

**Executive Council  
Minutes  
June 11, 2013**

Members Present: Dr. Kevin E. Drumm, Regina Losinger, Dr. Francis Battisti, Paige Sedlacek, Cathy Williams, Jason Zbock, Jesse Wells

Members Absent: Debbie Morello

1. Student Success

- Mr. Zbock distributed the Enrollment Planning Weekly Newsletter stating that we are down 1.5% in students, up in FTE's by 1.2 and up in full-time headcount
  - Mr. Zbock reported that we are down 6% in students and down 6% in FTE's for the summer
  - Fourteen students have registered for Winter Session
- Get Started will be held on August 14<sup>th</sup>
- August 26-30 are the dates of Central Registration
- Dr. Battisti asked what advertising is being done for the summer
  - Mr. Wells responded that the ads didn't run for Term 1 and they will focus on running ads for Term 2 and 3
  - Mr. Wells stated that if a course is introduced in social media it tends to run

2. Communication

- No new issues were discussed

3. Branding

- Mr. Wells did not receive the revised logo from the Symbolic Company and will send them to the members of the Council as soon as they arrive
- Dr. Drumm met with Phil Testa to discuss signage for the College
  - Mr. Wells suggested painting the monolith in white and have the lettering similar to what is on the Decker Building

4. Housing

- Dr. Drumm announced that the closing is complete and the groundbreaking ceremony will be held on June 25<sup>th</sup> at 10 a.m.
- Dr. Drumm stated that he wants on all advertising "On campus housing coming 2014"
  - Dr. Battisti stated that First Niagara Bank may be willing to sponsor signage
- Dr. Drumm stated that Front Street businesses needed to be contacted about discounts for our housing students
  - Dr. Battisti discussed CommuniKey as a business to promote and that perhaps Dave Maslar, from Student Activities would work on this or Communikey
  - Mr. Wells suggested that residential students have specialized cards for food services, library access, etc.

## 5. Summer Vacation Plans

- Dr. Drumm asked that the Council members send their summer vacation dates to Ms. O'Day

## Action Items

### 1. Personnel Planning

- Ms. Losinger asked for approval to do a search to fill the in the fall Assistant to Director of Campus Operations & Technical Services (currently filled on a temporary basis) ongoing
  - Approved
- Ms. Losinger discussed the Staff Assistant position in the Administrative & Financial Affairs area and extending the temporary appointment through December 31<sup>st</sup>
  - Ms. Losinger discussed a possible position title change to Budget and Grants Administrator
    - Ms. Losinger will meet with Ms. Morello to discuss further

### 2. Student and Community Engagement Name Change

- The name change for Student and Community Engagement was presented to the Council. It was proposed that the name be changed to Student and Economic Development
  - Approved

### 3. Physical Education Department Name Change

- Dr. Battisti presented for approval the name change for the Physical Education Department. It was proposed that the name be changed to Physical Education and Sports Studies
  - Approved

## Updates/Information Items

### 1. Reorganization

- Dr. Drumm stated that each vice president should write the reorganization announcement for their own area and then give it to Mr. Wells to tweak. The announcement should include the words "in the spirit of continuous improvement"

### 2. Budget

- Ms. Losinger reported that there is \$800,000 remaining in the 2012-13 budget. \$200,000 is needed for salary increases for unions and management confidential, \$30,0000 is needed for Public Affairs for summer marketing campaigns and \$15,000 is needed for maintenance
  - The vice presidents will meet to discuss this further
- Ms. Williams suggested that the College invest in hiring a consultant high photography to update photos of the administration and campus photos

### 3. Maintenance and Facilities

- No new issues were discussed

## **Updates/Information Items Continued**

### **4. Implementing Transportation and Drop/Add Fee**

- Ms. Losinger stated that she wanted to give the Council a “heads up” concerning how the fee is charged and how it may be waived
  - Dr. Drumm stated that the College needs to use social media to help inform students that the fee provides for parking and/or a bus pass and it needs to be a special circumstance for the fee to be waived
    - Ms. Losinger stated that if a student is currently taking all online courses the fee will be waived
    - Dr. Drumm stated that there needs to be an application process

