

**Executive Council
Minutes
July 30, 2013**

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

Members Absent: None

1. Student Success

- Mr. Zbock distributed the Enrollment Planning Weekly Newsletter
 - Ms. Losinger reported that we are up 2.74% in FTE's and she discussed the change in the way the Registrar's Office measures and reports FTE's
- Mr. Zbock and Mr. Wells discussed an opportunity to partner with Ithaca College with a program similar to the Binghamton Advantage Program. Mr. Wells stated that Ithaca is interested in our Liberal Arts program
 - Dr. Battisti stated that Dr. Kinney is in discussion with Cortland to do a Kinesiology degree
 - Dr. Battisti reported that he is working on a grant with Daemen College that would subsidize students who transfer for the Animation Program
 - Ms. Losinger stated that based upon our experience this summer, it is clear marketing for summer needs to be done before our students leave campus at the end of the spring semester. Marketing during the summer semester appears to be ineffective based upon this summer - our enrollment did not improve after we marketed this summer. She suggested we identify the students who applied to BCC in the past few years but did not attend and market directly to them
 - Mr. Wells stated that he spoke with Rich David and was told that the summer ads did run. Mr. Wells checked with all the TV stations and they did not run ads but the ads did run on the radio and in the movie theaters
 - Ms. Losinger stated that summer enrollment went down 7%
 - Ms. Williams suggested targeting ads toward the parents as well
 - Ms. Losinger stated that we begin classes a week later than B.U. and can possibly pick up students
 - Dr. Battisti stated that we are accepting students up to a week before classes begin
- Dr. Drumm stated that the housing poster should be placed on a billboard advertisement

2. Communication

- No new issues were discussed

3. Branding

- Mr. Wells stated that the plans for the Natural Science Center Grand Opening are moving forward and he is working on a story that will go out before the opening
- Mr. Wells discussed replacing BCC signs in the community with the SUNY Broome signs
 - Mr. Wells has contacted PAC signs to see if they can affix our new logo to the Arena scoreboard sign. This sign was donated and created by BCC electrical engineering students
 - Facebook has been updated with the new name and to date we have 6000 followers
 - Mr. Wells discussed the process which was required to change the name of the page stating that they were initially requiring a utility bill with the new name of the College on it but accepted a copy of the resolution
 - Ms. Losinger stated that she will take care of changing the name of the College on the utility bills
 - Dr. Drumm stated that the highway sign needs changing as well
 - Ms. Williams discussed the Alumni Facebook page stating that anything that has to do with the College should be on the page
 - Dr. Drumm asked that the Natural Science Center be added to the page

4. Housing Update

- Discussion was held concerning housing on community college campuses. There will be 25 out of 30 community colleges that have residence halls by this fall
- Ms. Morello discussed the interior design of the residence halls
- The Council discussed advertising for housing stating that the data concerning SUNY Broome's academics should be highlighted as well as the fact that Binghamton University is in the same city and is one of the four university centers
- Ms. Morello reported that interviews for the Housing Director are beginning. Approximately 20 applications were received for this position
- Ms. Morello is working on the startup cost budget for the housing
- The fence has been erected at surrounding the construction site. Mr. Wells was asked to have photos taken of the area
- Ms. Williams stated that the housing poster would be appropriate to use in the Alumni magazine
- A draft of the contract for students is almost done and will be reviewed by the Housing Board and Bob Benhnke when complete

Action Items

1. Personnel Planning

- Ms. Morello stated that the Staff Assistant position in Admissions has been accepted by the applicant and a part-time clerical position is needed to replace a position in Admissions
- Dr. Battisti discussed an Academic Advisor position
- Dr. Battisti will meet with the vice presidents to discuss a clerical position in the Business Department
- Mr. Wells, Ms. Losinger, Ms. Fedorchak, Julie Lakin and Dave Michalak will meet to discuss the two Technical Assistant II positions in the MARCOM area
- Dr. Battisti asked for approval of a new start time for the Faculty Staff Assembly of 8 a.m. for the breakfast and 8:45 a.m. for the presentations
 - Approved

Updates/Information Items

1. Board Dynamics

- Dr. Drumm discussed the Board of Trustees dynamics with the Council

2. Campus Capital Projects

- Ms. Williams requested to meet with Jeanette Tillotson and Phil Testa to review for possible Foundation fundraising efforts campus capital projects. Ms. Williams asked that a list of the projects and estimated cost of projects be provided to her. Ms. Williams also asked that items be identified where private support is needed for the project
 - Ms. Losinger stated that the comprehensive plan that goes to the Board of Trustees contains this information and she will send a summary of it to Ms. Williams as well as all members of the Council
 - Ms. Losinger will identify current critical unmet needs
 - Ms. Williams asked that a copy be sent to Shelli Cordisco as well
 - Ms. Williams stated that she needs the list by the end of August to be able to present a menu of items to the Ahern Foundation
 - Ms. Williams, Ms. Losinger, Ms. Morello, Dr. Battisti and Shelli Cordisco will meet to discuss the capital projects summary
 - Discussion was held concerning purchasing land for tax-free New York
- Ms. Morello stated that the application is due in two weeks for the REDC Library Project and a match from the County and State needs to be stated on the application
 - Ms. Losinger stated that in the 2013-2015 Broome County Capital Projects it is targeted for 2015. Ms. Losinger will obtain the current capital projects from the County

3. Budget

- No new issues were discussed

Updates/Information Items Continued

4. Maintenance and Facilities

- Ms. Losinger reported that all trees will be taken out for the Wales renovation
 - Dr. Drumm wants to look at them before they are removed

5. QuScient Technologies

- This will be revisited at the next meeting

6. Assessment/Institutional Effectiveness – Jason Zbock

- No new issues were discussed

7. Grievances

- No new issues were discussed

8. Faculty Staff Assembly

- Dr. Battisti stated that all presentations need to be finalized a week before the Assembly
 - Dr. Battisti informed the Council that all presentations should be no longer than 5 minutes and to please send their slides to Mr. Wells as soon as possible
- Dr. Battisti asked for approval of a new start time of 8 am for the breakfast and 8:45 am for the presentations
 - Approved
- Ms. Williams asked that the Foundation be represented by speaking about the Student Scholarships and the Faculty Staff Campaign

9. Campus Picnic – Wednesday, August 21st

- This will be revisited at the next meeting

10. Academic Affairs Update – Dr. Battisti

- Due to time constraints this report to be given at the next meeting

11. Foundation Update – Ms. Williams

- Ms. Williams distributed the new ad for the Foundation

12. Other

- No new issues were discussed

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