Montana State University
Associated Students of MSU Senate
Stadium Corporate Room
November 12, 2015

Meeting called to order at 5:59 by Senate Speaker, Joshua Soares
Minutes recorded by Senate Secretary, Mackenzie Johnson

Roll call: Campbell, Chapman, Dove, Dufner, Glose, Howell, Jones, Lacy, Leach, Lynn, Manley, Marts, Miller, Murdoch, O’Keefe, Oswald, Sanders, Soares, Stimac, Windham, Zoltek.

Absent: O’Leary

Review of previous minutes
Howell move to approve (seconded)
Minutes approved

Public comment

Tom stump - Housing and Food Enterprises

I am here to speak in support of hospitality management culinary arts. Over the past three years we will hire some of these people that come out of these programs in culinary and hospitality. We will hire two managers in the next two years. Over the past three years we have hired six assistant managers and 12 floor managers. We hire people like that. We are very supportive of this program. We want to provide these students with internships. They can learn an entire food service operation. We will be back next week to show further support.

Presentations

Gregory Gilpin, Economics Professor - Hospitality Management Degree Analysis

I am not in faculty senate but I study educational outcomes. I have no conflicts of interest but I don’t have a money interest. It is very difficult to understand labor market outcomes because tourism isn’t an industry. We understand what tourism is but the data isn’t clear. We try to figure out post-graduation outcomes. I looked at leisure activities industry. This industry is tenth in Montana economy. Tourism would be 2 if it was an industry. 5.3% is leisure in Montana economy. We don’t draw people like Disney World or Cancun. I want to look at earnings after faculty senate voted this down twice because the earnings and jobs aren’t there. 97% of people in hospitality are not management. They are irrelevant in this program. We are looking at 3% of the industry population and the earning is still low at 22k median. The average non tourism wage in Montana is 43k. They will not earn the regular bachelors income. Tourism is growing in Montana but so is all of Montana so it’s not growing any faster than the whole economy. There are very few jobs needed. There are many faster growing bachelor’s degrees we offer. We want to make sure our programs are feeding into local demand. I have made estimates for the jobs needed in
Gallatin County and the demand for tourism jobs is being met with other majors like management and economics. Gallatin County has a little bit of room for culinary majors but not a lot. University of Montana has a hospitality management focus with culinary arts and they built a new building with three fold capacity increase. We have to look at overlap and redundancy in the Montana university system. Many other Montana colleges have classes that give you hospitality experience. There are many options for hospitality and culinary programs across the country so the demand for more established programs will be higher and the demand will not be there for MSU. We do not need a specialty degree when we have a business management degree. This program was evaluated by UM and they found concerns of overlap with their program. It is our competitor but typically programs have support stating they are not redundant and not overlap. Where do these programs fit? With their earning levels shouldn’t it be at an associate’s level? How much program capacity does it need? I can’t imagine us needing to carry this torch any further. I don’t think this is a program that is viable if we put money in and it doesn’t produce enough. It sounds great but it won’t work with the competition.

Glose: What is the additional cost?

Gilpin: About half a million and out of starters are footing the bill.

Zoltek: What would you say to students who aren’t looking to get a job in this but like the field?

Gilpin: We have economics and business majors here that are perfectly content with what they are doing. This career path is about experience. The general business degrees work well for hospitality but who brought this forward won’t untether culinary from hospitality.

Windham: Do you have any ties with faculty senate?

Gilpin: I was asked to come in and give a supply and demand analysis on graduates and income

Dufner: If it was passed would it increase the toll on the lack of jobs?

Gilpin: Faculty senate said if we fed into this program it would strain our existing programs

Zoltek: Are the business degrees we have here competitive with other hospitality degrees and internships?

Gilpin: Montana only has 4 four star hotels so the internships aren’t there. I am extremely concerned on where they will get internships since we don’t have the resorts. Even though we have tourism it’s just not that big. Maybe for an associates, but I don’t want people with a bachelor’s degree working below their earnings. That’s why I was willing to do this.

