

**January 24, 2024**

**I. Preliminaries**

- A. Call to Order- 4:34 pm
- B. Opening Prayer and Devotional- **DoC Peck**
- C. Opening Remarks- **President Compaan**
  - 1. Elections committee: We need people to help run this committee and do the grunt work, please join if you can.

**II. Presentation led by Dr. Pheifer**

- A. Dr. Pheifer started working at APU in 1995 but took a break after the birth of his first child. He returned to APU in July 2020 as a full-time faculty member. He currently works in the School of Business and Management. Part of his role is to hold the school accountable to its projects for grant approval.
- B. Today he will be talking to SGA about survey and data collection. You need to be objective when asking a survey question, it is not great to pick a question that you are invested in and will have trouble with the results if the answer is not what you wanted. People want to see a result from the concerns they raise, it is not enough to gather opinions, we need to make changes and find direction from the student body. Data comes in two forms quantitative (numbers) and qualitative (open-ended). Quantitative is easier to collect but qualitative is deeper in content. Reliability: do the participants understand the survey and does the survey do what it is supposed to? Validity: is this (question/answer) valid/does it mean anything?

Word choices and phraseology are important. How you ask a question will skew your answer. You can skew a survey, just as long as you know you are doing it and why. Conclusions about data should be taken with a grain of salt since their method and data pool are inherently limited. Responses to surveys tend to be low, so we need incentives. Our methodology (how we collect our data) will also determine our audience. Social media, in-person, online, table events, or other on-campus activities.

### C. Questions

1. Is there value in having a middle option on a Likert scale?
  - a) It depends on the results you are trying to get from the question. If you need something actionable from the question it may be better to remove a middle option. If you are simply testing the temperature of the campus, a middle option may be worthwhile.
2. College students tend to lean towards surveys that are easier to fill out. We lean towards quantitative surveys for this reason but should we consider qualitative data more seriously?
  - a) It depends on your audience and how much access you think you have to them. How much time are they willing to invest? Brevity is always preferred so choose what is the most important thing to gather data on and use whichever method will be best.
3. Do you have big-picture tips for student focus groups?
  - a) Some focus groups are skewed on purpose, a random group may not be what is needed for the topic. Scheduling is always a big

influence, who do

we have access to at the right time? The facilitator is important, they need to guide the discussion politely and firmly. They need to be okay with redirecting the conversation and jumping in to move on when needed. You will need two people running a focus group. One person taking notes, the other facilitating the conversation.

### **III. Approval of Meeting Minutes**

A. Motion to Approve Minutes from the Business Meeting held on 1/10/24 and 1/17/24

1. Motion- **Senator Airth**
2. Second- **Senator Garibaldi**
  - a) Aye- 10
  - b) Nay- 0
  - c) Abstained- 0

### **IV. Revision of Projects**

#### **A. Representative Rockney**

1. Parking. Needs to collect more specific data in order to get better, actionable, results.

#### **B. Senator Adelaide**

1. Pastoral Counseling Event. This event has been handed off to Spiritual Life and SGA will no longer be a part of it.

#### **C. Senator Garibaldi**

1. Has been working on RAD:

Met with Paul Denis and RAD organizer. The hope is to make the event more accessible. Students have responded that they want to participate but are unable to due to scheduling.

#### **D. Senator Fillari**

1. Blood drive was the biggest project last semester and will continue into this semester. The next biggest project is to partner with the Counseling Center and help support their office and visibility. Supplies are currently being gathered for the Notes and Roses table on West on 1/14/24.

#### **E. Senator Airth**

1. Has been working with the Commuter Dome to create another commuter space for students to rest in between classes. Got to a space where it could be possible but then the semester break happened and it has been dropped temporarily. Now waiting for some inter-office communication.

#### **F. Strategist Lang**

1. In contact with the International Student Service Center and trying to create a better experience for international students on campus. Trying to learn how SGA can support them and those organizations. Is currently waiting for the office to respond to move forward.

### **V. Smart Goals**

- A. The remainder of the meeting was used to discuss the focus of SGA for the end of the year and create achievable goals to keep SGA on track.

### **VI. Closing**

A. Closing Prayer- **President**

**Compaan**

B. Meeting Adjournment- 5:33 pm