

**Executive Council
Minutes
October 8, 2013**

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

Members Absent: Regina Losinger

1. Student Success

- Mr. Zbock distributed the enrollment Planning Weekly Newsletter
- Mr. Zbock reported that Fast Forward enrollment is now expected to be lower and will have the exact numbers next week
- Mr. Zbock reported that 35 students did not attend classes at all
 - Mr. Zbock will follow up with phone calls to each of these students to offer assistance and ask the reason for not attending classes
- Mr. Zbock will be creating an Outreach Team of faculty and staff to reach out to the students who have not attended classes
 - Dr. Battisti suggested identifying people on the Retention Team to be a part of the Outreach Team
- Ms. Williams asked if anyone contacted the PHS student that withdrew from classes
 - Ms. Morello stated that Sue Pero will phone him

2. Communication

- Dr. Battisti stated that students are walking in the road by the Tichener Building due to construction and asked that if they are to walk on the grass that a designated path be created
- Mr. Zbock reported that the internet is out in the Wales and Tichener buildings and that IT is working to remedy the situation
 - Also the VOIP phones are not working and Mr. Wells will reach out to Howard Streby and Tina Tomassetti concerning this
- Ms. Morello discussed weather related closings and the policy for communicating information to the community, faculty, staff and students
 - The vice presidents and Mr. Wells will meet to discuss weekend closings
 - Dr. Drumm stated that the following will be added to the policy; if the College is closed students should check with their professor for makeup arrangements
 - Dr. Drumm stated that this should be added to the syllabus
 - Ms. Morello discussed the issue of students emails stating that OCC syncs the campus emails and Angel emails
 - Mr. Zbock will reach out to OCC to ask what they do

3. Branding – Jesse Wells Reported:

- The entrance signs should be completed next week
- We are ready to test the installation of our mobile app and are looking for volunteers to test the app
- The Winter campaign is under way
- The Student Village Brochure is ready to go to print
- The College letterhead can be individually requested on the MARCOM website
- Discussion was held concerning Hamilton College and their social media wall where they have set up a SCROLL which can select the best of what people are saying about the college and post it
 - Mr. Wells will send the Hamilton College information to the Council as well as the Community College Study Report from Noel Levitz
- Mr. Zbock discussed a social media training for faculty and staff
 - Dr. Battisti will speak to the TRC concerning holding workshops
 - Mr. Wells stated that members of his staff are qualified to hold the workshops but finding the time is a difficult task considering their workload
- Dr. Drumm stated that the College needs a Social Media Director to monitor the social media
 - Mr. Wells stated that four year schools have a team who does this
 - Dr. Drumm suggested that a well-trained intern monitor the social media and suggested perhaps a student from Ithaca College

4. Housing Update

- Ms. Morello stated that the new Housing Director Jeff Horowitz has been hired and will begin work on November 4
- Ms. Morello stated that the NYSEG bill totaled \$55,000

Action Items

1. Personnel Planning

- Ms. Morello reported that the Part-time Typist/Part-time Staff Assistant in Admissions has resigned
 - Ms. Morello would like to reconfigure the position to create possible support for the Housing Director
 - Ms. Williams stated that this position supports the recruitment of the Presidential Honors Scholarship and it is important that this area of the job duties remain with the position or fall to another position within the Admissions office

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

- The Academic Coffee House was held and the topic of Open SUNY received a positive response
- The CLT Program was submitted for Open SUNY to be included in the launch
- The E-Magazine will be sent out to guidance counselors and superintendents
- STEP-UP rolled out the STEP-UP video which will be taken into area schools for students to view
- Dr. Kinney is researching the Museum Program at Oneonta and Dr. Battisti will report further on this in the future
- Dr. Drumm stated that the marketing plan for the AA1 degree program needs to go out ASAP
 - Dr. Drumm stated that marketing for this program to all guidance counselors is important and needs to get this out to them
 - Ms. Morello stated that Mike Carro presented to the counselors last week on the program
- Dr. Battisti will be away Wednesday through Friday morning to attend a CAO Conference

4. Summer Semester Calendar

- Dr. Battisti distributed, discussed and asked for approval of the 2014 Summer Schedule and Time Block
 - Approved

5. Academic Affairs Campus Email Distribution Procedure

- Dr. Battisti distributed, discussed and asked for approval of the Academic Affairs Procedures for Sending a Broadcast Email Message to the Campus
 - Approved with Jason Zbock's name added as an approver

6. Personal Equipment at Work

- Dr. Battisti discussed with the Council a request from an employee to personally purchase a treadmill desk to use in the workplace
 - Discussion was held concerning liability issues. Ms. Fedorchak will contact Bob Behnke concerning this
 - Mr. Wells will contact Cortland College to see what their policy is concerning personal equipment at work

Updates/Information Items Continued

7. Foundation Update – Cathy Williams

- Tyrone Muse of Visions and the Executive Director of the Hoyt Foundation will be attending the Chancellor's Award Event on October 28 in Albany
- Thus far \$73.00 has been raised at the kick-off of the Student Giving Program. The goal is to raise \$3000.00. A Text to Give program will be implemented soon as well
- The Direct Mail Outreach will include young alum and 1980 to 2000 graduates
- The Presidential Honors Scholarship will be held on October 16. Megan Delaney of the Press & Sun Bulletin will be doing a feature story on PHS. This is a good opportunity for a company to sponsor a scholarship student

8. Assessment/Institutional Effectiveness – Jason Zbock

- No new issues were discussed

9. Wales Renovation Update

- Mr. Zbock stated that an appreciation luncheon will be held next Tuesday for the people who were involved in the relocation

10. Human Resources Update – Lynn Fedorchak

- Ms. Fedorchak stated that ENI which is our EAP Program sends out a newsletter and she would like to send it to the entire campus

11. Other

- Dr. Drumm will be out of the office on Friday, October 11 and appointed Ms. Morello as Officer in Charge for Friday.

The Next Executive Council meeting will be held Tuesday, October 15, 2013 in the Science Building Conference Room 205 at 9:30 a.m.