

**Executive Council  
February 25, 2020 Minutes**

College Vision: **Learning today, transforming tomorrow.**

**SUNY Broome Mission: SUNY Broome Community College supports all members of the learning community by creating access to inclusive, diverse educational experiences. Success is achieved through the provision of innovative academics, transformative student support, and meaningful civic and community engagement.**

Institutional Values: **INQUIRY, RESPECT, INTEGRITY, TRUST, EQUITY**

Members Present: Dr. Kevin Drumm, Dr. Carol Ross-Scott, Dr. Penny Haynes, Lynn Fedorchak, Dani Berchtold, Dr. Kim McLain, Jesse Wells, Michael Sullivan, Diana Lenzo  
Members Absent: None  
Others Present: Justine Dadamio (Special Events Coordinator)  
Silvia Briga (Interim Director of MARCOM)

Culinary Fees/costs and Feedback Presentation.

Ms. Dadamio and Ms. Briga presented revised and edited versions of the CEC rental agreements, waivers and revised brochure. The rates were established after a financial review. Ms. Dadamio reported that public safety costs are an issue when securing rentals. A suggestion was to include 1 officer within the rental costs. If the group is providing alcohol, then add on the cost of an additional officer. There should be a maximum number of people with 1 dedicated security guard at all times. Everyone renting the building needs rental insurance. Mr. Wells wanted to make sure everyone on the same page. If the college adds that additional dedicated insurance must be purchased, this in turn puts the rental out of reach for most people. The college wants it to be safe but covered. Could this be incorporated it into the base cost. A security officer is on location Monday – Thursday when classes are in session. There will be one steward and Ms. Dadamio at every event. There have been a variety of rental inquiries with most on the weekends.

M. Sullivan inquired about the price points. How is this place going to operate? If the events are on a weekend, then there is overtime. How does the college budget for 15 people to show up for an hour on the weekend? This building is not our asset to do what we want to with it. A suggestion was to make the smaller conference rooms only available for rental during week and the bigger spaces only available on evenings or weekends. Other suggestions were to give renters an incentive to have their event and get a discount while classes are going on. The infrastructure would already be in place for classes. Ms. Dadamio reported that CEC tours are sparking interest in community classes or enrollment into the Culinary program.

Ms. Dadamio and Ms. Briga are meeting with Broome County. They will redraft a weekday/weekend pricing sheet.

### **Student Success**

- Fast Forward registration is almost complete. Dr. Drumm would like to break out those numbers on the Enrollment Planning Weekly newsletter.
- There are some numbers coming in for the fall and it is showing a cycle for decline in students from downstate area.
- Mr. Wells will work on a getting HS counselor listing for NYC and branching out in schools where we have Fast Forward.
- The Admissions Event that was held in NYC was costly. They are looking into seeing how to do it cheaper.
- There is some PIF funding left in STEM that Admissions maybe able to tap into and do a STEM Event downstate.
- He will check with Riger Marketing and see if there is any chance of a direct mail event for the NYC area.

- Social media campaigns have been scaled up tremendously.
- Mr. Sullivan request that MARCOM and Student Affairs develop a good marketing plan and develop a list of options for investments.
- Dr. Ross-Scott reported she met with Admissions to discuss how to engage students. Students wants to see a sample dorm room. There are 20 groups coming to tour but have no demo room to display.
- Dr. Ross-Scott is working on involving current students from the same area as these groups to meet and greet.
- Mr. Wells stated that the original marketing plan included this as a one-one touch is worth more than advertising.
- The college is having to compete with CUNY who is offering lots of incentives.
- Mr. Sullivan requested that this marketing plan also address the Long Island areas.
- Mr. Wells reported that advertising has just been about the college, not a focused marketing campaign.
- Dr. Haynes suggested that uniqueness be promoted in this marketing plan.
- Dr. McLain reported that the last student survey showed students were bored. Dr. Ross-Scott stated that the new Student Activities Coordinator position job description will include nights and weekend events responsibilities.
- There has been a 10% decrease in retention. Mr. Wells commented that we may be losing students at the Transfer Day event.
- Dr. Ross-Scott remarked that the college needs to promote reasons why students should stay here. There seems to be a gap of finances even if students have free ride.
- Mr. Sullivan ask Mr. Wells to come up with strategic ideas that would keep students. Come back with a plan, experiment with a plan on dealing with housing - how to recruit and retain and outreach needs to be a focus.

