

**Executive Council
Minutes
March 26, 2019**

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

Members Absent: None

Others in Attendance: Enrollment Team: Larry Allen, Dr. Patrick Allala, And Elisabeth Stewart

1. Student Success

- a. Deep Dive on Enrollment Analytics Fall/Spring 18/19 Presentation by L. Allen, E. Stewart, P. Allala.

The Team presented on application history, new student history, and the past Fall 2018 semester data.

- Application history began with FY16-17 to give the Council an idea of the scope of research. The data reviewed students who did everything except for registering. Where did they go? 50% were a loss to CUNY and 50% were a loss to local SUNY schools, and 50% did not register anywhere. Dr. Drumm stated Virtue Analytics can pinpoint those 50%. This was a surprisingly high number! What were the factors for this: did they get a better job, health issue? Forty percent of students who did not register was from NYC. Up until this year, housing has been full. The 26.8% decline from Broome County might have been a better job. Did students go to other SUNY/CUNY? What programs did the students opt out of? NYC Students tend to go to BPS, or Liberal Arts. (A list of programs in rank order was reviewed.).
- Program History was presented on continuing students for the last 3 Fall terms. Which students didn't graduate and what program were they in and did not transfer. Liberal Arts - Individual Studies (which does include BAP student numbers) was the highest loss program. A demographic breakdown was presented. Of the students that did not return, 75% were of traditional age (17-23). NYC is slightly increasing in lost students. The last data block was information regarding online vs. traditional students. More returning students are converting from FT to PT, and fewer students are converting from PT to FT. Dr. Ross-Scott wanted to know how to exclude the BAP numbers. Can we get data on BAP who we retain for more than a year? E. Stewart reported that 10-15% BAP cohort will stay for 2nd year. Vast majority will go to BU once they hit the GPA requirement.
- Fall 2019 Application Report. Data received through SUNY from the Admissions Director's meeting, showing overall trends for University Centers, State Colleges and Techs/Community College was reviewed. BU seeing an overall 3% decline in applications. SUNY applications are down 6% in NYC areas. CUNY is doing an excellent job in recruitment. CUNY area is growing due to immigration. Community College data is not available until the end of August. Dr. Drumm stated the entire East Coast is shrinking. Our applications were up in Broome County and down in NYC.
- There was follow up discussions on Enrollment Management's recruiting options in the NYC area. They would like to take students/advisors/housing with them so students can go through the whole enrollment process and be ready to start.
- The most popular program is Health Studies program. This could be because it introduces students to many medical fields. Lodging/Casino is down but that could be due to students choosing Culinary over Lodging/casino.
- Program Report. A breakdown of the top 10 declines and increases in enrollment was presented. Non matriculated students, which include Fast Forward, are included in these enrollment numbers. The data was sorted by rank and numbers, not by percentage. Additional information from the SUNY Portal end of term enrollments are showing that State operated centers are up 1.2% for 1 year, 3 ½% up for 3 years, SUNY Community Colleges (head counts and overall) are down 5.3% for 1 year, 12%% for 3 year, 18 for 5 year.

