Economic Development which has doubled since 2006. Ag is still a big part, but, there had been much diversification.

  Service and engagement
    Sharing Knowledge
    Building stronger communities
    Collaboration with the Board of Regents: All six regental schools have merged course numbers and do not have to transfer credits from each other. Students can take classes from any of them.

  Current Strategic Plan
    Building a better SD.
      Land Grant mission
      Leading in research activities
    Expand the reach of the university
      Athletics
      12 degree programs available on line
      Indian Cultural Center
      Extension Reorganization

  Establish a sustainable financial base

Strategic Plan Timeline
State listening sessions
Discussion
  How can SDSU More Effectively...
  Provide the gateway to opportunity for students

Questions and comments

The trend toward having more women than men; is that an SDSU, regional or national trend?
  This seems to be a national trend. A comment was made that there was concern about young men not choosing to further their education with a degree.
We have male students pursuing trade degrees in Ag. What is the relationship with vocational schools? How can more partnering be done?

Barry answered. They have a different mission. SDSU is more science orientated. It may take 3 additional years for a bachelor’s degree when transferring from a technical school. Carole voiced a concern that those coming from the tech schools do not have a zest for knowledge. SDSU is currently working on 2 programs integrated from tech schools.

Interesting looking at the pamphlet, there is no mention of Agriculture. Are we still on the bus?

Yes, there were three pamphlets, only one got distributed today. Agriculture had its own.

A farmer stated that he is very concerned about what comes out of SDSU and what he sees. He voiced concerns about Extension.

Changes were made in Extension and Ag due to budget cuts that were made at a different level.

Higher education funding reimbursement and salaries are at about 70% range for salaries at SDSU. If numbers are correct.

Barry. In 2009, 2010, and 2011 took a big cut. 12 took a cut, but could not back fill with a tuition hike. Held the faculty together, but, salaries took a hit.

Laurie. 70-72% of national average for salaries. We can’t keep up and be competitive in salaries.

Are you considering doing a 10% cut in faculty so you can get competitive, as happened in the 90s?

Laurie. Has not heard that the Board of Regents is considering this. ½ of the funding taken came from faculty reduction and this would negatively impact the student to faculty ratio. But she feels that something as bold as this may be needed.

How many of the 12,725 students are on campus as compared to online?

About 10,000 are on campus. The rest are spilt about half and half between the three outreach sites and online.

Julie: Engineer Extension, OSHA Extension. Where are we at in this area and how can they be reached? We have more need for these services in the area with some of the new businesses.

Laurie. Maybe look at SDSU Extension considering an engineering field specialist at the Regional Center. She will have the department contact Julie.

Has there been more discussion of having a Natural Resource Department of degrees offered? For example hydrology.

There has been a department developed at SDSU putting the related areas into their own department. This is a large department and it is a good suggestion to expand it.

The PowerPoint showed that 45% of the students get the Jackrabbit Guarantee. Are their scholarship programs based on need?
There is currently no need based state program. There are private scholarships that have the need based component.

Would like to see a scholarship based on need. Farming is a cyclical occupation. Some years are good money-wise, and others are not so good. Also a death or an illness in the family can dramatically reduce the amount of help a student gets from home. Some may start out not needing the scholarship, but due to circumstances need it later. Or, the opposite could be true. Students could float in and out of the program. SD is the only state that does not have this type of scholarship program. The land grant universities were created for the toilers (farmers).

Laurie. It is a huge issue. You hit the nail on the head. We are aware. The president of SDSU has been looking into some reduced tuition similar to private universities. However, SD law does not currently allow this.

When will SDSU build a football stadium?
Laurie 3-5 years. Not going to be a funded or donor project. It will be paid for with marketing and ticket sales. Have looked at stadiums in Florida, Texas and Wyoming and their financial packages to get some ideas on setting it up.

Partnership with healthcare. We have two dichotomies with the interstate in SD. Look at research and health and education. Needs to be looked at and encourage healthier living.

On the subject of SDSU partnering with Bel, Does SDSU use robots to milk like Wisconsin.
No. It may be something needed in the future but right now, students do the milking. Currently have one student who started out a pharmacy major and changed to dairy. He had no experience in milking so the current method was good for him. There is a new dairy processing plant and a new Dairy Bar and ice cream machine.

