

**Executive Council
Minutes
October 23, 2013**

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

Members Absent: None

1. Student Success

- Mr. Zbock reported that we are down 2% in students and up .36% in FTE's
- Ms. Morello reported that we are down in non-matriculated students and down in Liberal Arts students
- Mr. Zbock stated that we are up 53 students from last year for Winter Term
- Mr. Wells stated that the marketing campaign will speed up during Thanksgiving and will be targeting some winter courses
- Ms. Losinger suggested that we reach out to students who have applied to the College but did not attend
- Mr. Zbock stated that EMAT discussed;
 - there will be five orientation dates and times
 - Dr. Battisti asked that EOP and Kim Shelton be included in orientation
 - a welcome week for next fall
 - move in dates for housing
- Ms. Losinger asked Mr. Wells to look into the process for online course searches and the fact that students have to re-enter the site after a search if they want to search another course

2. Communication

- No new issues were discussed

3. Branding

- Mr. Wells stated that the one year degree program brochure is almost ready to print
 - Dr. Drumm asked that ivy league be removed from the brochure
- The adult student brochure will be out soon
 - Dr. Battisti suggested that a tag line be established that does not reference age
- Mr. Wells stated that a lot of marketing will be out on a lot of different items
 - Dr. Battisti suggested that a tattoo be designed with the SUNY Broome Hornet
- Dr. Drumm stated that when the members of Executive Council introduce themselves to please state that they are from SUNY Broome Community College
- Discussion was held concerning adding the hornet to the monolith
 - Suggestions included; a 3D hornet or a ghost seal
- Discussion was held concerning a digital sign with a full video monitor
 - Mr. Wells stated that the cost of a sign is approximately \$100,000
 - Ms. Williams stated that there is philanthropic interest in the digital sign but probably not for at least a year. She will know more in a few weeks

4. Housing Update

- Ms. Morello discussed parking for housing students
 - Discussion was held concerning open parking and closed parking
 - Dr. Drumm stated that it should be structured parking
 - Ms. Williams stated that the student housing plan included a parking area in front of the residence hall and that this had already been discussed. A special parking sticker would be needed for them
 - Ms. Morello would like to incentivize parking for students to park further away
 - Ms. Morello will discuss this with Jeff Horowitz and Joe O'Connor
 - Dr. Battisti suggested this be brought to the COI as well
- Mr. Wells discussed Mansfield University re-doing their dorms and how they are set up as well as their bookstore and dining hall
- Ms. Morello discussed and asked for approval to offer residence hall students discounted Continuing Education courses on a space available basis
 - Approved
- Ms. Morello discussed a new fitness center in the residence hall and a possible donation and naming opportunity for it
 - Ms. Williams stated that the center needs to be open to all students to be able to fundraise for it. It is difficult to raise private support for residential based things, donors are less likely to support it because housing typically generates revenue
 - Dr. Drumm suggested that Dick's Sporting Goods may be interested in donating
 - Ms. Williams stated that they generally support youth but might be interested in supporting the center
 - Ms. Williams stated that this needs to be prioritized as to where it should be on the campus list for fundraising
 - Ms. Morello stated that Nike may also be a possible donor
- Dr. Drumm stated that we have to budget for rent for next year

Action Items

1. Personnel Planning

- Instructional Designer (H), Part-Time Temp. Teaching Resource Center
 - Approved

2. Grants Concept Approvals

- Tick-Borne Disease Risk in Built Environments
 - Approved
- Coordinated Collection Development Aid
 - Approved
- Educational Opportunity Program
 - Approved
- Innovation & Information Institute (iCube)
 - Approved
- ShaleNET-ATE Regional Education Center
 - Approved
- Federal Student Support Services
 - Approved
- Dr. Drumm stated that ongoing grants do not need to come to Executive Council for approval. Grants that have a major impact across divisional lines and has in-kind should come to Executive Council for approval
- Ms. Morello and the vice presidents will discuss if new grants over \$50,000 should come to Executive Council for approval

Action Items Continued

3. New Program Approvals
 - Air Craft Maintenance AOS Program
 - Approved
 - Histological Technician AAS Program
 - Approved
 - Mr. Wells stated that we need a marketing plan for new programs and discussed identifying three levels of marketing. Plus we need to be sure we have funding to market the programs
4. Appendix B Final On-Campus Approval of New Programs
 - Casino Management AAS
 - Approved
 - Event Management AOS
 - Approved
 - Medical Assisting and Health Studies AS
 - Approved
 - Medical Assisting and Heath Studies AAS
 - Approved
5. Shared Governance - Calendar recommendation for AY 2014-2015
 - Approved

