SDSU Strategic Plan Session—Sioux Falls, SD 5-21-12

**Question 1:** (Doug) Tell us how the students have changed from 5 years ago when you started?

M.R. response: Parents are very interested and active in student’s education—more parent involvement. Students are more savvy, career driven, salary focused, much more community service orientated. Launching a parent page to help them stay involved.

Anthony Sutton response: Students are concerned with level of academics they are receiving, some know what they want and out they go while others have no idea and want to know what they can get out of SDSU, give back to SDSU and local communities.

**Question 2:** Directed to Anthony Sutton. How involved are your parents?

Anthony’s response: They are hands on and maintain dialogue about classes, grades, studying.

**Question 3:** Are parents too focused and too hands-on? Do we need to cut the cord?

M.R. response: Communication with parents at orientation on how to deal with students and how involved parents should be involved.

**Question 4:** How are you marketing return on investment?

M.R. response: Benefit of in state residency rate; great package deal; parents very savvy about costs; please email, contact with ideas, comments, suggestions you have heard about this to us.

President Chicone response: There is a reason students take out loans. Some fields provide a starting salary that is 2x your total student loan. 9.6% ROI from an SDSU degree over 30 year study done on this.

**Question 5:** Educated vs Vocated? Do we have tracking on placement?

M.R. response: Will have on-line data; survey to graduates
Barry Dunn response: College of Ag has been trying to track placement but 6 month tracking is very hard.

BOR are working with Dept of Labor to track placement and can track down placement to University level.

Job placement really varies by field; some are very calm about job others want job and are driven. 61.7% resident grads employed in SD while 30.7% non-resident grads employed in SD.

**Question 6:** What is main reason for rise in tuition?

President Chicone response: # of years of education reductions compared to other states and no salary increases. Other factor is salary increase when state employees receive raises. 3 of 40% for faculty so raise tuition fees for 60% faculty; students association agreed to pay an additional 1% on top of entire pool (in addition to other tuition fees); we are at upper end in marketplace where SDSU can be—concerned for what we will do in future to address this issue.

**Question 7:** Concerned when see students struggling with loans and interest. Thankful for students to be able to take classes in Sioux Falls.

Response: Want to continue to drive distance learning and on-line classes to reach out to additional audiences.

**Question 8:** What is quality of education on-line vs brick and mortar education?

Response: Really no answer on this; can only train instructors to do a good job; feel on-line can be a good experience; will have a lot more hybrid components to classes (some on-line and some face to face).

**Question 9:** Did you see 60 Minutes last night? Founder of Paypal invested money into Facebook; paying high school grads $100,000 to stay out of college because he says students should not go right to school.

**Question 10:** How are you dealing with students that have taken a year off of school and gotten life experience before coming to SDSU?
Response: We have 750 transfer students. College education is not necessary for everyone. In the U.S., college graduates have experience at 3 institutions – online included. A lot of students take time for “life experience” and then are ready to get a degree.

**Question 11:** Transfer, non-traditional, in-state, out of state students. Where do you see strength in enrollment?

Response: Supply and demand; only have so many labs, rooms, instructors, etc; region of US not growing as fast; wondering if we should aggressively pursue international undergrads?

**Question 12:** Are we doing anything with the military?

M.R. Response: We are working on setting up a veterans office and hiring a Veterans Service Coordinator.

**Question 13:** Have you contacted Health Services Command in San Antonio?

M.R. Response: No we have not yet.

**Question 14:** Do you work with county veteran’s offices?

Response: Said we could network; each Regental entity working on this.

**Question 15:** Average worker changes vocation 5 or 6 times. Does SDSU do anything to try and explain this to students?

Response: Freshman and Sophomore advising working on this issue. This is the reason for writing, quantitative reasoning skills, etc. They can be used in any vocation.

**Question 16:** The amount of money that is invested towards ag research is extremely low especially when you look at the per acre value. What is being done and what can be done to fix this?
Response: Scientists put in ag experiment station; what should plan be?; Governor and Ag Unity have started discussion pertaining to this with SDSU. The state needs to invest in ag research and Extension in order for us to remain healthy and functioning.

**Question 17:** More and more dependent on private sector for funding and assistance, how do you keep SDSU unbiased?

Response: Only 7% of research dollars come from the private industry; standards of excellence for research are required; research results are not for sale at SDSU; strong relationship with commodity groups; Dean and Dr. Kephart are sheriffs to keep things in check to maintain unbiased status.

**Question 18:** Directed towards Glen Muller (Pork Producers); How do you as a commodity group look to SDSU?

Response: need sound mechanisms in order to grow.

**Question 19:** Transfer of knowledge—larger producers have independent consultants—where do you see Extension in the future?

Dean Dunn’s Response: We used to be in a place bound system; now we are focused on energy in work; website; highly skilled employees with higher pay; keep consultants, etc up to date and teach them new skills; we are now having people come and ask to see if they can fund field specialists—we are having a hard time hiring these people. 20% of field specialists time is dedicated to technology; developing a suite of scouting apps.

President Chicoine’s Response: One additional function is that now the field specialists are housed in the department. They are expected to participate in college activities, research. The model was customized to fit us from what other universities have done. We no longer have highly qualified and educated staff spending time on low output projects (ie. Pressure canner tests have been taken over by industry so our food safety specialists can spend more time educating on safety risks and concerns).

**Question 20:** Outreach to middle/poverty class is still very important. How are we (SDSU) focused on this?

Response: We need to do a more important job of addressing this.
**Question 21:** We (Pork Producers) brought forth some money to develop a swine facility at SDSU. While at the Block and Bridle banquet, I was sitting next to some students and asked them why they chose SDSU?

Response: Students said they were looking at SD because we were providing hands-on experience that many Universities do not provide. We need to keep working with outside groups to gain support to make this experiences keep happening.

**Question 22:** If you were to say one thing to the State Legislature that you need/want (and it is not money), what would it be?

Response: Freedom to Operate. Less regulation and costs involved with making decisions and changes. There need to be a level of trust.

**Question 23:** What are some economic projects that have benefited SD?

Response: wheat; robust feedstock programs; pharmaceutical science invention-these all generate money.

**Statement by Barry Dunn:** I just want to say what great kids we have at SDSU. Have heard from many employers, etc that SDSU students know how to work, have ethics, morals, and are willing to work.