- Dr. Drumm - has any of this changed with how we are proceeding with Enrollment/recruitment?
- Mr. Wells wants to go and canvas NYC and build up the applicant pool. However, at what point do we stop recruitment and on-board students and catch the students who are going through the steps but not finally registering. E. Stewart's goal is to get all interested students to the Academic Advising door. This needs to be the strategy right now.
- Dr. Ross-Scott - what are the strategies that CUNY is using? High touch management 100:1 student/counselor ratio. L. Allen stated that this strategies drastically increases the cost per FTE.
- P. Allala - enrollment by residency (includes matriculated) - Broome County still remains highest supplier of enrollment followed by the rest of the Southern Tier. We have observed interesting revelations. Long Island, which had previously not been a serious focus of discussion, is showing to be an increasing area. This could be due to BAP students. Of the NYC area - Liberal Arts and BPS are the 2 most popular programs. P. Allala also looked at GPA data which showed a significant relationship with Academic performance and retention. What are the factors affecting dismissal. Academic Advising was a key factor impacting retention. What can the college do to keep students, what are the factors that are impacting the results. He will be hosting a Focus group meeting on Thursday with Students from Housing and will be looking at narrowing down the factors affecting retention. The Focus Group is made up of students who are currently here. Amy Zieziula and DOS helped get together students.
- Dr. Drumm – This is all very good data. This is a giant step in Middle States challenge. This is a large amount of assessment. Dr. Battisti suggested that some of this information should be given at Shared Governance. Adanu suggested highlights from each page and what are we doing with it. Do an executive summary. Dr. Drumm suggested getting on schedule for CAI. Dr. Battisti stated this should go to divisions too.
- M. Sullivan recapped that this was a lot of data and it has shown potential target markets of Long Island, NYC and Broome County and which are the high growth, high demand programs. But what direction is the college going into? To describe this, this is what has been going on for the last 8 years. Instead of sending this out - what are we doing? There should be a SWOT analysis on each target markets. Find the weakness and how should the college be allocating its' resources. What is the plan? What is the cost? Take this data and develop an action plan. What are the barriers and inefficiencies? One cannot get from Point A to B without an in-depth analysis. Come back to EC with your top 10 biggest return of investment.
- Plans to address - retention of students - and redesign. Dr. Ross-Scott asked if all this data should be given to the Redesign group. The next phase is action plan.
- S. Adanu reiterated having Achieving Success at the EC as an agenda item. The Enrollment team - Wells, Allen, Stewart, Allala are moving forward with an action plans. They will give this information and charge already sitting committees with performing SWOT analysis and developing action plans.

The Enrollment team will reach out to Diana to get back on the agenda as this is a priority item.

2. Communication
 - No issues for discussion
3. Assessment/Institutional Effectiveness
 - Deb Moeckel suggested reaching out to Cumberland County Community College to be added to the Middle States Visit team.
 - Dr. Adanu is planning to send in the Self-Study design out April 9th. All input is due by Friday, March 29th.

Action Items

1. Personnel
 - a. 2019-34 Assistant Professor - approved

Updates/Information Items

1. Budget
 - There is no new updates. The Finance team continues to finalize the budget.
2. Maintenance and Facilities Update
 - No new information
3. Student Development and Diversity Update
 - Housing Update – Dr. Ross-Scott is recommending that transportation include enhanced services and is scheduling an initial meeting with Broome County. Dr. Ross-Scott requested a draft schedule for culinary classes for the Spring 2020 semester for scheduling purposes.
 - Student Assembly has approved the new Student Activities fee procedures of a base amount to clubs, with a higher base for legacy programs. Clubs will present programming to the SA committee for additional funding. Director of SA Boring has put this out to the Faculty Advisors.
 - Dr. Ross-Scott will submit the grant for ODI lecture series as soon as she get the final word from Dr. Battisti.
 - PRODig ideas committee meeting - Lynn, Michelle, Amy, (teaching and non-teaching Faculty)
 - A new Nursing position has been listed. Dr. Ross-Scott will reach out to HSBU, and Hispanic Associations to see if there is any interest to enhance the diversity pool.
 - Sponsored Program Grants. Dr. Ross-Scott-Scott asked that Grants requests be on the docket and Shelli Cordisco knows well in advance. People are submitting grants without this department's knowledge and they are scrambling to facilitate them at the 9th hour.
4. Academic Affairs Update
 - Dr. Battisti has been bringing Dr. Haynes up to speed on college issues and Middle States.
 - We may need to bring on a half time person to help with Middle States. Additional time has already been given to some people.
5. Human Resources Update
 - nothing
6. Other

The Next Executive Council meeting will be held Tuesday, April 2, 2019 in the Wales 107 Conference at 9:30 a.m.