Alison Harmon, Interim Dean of EHHD
Deborah Haynes, Department Head for Health and Human Development
Stephanie Gray, Program Manager of Gallatin College

We have four options and the presentation by Gilpin was narrow compared to what we want to do. Restaurant management, lodge management and world tourism, food enterprise, and sports and recreation management. What we are intending to do with this proposal is to encourage students to be professional leaders. We want to combine food and nutrition to business to give students what they need to be professionals. There is no hospitality degree in Montana as far as lodging and restaurants. UM is lacking in that this would be the only degree in the state. We want to meet demand from stakeholders in the industry to meet leading demand in the economy which is tourism. This will give internships and it is designed to be completed in three years since summer is a great time to learn hospitality and tourism. Part of the program is fit to go into Gallatin College. Hospitality is connected to tourism and is the leading industry in our state. 3.8 billion dollars comes from this to our economy and Gallatin County is leading this. It is slightly less than flathead valley but Bozeman is growing faster. This program will embody the big sky tourism. This program should be at MSU because we have a land grant mission to serve communities of Montana. There are a lot of challenges about tourism in Montana since we are so seasonal. We need leadership in all the counties of the state and that is MSUS mission. We have programs already at MSU that can overlap and add to this program like business and agriculture. We have the capacity to train leaders here and that’s what we want to do. We have such great access to Yellowstone which is a goldmine for this.

I want to talk about Gallatin College. In 2011 we paid a consultant to do an analysis of programs we could add and hospitality management was on that list. I spend most of my days out in the community trying to find out what is going on in the labor market. I won’t present a major to students where they can’t go out and find a job. I also make sure we have capacity. We get local taxpayer money to run our programs as well as entrepreneurial spirit. Our students who won’t ever come to the four year but they have passion to work in this field and every student shouldn’t come to school just to get a higher wage but to have value or purpose in life. Our students might make minimum wage their entire life. We don’t all dream of this wage but this degree professionalizes their career. I think that when you commit to your academic studies you are more willing to stick around and stay there. A lot of the people working in hospitality don’t have majors in that. The associative applied science degree is a lot like the two others in the state so we would like to have one here that meets the needs of all major cities in Montana. It is a partnership with the four year side. 8 of the courses can be carried into the bachelors program. Tourism is much bigger than working at a front desk like event planning and food service. We can’t even meet the need that our food service has at MSU. Now is the time to move since next week at board of regents we are proposing a new kitchen and have students learn how to run this facility. The vote was 12-16, not overwhelming. We have 25% of the tourism expenditures spent in our county and we should respond to that. We are the fastest growing area in the state. People want to be here and we want to grow and diversify the economy. There are 950 openings per year in the food service industry in Montana. A total of 172 of those jobs in Montana make more than 14 an hour.

My high school had 18 in my graduating class so I know a lot about Montana. I have two hats, a consumer economist and a caring Montanan. I grew up on a sugar beet farm and when I was
little we had about 30 producers. It’s one of the few products we make in Montana. Now we have three sets of farmers that take their beets to the dump. We are a food desert. I have been thinking for many years to figure out what’s different and I ask, why aren’t we doing more with hospitality to entertain our guests better? I come here from Cornell and I realize we need something in hospitality. My university sent their graduates everywhere in the world. A lot of places in the world are interested in adding value to where they live. I believe this is one of our opportunity areas. We support this because it fits our land grant mission. Our state says we need help and we must respond. Second, we have a known demand from students. We have employer and student demand. We have highly enrolled sustainability and nutrition programs. This is a combination of those things. We want to do more vertical integration in Montana and not just production agriculture. We want more farm to table. I don’t want you to work the front desk of the Hilton, I want you to have the creativity, productivity, and leadership to form your own market and do something different. We can create our own jobs and I hope you do but if you do it creates income for your household. Third, you will get control over your lifestyle. Families that own their own business have more flexibility. It creates an overall sense of wellbeing. It spreads not only to our own household but our communities. It creates new ideas and creative ideas that we didn’t have before because we just didn’t have the knowledge base.