### **5. Assessment/Institutional Effectiveness – Jason Zbock**

- Mr. Zbock distributed the SUNY Community Colleges Enrollment Data by Academic Program Name and Award information which looks at all registered programs for NYS Department of Education and is used to track trends across colleges
- The Wales renovation directory has been sent out and Mr. Zbock taken all people who will be affected by the move on a tour of their temporary location
  - June 26-28 Rogers will be on campus to go office to office to review what will be moving to the new locations
  - Mr. Zbock plans to hold an end of summer meeting before the move begins
  - Ms. Williams commended Mr. Zbock for all his hard work and patience in coordinating the move

### **6. Strategic Plan**

- Mr. Zbock distributed the Strategic Plan to Council members and asked for any feedback concerning the language in the plan
  - Dr. Drumm stated that the College name change; SUNY Broome Community College needs to be in the plan
  - Mr. Zbock will bring the plan back to Executive Council for final approval on July 9<sup>th</sup>

### **7. Grievances**

- No new issues were discussed

## **Updates/Information Items Continued**

### **8. Academic Affairs Update – Dr. Battisti**

- Dr. Battisti will be in New York City attending the CAO Meeting June 12-14. Remediation Plan is one of the topics for this meeting
- The Fall Faculty Staff Assembly theme will be Teaching Learning Relationship
- One of the tasks this summer will be to get a clearer picture of which of the 30 committees a particular issue should be referred to
- The State signed a contract with Coursera to offer MOOCS
  - Dr. Drumm suggested that we offer a MOOC regarding College Success
- Dr. Battisti discussed an Alumni Mentoring Program and will speak to Dr. Kinney to have him contact our Alumni Affairs office, Natalie Thompson, to work on establishing an Alumni Mentoring Program
  - Ms. Williams suggested using an online alumni network where information is uploaded with people who have agreed to discuss their jobs and degrees with students. It is a way to connect students with alumni
  - Mr. Wells stated that the Foundation has been left out of the portal and will discussed this further with Ms. Williams
  - Mr. Wells discussed credit card payments and will meet with Jeanette Tillotson, Julie Lakin and Mr. Zbock to discuss further

### **9. Foundation Update – Cathy Williams**

- Ms. Williams reported that there is continued discussion on FOIL and Financial Disclosure Legislation that affects the Research Foundation side of the house, Foundation and FSA. Protected donor information will no longer be protected and this could have a negative impact
- The Foundation is waiting to hear the decision of The Hoyt Foundation concerning the \$250,000 for the Wales renovation
- Working on Leadership Solicitations
- Attempts to meet with Bob Ahearn of the Ahearn Foundation to discuss funds for the Wales elevator have been unsuccessful. Ms. Williams will continue to search for a funding source for the elevator
- There is not a donor for the elevator for the LAC
  - Ms. Losinger stated that the money will be taken from the operating budget if we cannot find a donor
- Ms. Williams will be working on creating a major gift program
  - Dr. Battisti asked if a tutorial could be provided to the administration of what they should be relaying to possible donors and alumni
    - Ms. Williams will provide her business cards to the administration to hand to prospective donors
    - Ms. Williams stated that we have to build a process and a plan for the College to be able to give to a donor
- Ms. Williams was contacted by Bob Pass of NYSEG who stated that NYSERDA has not been contacted concerning \$400,000 in rebates for the Natural Science Center
  - Ms. Losinger will follow up with Bob Pass

**Updates/Information Items Continued**

10. Other

- Dr. Drumm stated that he will be out of the office at a NYCCAP Conference the week of June 17<sup>th</sup>
  - Dr. Drumm named Dr. Battisti as Chief Administrator during his absence next week
- Dr. Drumm will be out of the office the week of July 1<sup>st</sup>
  - Dr. Drumm named Ms. Losinger as Chief Administrator during his absence
- Mr. Zbock stated that Adult Student Night will be held on July 24<sup>th</sup> in the Admissions Office
- Mr. Zbock reported that Summer Walk-in Wednesdays and Tours begin tomorrow
- Ms. Losinger reported that Michelle Perricone is taking the lead on the College Wide Calendar project

**The Next Executive Council meeting will be held Tuesday, June 18, 2013 in the Wales 107 Conference Room at 9 a.m.**