Updates/Information Items

1. Budget
 - Ms. Losinger reported that the fund balance closed out at \$3.2 million as forecasted and planned
 - A comprehensive forecast is in place and we are not planned to use fund balance
 - Final enrollment numbers are over 5000 FTE's
 - Ms. Losinger discussed and asked for approval to share with the campus a focus on finance report and to address concerns of student debt and challenges as well
 - Ms. Morello suggested that it be linked to the strategic plan
 - Approved
2. Maintenance and Facilities
 - Ms. Losinger stated that she will present smaller campus projects to the Board this month
 - The Music Suite renovation will be on the Board of Trustees October agenda for approval

Updates/Information Items Continued

3. Wales Building Name and Signage

- After discussion it was decided that the name of the Darwin R. Wales Administration Building will be brought to the Board of Trustees for approval in October to change the name of the building to the Darwin R. Wales Center

4. Academic Affairs Update

- Dr. Battisti stated that Medical Assisting had their accreditation visit and no deficiencies were found
- Dental Hygiene also had their accreditation visit in December and no deficiencies were found
- Dr. Battisti reported that seamless transfer is running into problems statewide and that SUNY has changed its course on this
 - Dr. Battisti stated that at the Chairs and Deans meeting he has had his departments give a presentation on what their department does
- Dr. Battisti met with Liz Carter of Binghamton University to discuss the next year academic concern of block scheduling, holding more courses downtown for Binghamton Advantage students and busing. Also discussed was how the Binghamton Advantage students do not feel connected
- Dr. Battisti discussed reverse transfer and packaging an Associate degree with a four year degree
- Dr. Drumm discussed VFA (Voluntary Framework of Accountability) and that it will become standard for SUNY and will probably become the SUNY Report Card. Also elements of VFA will replace IPEDS
 - Mr. Zbock will send the VFA link to the Council members
- Dr. Battisti reported that BIT and ART are putting together a interdivisional program
 - Dr. Drumm stated that we need to know the philosophy surrounding it and the background of it

5. Foundation Update

- Ms. Williams reported that the Foundation Annual meeting is tomorrow
- The Alumni/Foundation Annual Report magazine is at the printer
- The deadline for the Second Chance Scholarship is being extended to November 8 and a campus email will be sent encouraging students to apply
 - Ms. Morello asked that Dave Maslar and Jeff Jurik be added to the selection committee
- Ms. Williams had lunch with donors Kent and Barb Turner in the SUNY Broome Dining Hall
- Attending the Chancellor's Society Event on October 28th will be Catherine Schwoefferman - Hoyt Foundation, Tyrone Muse - Visions Credit Union, Jerry Putman - Decker Foundation, Ferris Akel - Decker Foundation, Mary Lou Faust - Decker Foundation and Doug Johnson - Decker Foundation

Updates/Information Items Continued

6. Assessment/Institutional Effectiveness

- Mr. Zbock reported that the Workgroup for Electronic Cards is building an RFP for a one card system on campus to be ready in November
 - Ms. Morello stated that a commitment to company has already been done for the residence hall
 - Ms. Morello stated that PCI compliance is critical
 - Ms. Williams offered to share the PCI compliance policy the Foundation uses with Ms. Morello
- Working with the Chairs and Deans Workgroup integrating co-curricular transfers into banner

7. Curtailment Discussion

- Ms. Fedorchak discussed this year's curtailment dates of December 23rd through January 1st
 - Dr. Drumm stated that Admissions and Registrars offices need to be covered during this time. Admissions needs to be open and phones covered or at a central location
 - Ms. Morello stated that we received 250 calls and/or walk-ins last year
 - The processing offices; Registrar, Financial Aid and Admissions are generally working three to four days of curtailment
 - Ms. Morello discussed Administrator coverage during curtailment

8. Human Resources Update

- Ms. Fedorchak reported that the Adjunct Fair will be held Tuesday and people who cannot attend the fair are sending in their resumes
- The Wellness Exercise Class has receive positive feedback
 - Ms. Morello stated that if we are hiring people for this we need to consider a negotiated rate of pay and it should be a separate contract and asked to be involved in the negotiation of the price to be paid to the hired person

9. Other

- No New Issues were discussed

The Next Executive Council meeting will be held Thursday, October 31, 2013 in the Science Building 205 Conference Room at 9:30 a.m.