Zoltek: A value of Montanans is to make sure our economic growth is sustainable and being Montanan it is important to me and a concern we see is the growth in Montana is not local. Would this program promote local values or just making money?

Harmon: This is why we need this program because we are such a wonderful state. We want to help Montana not override it. This is a long term sustainable activity. We need to take care of people in the state who are looking for long term development.

Glose: UM is talking about an associate’s degree, why do you think it was appropriate in two year when we say four year?

Harmon: They don’t have the capacity. It would take a lot more to develop a four year degree. We asked for two faculty lines and I have a whole budget sketched out. We are excited about the opportunity for a full working commercial kitchen

Glose: Would we not get the kitchen if the degree didn’t go forward?

Harmon: We have multiple degrees that will still very much need it. We have county levy to upgrade the kitchen.

Leach: On the sports and rec administration, why did you choose to include that if it is at UM?

Harmon: UM is interested in sustainability and ours is focused on tourism. Leach: Do you have any numbers on job growth?

Harmon: It is in the packet. We did a study and noticed that gym managers were in high demand for students. It will link curriculum with health and food.
Leach: What do two year colleges offer?

Harmon: FVCC has 2 year culinary program along with other Montanan colleges. Community colleges are intended to serve the local needs so flathead valley will not serve our local economy. Pro-Start in the high schools aim to help students transition into the culinary programs.

Leach: Why wouldn’t the entrepreneurship option mix with these options and suffice?

Harmon: This degree program will fulfill everything it needs on its own. Hospitality has a lot that those degrees don’t offer. They don’t get the hospitality training that they need in entrepreneurship. Experience is really important and a full degree is necessary.

Howell: How much entrepreneurship being put in the curriculum?

Harmon: There are six business classes in the curriculum and the business faculty supports it since they determined what will support it. Hospitality management has business in it. You will see multiple courses that apply to the context of food and tourism. Food is very touchy. You need a good background in food to support the demand. Culinary experts have specialized training.

Oswald: If people went into this area to expand the industry what would you expect to see from them?

Gray: We set up a program in miles city to help a girl help her brother. She came back and opened up a coffee stand that was very successful. She got it up to sell it and reinvested her assists into another business in miles city. I see opportunities in eastern Montana to serve local people but the tourists too.

Oswald: The curriculum is different at FVCC but is that not sufficient enough to start their own business?

Harmon: You are not trained in culinary school to be the leader of a business. The business background and extra development will give you a leg up anywhere.

Oswald: What happens now that we had the second no?

Harmon: There is no limit on times to take a proposal to faculty senate. It is reasonable to come back with an updated proposal. It was unfair to layer the two issues and it was bad timing.

Windham: What is the 2 plus 2 program?

Gray: In aviation we have a 2 plus 2 program so we are used to it.
Harmon: An associate’s degree is your first two years then continue on it for the next two years to earn a bachelor’s degree. This is valuable because it is a big step to go to higher education and it may be more feasible to start at community college. You know you will get the skills you need and we like to build bridges for people in Montana.

Manley: How would this major compete or stack up with Ag business?

Harmon: We are taking those Ag products and turning them into something beautiful on a plate. This is a different thing it is an art and a science and entertainment and customer service so I Don’t think they overlap.

Gray: What Ag does is important but we send a lot out of state for processing and if we could process it here we add to the economy. There is room for the person that wants to do specialty products. We know it works because we have exhibits.

Dufner: I asked Gilpin but as a business student the faculty isn’t there to support the growth of my major. Is there no plan to add faculty to the business school? That seems slightly irresponsible for progression. Do you have a plan for that?

Harmon: I understand that is frustrating, more faculty is needed in the college of business. The provost did pledge support to add support for this degree program it wouldn’t be a cost to existing programs.

Dufner: But without plans to add more faculty that will make it worse. Why would we move forward if we have no plans to fix that problem?

