

**Executive Council
Minutes
May 30, 2013**

Members Present: Dr. Kevin E. Drumm, Debbie Morello, Dr. Francis Battisti, Elizabeth Wood, Cathy Williams, Jason Zbock, Jesse Wells

Members Absent: Regina Losinger

1. Student Success

- Mr. Zbock distributed the Enrollment Planning Weekly Newsletter and stated that we are down 1.49% in students and 0.56% in FTE's for fall
 - Ms. Morello stated that we are up in accepts and down in applications
- Mr. Zbock reported that 214 Juniors and their parents attended SUNY Night on May 20th with 35 SUNY Schools participating
- Mr. Zbock stated that Anne Czernecki will begin speaking to middle schools tomorrow concerning Career Advising
- Mr. Zbock reported that Jenae Norris as part of Junior Achievement will be speaking to Kindergarten classes
- Dr. Drumm asked if the P-Tech application has been submitted
 - Dr. Battisti stated that he spoke with Kelli Ligeikis and the application is due June 21st

2. Communication

- Dr. Battisti distributed for review and approval a reallocation of funding letter that Ms. Losinger wrote to be sent to the campus from Executive Council
 - Approved
- Dr. Drumm discussed Faculty Association's issue of part-time employees paying either an agency fee or union dues
- As part of the Governor's tax-free New York project, Dr. Drumm asked the Council members to begin thinking of possible businesses for the campus and what the opportunities are to have the business on campus
 - Dr. Drumm also discussed the possibility of the Foundation purchasing and gifting to the College the building on the corner of Court and Chenango Streets for a tax-free NY project business
 - Ms. Williams stated that projects such as this should be included in the Foundation's long range strategic plan and suggested that this be put on the Foundation Board agenda and get it into the long range plan as well as an operational plan for it. Mr. Zbock stated that he is willing to attend the Foundation Board meeting to discuss the College's Strategic Plan
 - Ms. Morello discussed creating a student incubator for business students and locating it within this building
- Ms. Williams asked that she be included on the FOIL distribution list
 - Dr. Drumm stated that the FOIL process needs to be sent out to campus and a FOIL distribution list created
 - Dr. Drumm stated that no one should be speaking to the media without the President being made aware of it

3. Branding

- Mr. Wells stated that Dr. Ligeikis will serve as co-chair and faculty representative of the NSC Grand Opening Committee
 - He is scheduling a meeting of the Committee suggested that the Committee review SUNY Orange's event and possibly emulate it
- Mr. Wells discussed the College name change and logo stating that he contacted the Symbolic Company and asked them to send logo samples which he distributed to the Council to review
 - It was decided that Symbolic Co. will be asked to create a sample of the SUNY (Seal) Broome logo with "Community College" inserted around the seal and the hornet in the middle of the seal. Ms. Williams suggested that the founding year be inserted as well
 - The logo sample will be brought back to Executive Council for approval and to the Board of Trustees at the June 27th meeting
- Mr. Wells contacted PAC Signs concerning an electronic sign for campus. The sign will be for external communication and will be placed forward of 901 Front Street. Mr. Wells suggested a smaller electronic sign be placed in the monument at the entrances for internal messages
- Mr. Wells is pursuing pricing for the monolith in front of campus and mentioned as an option that it can be coated in white and then lettered
- Ms. Williams asked that rules for acceptable use of letterhead, logo, etc. be established for the campus community
 - Mr. Wells stated that his area has been building an institutional identity site and would like to rollout the identity site with acceptable branding use
- Mr. Wells distributed a media calendar for the Council members to review

Action Items

1. Personnel Planning

- No new issues were discussed

Updates/Information Items

1. Reorganization

- Dr. Battisti met with Dean Mollen and Dean Kinney areas concerning the reorganization
- Dr. Battisti and Mr. Zbock will be meeting with IT and the Registrar's Office next week

2. Budget

- No new issues were discussed

3. Maintenance and Facilities

- No new issues were discussed

Updates/Information Items Continued

4. Assessment/Institutional Effectiveness – Jason Zbock

- Mr. Zbock stated that SUNY sent the Strategic Enrollment Planning request and if applicable asked each campus for an explanation of why each college is predicting a high or low for enrollment
 - Mr. Zbock will meet with the vice presidents to review the response and will bring the numbers back to Executive Council to review before it is sent to SUNY
- Mr. Zbock will review the Strategic Plan with the Council at next week's meeting
- Dr. Drumm asked Mr. Zbock for this year's and the next 5 years of projected high school graduates report
- Mr. Zbock has been doing a walk through with people of where they will be relocated while the Wales Building renovation is underway

5. Housing Update

- Ms. Morello stated that the pre-closing has been rescheduled per Terry Gilbride's decision for June 6th at Noon and the closing is scheduled for June 7th
- Ms. Williams asked if we are planning for building of residence life. Ms. Morello responded that yes the FSA has begun building it
 - Ms. Morello wants the Housing Director in place by September and will ask who is on the search committee to hire for this position
 - Dr. Drumm stated that the head of the Binghamton University Housing should be asked to suggest someone from B.U. to serve on the search committee for example their residence director
 - Ms. Morello will contact Binghamton University
 - Dr. Drumm stated that advertising for the position should be placed in lower upstate NY housing offices
- Ms. Williams asked the Council to review the invitation list for the June 25th ceremonial groundbreaking should include
 - Dr. Drumm stated that members of Step Up should be included on the list

6. Grievances

- No new issues were discussed

Updates/Information Items Continued

7. Academic Affairs Update – Dr. Battisti

- SUNY has contracted to offer MOOCS
 - Paul Cartie has expresses interest in doing a MOOC on developmental math
- Dr. Battisti asked the members of the Council to begin thinking about a theme for the August Faculty and Staff Assembly. This will be discussed further at next week's meeting
- Some courses for the summer have been closed
- There have been some changes in Chairs
- Dr. Battisti discussed the online view that students see for course sections
- Mr. Zbock discussed deregistration stating that every deregistration is a separate issue and if a student doesn't pay their bill they will be deregistered for that semester only
 - Ms. Williams voiced concerns over grants and aid money awarded and how it affects deregistered students
 - Mr. Zbock will look into this with Doug Lukasik

8. Foundation Update – Cathy Williams

- Ms. Williams stated that the email invitation for the Student Housing Groundbreaking will go out today
- Ms. Williams asked for clarification concerning MARCOM's roll in planning events on campus
 - Mr. Zbock stated that MARCOM assists with technology needs, media support and promotion within their purview for an event. The responsibility of other event logistics falls to the department hosting the event
- Ms. Williams will be attending SUNYCUAD next week, the Foundation is receiving two awards

9. Other

- Ms. Morello discussed facilities rentals stating that FSA will take over the facilities rentals but does not want to be involved with facilities rentals that are co-sponsorships
 - Dr. Drumm and Ms. Morello will meet to discuss this further

The Next Executive Council meeting will be held Tuesday, June 4, 2013 in the Wales 107 Conference Room at 9 a.m.