

**Executive Council  
Minutes  
January 29, 2019**

**Members Present:** Dr. Kevin E. Drumm, Dr. Francis Battisti, Dr. Carol Ross-Scott, Michael Sullivan, Dr. Sesime Adanu, Lynn Fedorchak, Jesse Wells

**Members Absent:** None

**Others in Attendance:** None

1. Student Success

- Enrollment Planning weekly newsletter was distributed and discussed. Spring enrollment by region and age was also distributed. MARCOM has been in discussion of how to engage with local TV and Press and the college's brand awareness. How much of the budget should be spent on TV/Press versus social media. There are new ways to geo-fence and advertising with mobile apps to reach extreme dedicated markets to improved brand awareness. They will be investigating these interesting marketing models and ideas and developing a marketing strategy. Mr. Sullivan would like to know how they are assessing the impact of their current marketing funds. Mr. Wells reported that there are new lead capture tools available in emerging digital media platforms that would allow us to directly assess ROI from campaigns, tracing potential students as they progress from engaging with an ad, to visiting program pages (or calling admissions) and applying. Then, through SLATE, we may soon have the ability to continue tracking them through each enrollment touchpoint, all the way to registration. Mr. Sullivan suggested that before a decision on what type of marketing was made, a review of emerging or declining trends was looked at, as that is what defines marketing strategy. Mr. Wells stated advertising was based on data and trends. How are the programs that we are allocating marketing funds and pursuing decided? Dr. Drumm inquired if we were also looking at National trends? If our data doesn't match up, is it because of other opportunities like those that Excelsior offers. Can we show a competitive advantage of going to Broome versus a college using Excelsior scholarship. Mr. Sullivan wanted to know the impact of the college pricing and a student coming here. Is it price, product or both. What is the differential out of pocket of coming to Broome? One needs to find out what the key driver is for marketing strategy. Who are we really competing with? Mr. Wells stated we have that information from the adult side of students, we do not have that information from the traditional side.

2. Communication

- Dr. Drumm attended the Liberal Arts division faculty meeting and felt there was good conversation about a 3 day AA or 4 day class week.
- The Think Tank is discussing instant acceptance for county students. Mr. Wells asked if these students would be able to register early. An idea was to have an Admitted student day and promote partnerships with county students.
- The transformer is still out in Titchner with a replacement on the way.
- Mr. Wells stated there will be a meeting today to review the campus communication structure.
- Dr. Ross-Scott will have Health and Wellness send out information about extreme cold conditions. What is the protocol for extreme cold and campus closing. Dr. Drumm will send out an email explanation about Titchner.
- Dr. Battisti will be sending out information about the Middle States Assessment.

3. Assessment/Institutional Effectiveness– Dr. Adanu

a. Middle States Update

- Dr. Adanu is making progress on the draft and will share with Executive council.
- b. Strategic Plan
  - Dr. Adanu received another request from CA for the Survey. Dr. Adanu asked Executive Council to check emails and send any revisions as soon as possible. Mr. Wells will develop entire campus access to the survey.
  - Communication issue – Dr. Adanu filtered out the questions regarding communication from the Survey and has sent them to Executive Council for review so specific issues can be addressed.

### **Action Items**

1. Personnel Planning
  - PAR 2019-01 Staff Librarian – 12 mth
    - Approved
  - PAR 2019-02 Sr. Accessibility Specialist
    - Approved
  - PAR 2019-03 Accessibility Specialist (H)
    - Approved
  - PAR 2019-11 Sr. Staff Assistant
    - Approved
  - PAR 2019-12 Assistant Professor
    - Approved

### **Updates/Information Items**

1. Budget – Mr. Sullivan
  - ESPA has scheduled a meeting to re-open discussions on Health Insurance.
  - There is a meeting with the County Budget Director in March to update/revise the 2019 CIP.
  - There is county funding allocated for roof repairs.
2. Maintenance and Facilities – Mr. Sullivan
  - He will be reviewing the list of capital projects in lieu of the Titchner transformer breaking. It will take about \$100,000.00 to replace. He will be looking at contingency plans and possibly having an extra transformer or stand-alone generator on the campus.
  - Finance will be reviewing numbers to decide discretion on capital projects.

### **Updates/Information Items Continued**

3. Student Development and Diversity Update – Dr. Ross-Scott
  - Housing – There are 300 residents, 10 RA's. This is 10 students below budget for the spring semester. The housing director is keeping track if the decrease is from finances or transferring out or other reasons.
  - The Student Assembly has offered the presidency to Greg Thurston.
  - BC Child care center is getting ready for the State renewal process in April
  - They are currently working on searching for the Student's Rights position.
  - Jan Hertzog is hosting a group of companies to discuss Advanced manufacturing and Apprenticeships.
  - Black History Month calendar was handed out. The theme is state of health in the black community - mind, body and soul. Feb 25 is a distinguished lecture event. There will

be shared programs with Binghamton University and special soul food offerings in the cafeteria.

4. Academic Affairs Update – Dr. Battisti

- Dr. Battisti had a meeting with the EOP director Rodriguez and Dean Kinney. They are looking at why the 1<sup>st</sup> year did well and 2<sup>nd</sup> group did not.
- He has met with the ATD group and the sense is not to continue with ATD.
- There was a meeting to discuss Study Aboard with COIL and Monterey University and exchange of students.
- There is an upcoming Culinary meeting to discuss the facilities and security.
- The College readiness program had 24 students attend, with 23 completing a survey of the benefits. Last year 8 students attended.
- Upcoming discussions about a possible Surgical Technician program collaboration with SUNY Monroe and UHS
- He attended a meeting with Binghamton University Upward Bound and our Fast Forward to discuss possible summer Fast Forward classes at BU
- BAP – Dr. Battisti is working on information for the Fall courses and the discussion of block scheduling for these students.

5. Human Resources Update – Ms. Fedorchak

- Friday February 1 is American Heart Association's "Wear Red Day"

6. Other

**The Next Executive Council meeting will be held Tuesday, February 5, 2019 in the Wales 107 Conference at 9:30 a.m.**