### **Communication**

Discussion followed regarding the reorganization proposal.

### **Assessment/Institutional Effectiveness**

#### **Middle States Update**

- Work Group 3 had a very good presentation at the last Steering Committee meeting.
- For the next few steering committees, work groups will be coming back with evidence.

#### **Strategic Plan Update**

- Dr. McLain and General Education Chair Brenda Dawe presented the measurable statements for the ILOs to the LA division, who were receptive and provided some feedback. Dr. McLain is working with the General Education Committee to map general education courses, if applicable, to ILOs.
- Dr. McLain has been working on assisting in the preparation for the Department of Education Audit.
- She is writing a grant proposal for SUNY IITG to obtain Burning Glass software, a real time labor market data analysis package which would provide important information for program reviews, program development, and community needs.
- Dr. McLain continues to work with faculty on completion of Program Reviews.
- L.. Allen is working on preparing data packets, which include application, enrollment, retention, and graduation trends for program reviews.

### **Action Items**

Personnel

None

Policy and Procedures

Nothing for review/approval

**Updates/Information Items**

**Budget/ Maintenance and Facilities Update**

- The monthly Budget Forecast and Financial Trends was handed out.
- The budget is showing a 4% negative variance against Spring due to approximately 100 sections above what budgeted for.
- The Finance group has determined a reasonable enrollment decline of 6% decline.
- Operating budgets were swept. Replenishment of funds will be on a case to case basis. Departments will need to providing compelling evidence to L. Allen.

**Student Development and Diversity Update**

- The Student Activities fee finance committee had to readjust that budget.
- Student Run Activities committee had \$40K to share with students. They had \$34K in requests. It is the committee's decision how to disburse money.
- The group is looking at requests, asking questions, this is a good exercise for them. They will be trying to work on a shoestring budget for rest of year.
- Dr. Ross-Scott is working on continuing with the ComiCom event. Unfortunately, this is the same weekend as children's fair. After she meets with them, she will get everyone involved as both events are in the Student Center.
- Diversity Taskforce is trying to figure out their place on campus. They would like a voting seat on the shared governance boards. They are determining whether it will be a value added.
- She met with Latoya Brown at BU and is working on getting students engaged with senior institutions.
- Mamba mentality event had 15 professionals and 60 students in attendance.
- Dr. Ross-Scott will be hosting the 33 Judith Case school students from the Bronx who are coming for a tour.
- S. Cordisco has stepped up as interim DOS.
- Dr. Ross-Scott is hosting Creative VP Eats for the Resident Hall. Make a spaghetti dinner/cake and will surprise a random room on March 4th. There will be 2 events in March, 1 in April, 1 in May.
- MARCOM is going to videotape and it will be added to student life.

**Academic Affairs Update**

- Dr. Haynes reported that prepping for the Financial Aid Review, it was discovered there were several areas that are lacking.
- The focus will be to look at the catalog and website. They will be concentrating on Degree works and cleaning them up.
- March 9 will be a week on Assessment with a Teaching conference hosted by the Professional Development Staff. Dr. Haynes will be speaking later in the week.
- The meeting with the Village of Hancock was disappointing. TC3 is heavily involved in area. There are facilities available for use. There may be a need to do some community ed. There are not a lot of businesses in the village.
- She continues to work on Fast Forward outreach.
- M. Brek is working with faculty for the April 25 Open House.

**Human Resources Update**

- HR is working on sending out employee 1095C (Health care verifications)

**Other**

Ms. Lenzo reported the Permit to close Exchange Street for the CEC Grand Opening was received today.

**The Next Executive Council meeting is scheduled for Tuesday, March 3, 2020  
in the Wales 107 Conference Room at 9:30 a.m.**