

**Executive Council
Minutes
September 13, 2013**

Members Present: Dr. Kevin E. Drumm, Debbie Morello Lynn Fedorchak, Jesse Wells, Jason Zbock

Members Absent: Dr. Francis Battisti, Regina Losinger, Cathy Williams

1. Student Success

- Mr. Zbock disturbed the weekly enrollment planning newsletter
- Mr. Zbock reported that we have had 46 students drop all their classes. He plans to make phone calls to these students to ask if there is anything the College can do to re-reregister these students and will have a summary for the next Executive Council meeting
 - Dr. Drumm asked when these students registered
 - Mr. Zbock will check on this and get back to Dr. Drumm
- Mr. Zbock reported that over 900 students registered during central registration
- Ms. Morello discussed academic strategic actions to retain students and is working on strategies for continuing students
- Discussion was held concerning incentivizing students to register

2. Communication

- No new issues were discussed

3. Branding

- Mr. Wells presented the Institutional identity website and stated that it will go live on September 26th
- The Marketing Advisory Group has been established
- The cover for the two entrance signs have been ordered
- The new SUNY Broome logo will go live on the website on September 15th
- The Girls World Expo will be held from 11a.m.-4 p.m. on Sunday, October 27th at the DoubleTree by Hilton Binghamton. Mr. Wells would like to hand out chap stick with the SUNY Broome Logo on it

4. Housing Update

- Ms. Morello will schedule an interview next week with Dr. Drumm with one of the candidates for Housing Director

Action Items

1. Personnel Planning

- Ms. Morello asked for approval to hire a person from Staff Kings for 6 to 8 hours a week for the Student Health Services area
 - Approved for 6 weeks to two months
- Ms. Morello has scheduled a meeting with Dave Patak and their Medical Director and will schedule a meeting with UHS as well to discuss the possibility of having an onsite health services office on campus

Updates/Information Items

1. Budget

- No new issues were discussed

2. Maintenance and Facilities

- No new issues were discussed

3. Academic Affairs Update – Dr. Battisti

- No new issues were discussed

4. Foundation Update – Cathy Williams

- No new issues were discussed

5. Assessment/Institutional Effectiveness – Jason Zbock

- Mr. Zbock stated that Inside Higher Education will hold an Institutional Effectiveness Accreditation through the LRC on September 25th from 1 to 2 p.m.
- The Student Opinion Survey has been sent to the vice presidents to forward to the chairs and directors

6. Completion Day Press Release and Inquiry

- A press conference will be held on September 30th and Mr. Wells is working on the press release
- Ms. Morello is asking that faculty and staff wear their regalia again this year
- The state has come out with a pennant that can be distributed to faculty and staff who then can fill in on the pennant what college they are a graduate of
- Ms. Morello asked that Dr. Drumm, during his speech, give as part of his message that people who have completed 50% or more of their degree can come back to complete it

7. Wales Renovation Update

- No new issues were discussed

8. Human Resources Update – Lynn Fedorchak

- No new issues were discussed

9. Other

- Dr. Drumm asked that the members of Executive Council send to Patti their availability to attend the Drumm's Holiday Party on any of the following dates; December 7, 13 or 14
- Mr. Zbock discussed electronic key cards on campus. One card/one system and asked if we should aim for Cborg
 - Ms. Morello asked that a bid from Hartland be obtained

The Next Executive Council meeting will be held Tuesday, September 17, 2013 in the Wales 107 Conference Room at 9:30 a.m.