Harmon: When you bring more students you bring more dollars we didn’t already have. Someone gets to decide those recourses and you have a good argument. This an issue you should be concerned about. By saying no to a program it hasn’t advanced their advocacy at all.

Dufner: I don’t think we have the infrastructure is what I’m saying.

Harmon: We will take six classes from the business college.

Dufner: That is taking away from the business college. It seems interesting but I have heard complaints that it might weaken the existing programs.

Gray: The new certificate in business is very attractive. That will create demand for the business school. You have more support not less to ask for positions and we will ask the same thing to get more staff. You should keep that in front of people as a separate problem.

Dufner: It doesn’t seem like anything is in the works and we need to solve one problem first.

Zoltek: I think the student body needs to hear more about this issue re you open to student questions?
Harmon: Students are aware and we are open to ideas and questions. This has been fun. I feel a lot of gratitude to speak to you and that out are interested. You have asked the best questions out of all of faculty. And you run a better meeting.

Glose: You say you have demand?

Harmon: There may be some major switching through programs and an opportunity for new students. My estimate is based through a new program at MSU.

Glose: At Cornell, they send their graduates globally but have you looked into where students in the PNW go?

Gray: We have been recruiting out of state so hard and what you do with your degree is not up to us. This is part of rural development. We want to add value here.

**Senate Reports**

Sanders: Art market was very successful. We had 462 visitors and total sales were 2,457 dollars. 62 total sales. Procrastinator is talking about a student run movie review page.

Campbell: I sit on the library space and tech committee. They have finished the third floor construction. The walking stations I talked about are not treadmills but kinetic movement stations. I wanted your input on this matter after the meeting.

Chapman: Hopefully it’s not too loud.

Lacy: Would these provide energy?

Zoltek: You should mention the energy needs at the meeting Manley:

Manley: Are they serious about the treadmill

Campbell: It’s a walking station not a treadmill

Manley: That’s ridiculous go outside

Campbell: It helps kids stay awake and occupied. Some kids learn best through kinesthetic learning.

Windham: Some kids learn better when moving

Dove: Don’t they have those in the gym? Why do we need it in the library?

Campbell: Because some people like me don’t go to the gym
Dove: You shouldn’t be sweating in the library

Manley: How much would it cost?

Campbell: 1-2k treadmills are way more expensive.

Windham: Mary gave me a card that talks about our donation to the MTAEYC and she thanks us greatly. Apparently we gave them money and they are grateful. We had student council meeting today and we talked about coffee beans with the dean coming up on December 4th on 4th floor of Reid. The scholarship will be offered to EHHD from our discretionary. The committee will select the recipient. It’s a cool opportunity.

Glose: Club sports is revamping tier system to allocate funding. Lower clubs can still receive adequate funding if it goes well. Code of ethics taskforce will make a code that includes execs and judicial that will be agreed upon. The committee will meet to advise to this.

Howell: Hunger games is coming up November 20th 6-9 pm at the fitness center.

Dufner: Cat/Griz basketball game is coming up with free t-shirts and free basketball.

Marts: Geneva and I went to the exponents meeting and they are on budget and their website views are up as well as Facebook likes.

Zoltek: Speaker’s forum meeting 4 pm tomorrow. Freshmen interviews were Tuesday and they went great. All 6-7 were awesome and they will be a great resource next semester.

Campbell: I forgot I went to the new engineering building meeting for design and it was great except no one wanted to come so it was awkward. It will be more than just engineering it will be honors and more classrooms plus work and study space. This will impact future students in a big way.

Windham: We want to add 2015-R-13 to the agenda to do a first read (seconded).

Motion passes, added to new business.

(Speaker Pro Temp Dove changes leadership with Senate Speaker, Soares, for overlap of interest in draft report)

Unfinished Business
2015-R-12 second reading

Soares: Motion for Birky to read his statement one last time.

Second Reading of President Birky’s statement
Soares: Move to approve (seconded)

Soares: It’s a great way to move forward

Glose: This is veto power or opinion?