What is the status of the school of management and its accreditation?
Laurie. We are currently seeking approval for accreditation for the Management and Economic program. Core courses are being developed for any student with management in their major.

Do land grant universities communicate and work together?
It is a network. There is communication through associations that all are a part of and collaboration on grants. It is difficult to get grant funding without at least two universities working together. At the same time there is competition. Friendly competitors.

What are the peer institutions?
There are 12. Three are considered stretch peers (Oklahoma, Kansas, and Colorado)

Do you have a mentor program at SDSU?
Laurie. Yes we do. Many programs require internships as a graduation requirement. Usually faculty helps students find an internship, however students may find their own.
Barry. Agronomists at Wheat Growers, Coop in Winner. Students know that getting an internship is practical. Sometimes they cannot get one in SD and go out of state.

Past legislative Session. To do a livestock study in state of SD. Regional Center in Brown County does not have a livestock specialist. We have a Beef Plant coming. Where is the encouragement to get students engaged in this industry and what are you doing.

Barry. We are reopening the position. We do not have the candidates, we do not have the funding for a competitive salary.

How can you get people involved?

Working on changing the interview process by bringing the candidate to the community, hoping that the atmosphere and the people will help convince the qualified applicants to take the positions.

Laurie. Working on getting stipends or donor money for the salaries of the positions. Adding incentives to the position to attract qualified candidates, such as, flexible programing. Calling them scholars.

One of the slides mentioned NFS on the chart that grew tremendously. Is that a bright star for everyone?

Laurie. Yes for the whole state. The underground lab would especially be great for the SDSU Physics department. It would help make SDSU and SD stand out to the whole nation.

Years ago we would have a traveling team come out to teach about bugs and sprays? Can that continue?

We have 8 positions open. We cannot serve you in the same manner we have before. We are retooling refilling to get back in gear.

I contacted an agronomist at a local elevator selling their products. It would have cost me $60,000 and the next year I would not have had a soybean crop. After I contacted Mike Huber (a past Extension agent) and he advised against that. I miss that.

It was mentioned that Mark is the regional center’s agronomy specialist. Constituent asked if he would come out to the property to look at fields. Mark replied that there may need to be some cost recovery for travel involved in that.

Why aren’t we getting people hired? Is it the lack of salary or a lack of people?

Barry & Laurie. It is a lack in the salary. We have not kept pace with the pace of industry to pay the commodity. There are students graduating with Bachelor’s degrees and starting a job making just $5,000 less than their instructors.

There are private industries willing to partner with university systems to do these educational forces.

Barry. We have partnered with the Ag Exchange in Pierre to do a summer program this year. They are doing the cost recovery for the program.

I know you have programs and marketing it to the consumers. Need to figure out ways to bring it to the rural community
Mitchell- Farm Management. Accounting has not improved since 1983. Today they don’t have an accrual form. Somehow partnership education needs to be done.

They brought a Mitchell Tech person in and are at capacity now.

Discussion about iGrow. 20% of each field specialists’ job is related to technology: writing articles, developing aps.

Looked at iGrow.org pages, showed what was available on the site.

Have you considered adding a discipline fee to the majors?

Dr. Dunn can’t resist to bring this up. A small ??? levee for Ag experiment station on ag property.

Do you think people will step up to do this? Kind of a blessing of government. Can it be a tax right off. It would be deductible. Thought came from a constituent. I think next year something to be looked into.

Does it belong against property tax or revenue stream? Maybe do more on the check-off side.

Paul Dennert. One thing I noticed down in legislature was the presence of tourism. I’m wondering from promotion side. Tourism is funded by a sales tax. Ag needs to think of something similar.

Laurie. Thank you for the $5.6 million to the Board of Regents. SDSU just received theirs.

Fiscal year end with appropriations may have extra revenue in Barry. We will see if we can get a little.

Asking Paul. 3%-4% tax on farm machinery. Could .5% be dedicated to ag?

Paul Dennert. You can ask. I don’t know that you will get it. The new legislature will not affect ag machinery.

Burt Elliot asked for clarification on iGrow website address. There was a comment that it would be great to have more advertising of the website. Perhaps a public service announcement.

Laurie. Thanked all for coming.
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<td>Former Extension Educator</td>
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<td>DeeDee Raap</td>
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<td>Lori Harmel</td>
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<td>Julie Johnson</td>
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<td>Laurie Swanson</td>
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