Soares: Comment and review

Roll call vote

Y: Campbell, Chapman, Dufner, Glose, Howell, Jones, Lacy, Leach, Lynn, Manley, Marts, Miller, Murdoch, O’Keefe, Oswald, Pappas, Sanders, Soares, Stimac, Windham, Zoltek.

N: None

Motion Passes

Caires: Where does Birky have data on admin writing policy late at night?

Birky: It was an assumption, oops.

Caires: This would be neat not on cat/Griz but in the spring. Get admin to ride late night downtown and see what it’s like.

(Senate Speaker Soares reclaims position and Dove returns to Senate Speaker Pro Temp)

New Business

First reading of 2015-R-13 Hospitality Management degree Program at MSU

Admin Reports

Birky: Holly and I went to not in our state summit. It was a good conference and MSU has built it greatly to the state. We met with president and vice president of ASUM. They have a great program over there and they will be here next week to see our senate so I hope you bring this great discussion next week. I like your voice tonight. While ASUM is here dress and act your best so please show them we are awesome. MAS meeting is Wednesday at 6 pm in sub 235. Board of regents meet all day Thursday and Friday in sub ballrooms. Hospitality management proposal has been brought to students and I have voiced my feelings about it so I think it’s important you weigh in. You guys had great questions. Bring your vibrant discussion next week. I want to hear taskforce reports and
get those rolling to make room for second semester ideas. I will work on memorandums of understanding.

Soares: Do we have any drafts for that?

Birky: Nope we have the org chart and Kearns knows it’s on the radar. There is a nice chronicle article about the outcome of the PCSAP vote. Too bad the exponent didn’t cover it because it’s a big win for the students.
Zoltek: Exponent is worried about conflict of interest

Birky: Well that’s a waste of my time since I meet with her to give her these things to publish. I think this was news worthy.

Birky on behalf of Capp: Working out kinks with spirit events. Will meet with stakeholders next week about polling location. We enjoyed meeting Cody and Betsy from UM. Thanks for all your hard work.

Birky on behalf of Cowles: POS is coming next week. Budgeting for 2017 is coming next week. Funding requests are coming. All is well more updates next week. Next week is last senate meeting of the semester.

Soares: Marianne is in Spokane at the NACA conference booking talent. Please take a side on the hospitality major and talk to constituents. Bylaws are getting exec recommendations soon. May see bylaws next semester. There are a few areas in the constitution that need changed based on liability next semester.

Glose: What is it?

Soares: Court actions states we would have to take on student cases in circumstances and we need to protect ourselves

Dove: I’ve been pretty sick so I didn’t go to ethics or finance board and funding/admin board didn’t meet so it’s been a very productive week.

**Senate Announcements**

Murdoch: Went to not in our state. We talked about step up which is bystander intervention. Really interesting. Met a lot of people that are doing great policy things in Montana

Campbell: Tomorrow at 7:30 there is a concert playing on campus and a faculty piece. I encourage you to attend. Jazz concert is also coming up on Tuesday at 7:30.

Howell: Paint the growler art show at revolver is coming up on the 20th of November. An auction of growlers will give proceeds to charity. There will be beer to those of age from 6-9.

Johnson: The Christmas party venue is booked we will be celebrating at a condo in Big Sky and you will be getting another survey soon to confirm you attendance and a few questions. On top of that you will receive an informational email closer to the party. It is going to be a blast hope to see you all there.

Windham: Three of our senators just left in the middle of a presentation and that needs to be addressed.
Soares: They did talk to me and next semester if you have to leave for nonacademic reasons it will be marked as absent.

Windham: I would like to thank everyone for being attentive and great.

Campbell: We are allowed three for the year?

Soares: Yes

Leach: Next weekend there will be a lot of important people here so be safe and responsible.

Glose: Bozeman symphony choir is performing and I have a free ticket.

Campbell: Can we wear tuxes to meeting next week?

Birky: Just be formal and dress up.

Capp: Sorry for not being here if you have questions let me know. Next week will be busy.

Glose: Move to adjourn (seconded)

Meeting adjourned at 8:14 pm