

**THE STATE UNIVERSITY OF NEW YORK AT FREDONIA
MEETING OF THE COLLEGE COUNCIL
PRESIDENT'S CONFERENCE ROOM, 118 FENTON HALL
MAY 3, 2017**

Present: Cynthia Ahlstrom, Richard Alexander, Russell Diethrick, Joseph Johnson, Stephen Keefe, JoAnn Niebel, Frank Pagano, Joshua Ranney

Guests: William Boerner, Terry Brown, Betty Gosett, Virginia Horvath, Cedric Howard, Kevin Kearns, Brian Masciadrelli, Kevin Seitz, Jeffrey Woodard

Absent: Michael Cerrie

MEETING CALLED TO ORDER

The College Council meeting was called to order at 3:10 PM.

APPROVAL OF MINUTES

The College Council minutes of March 1, 2017 were approved without modification by a motion by Richard Alexander and seconded by JoAnn Niebel.

STRATEGIC ENROLLMENT MANAGEMENT

Vice President for Student Affairs Cedric Howard kicked off the meeting with a discussion about enrollment. As of May 2, 1,065 first-year deposits have been received representing the largest number of deposits in the last four years and 165 over last year. New transfer deposits are running on pace at 169. We are currently at 91% of our first-year and transfer student enrollment target of 1,330. Our largest first-year deposit increase is from Long Island with 108 students followed by New York City with 111 students. The largest first-year deposit increase by department is 57 from Visual Arts and New Media followed by 63 from Communication. The accepted student reception yield rate is 85%. We're being conservative by projecting a 15% increase in our current enrollment. Although we have increased our enrollment numbers, we have not comprised academic performance. The overall quality of our applicants is very good with an overall high school GPA of 89 and 1090 mean SAT. This year Fredonia had six candidates for the Kaminski Scholarship in Chemistry, the largest academic scholarship Fredonia offers. Fredonia also had deposits from 137 honor students. This falls entering class is composed of students from 435 different high schools and 19 states.

Some changes that have helped turn enrollment around:

1. Responding to applications in four days;
2. recruiter in New York City;
3. switched to a batch-admit process for applications;
4. implemented a 24-month recruitment calendar;

5. admissions counselors are visiting community colleges;
6. coaches are recruiting for both athletes and non-athletic students, and we
7. changed the scholarship award program

Retention is critical to our mission and Vice President Terry Brown has taken the necessary steps to develop a strategic intervention and tracking process for registered students. Currently, we have 450 students eligible to return but have not yet registered. To address this issue, Fredonia deployed a network team of deans, resident assistants, and Student Accounts staff to reach out these students.

In the fall the campus will implement Starfish, which is a software early intervention tool. Starfish will allow us to communicate more effectively and efficiently with students throughout the process. We hope that Starfish will help with retention which is currently at 79%; working to get retention to 80% or higher.

The three primary reasons students do not return to Fredonia are: 1.) Financial 2.) Academic 3.) Personal. A good percentage of students in good academic standing transfer to the University of Buffalo or Buffalo State. Students below a 2.0 GPA often transfer to Erie Community College or Jamestown Community College. Vice President Brown said after we conduct an analysis on why second-year students withdraw, she will make the data available to the College Council. Currently, Fredonia does not offer an exit interview for non-returning students.

Vice President Howard said he inspired staff in his division to question how we're doing business and how we can more affectively recruit students. In the future, we plan to spend more time recruiting locally, add a pre-college outreach program to middle school students beginning at the 6th grade level, and add a Valedictorian/Salutatorian scouting program. Since 80% of students decide on a college before their senior year of high school, it's critical we connect with them earlier.

Conversations continue with Jamestown Community College, Empire State College, and Fredonia on ways the three universities can work together to recruit and retain students from the community.

EXCELSIOR AWARDS AND OTHER STATE BUDGET ISSUES

President Virginia Horvath explained that the Excelsior Scholarship was intended for middle class families and it's a last dollar award; PELL and TAP must be exhausted before Excelsior is applied. The Excelsior Scholarship does not include college fees, room and board, or textbook expenses. The scholarship will be available in Fall '17, but there are many details that still need to be worked out. Beginning in Fall '17, families making \$100,000 or less will be eligible for free public college tuition. The income level will increase to \$110,000 in 2018 and then \$125,000 in 2019. It's not clear yet if there will be financial implications to the college. It's a huge financial commitment and Fredonia

does not have the \$4 million to cover the eligible Fredonia student population. President Horvath has heard discussions about a possible lottery being offered with students applying and then, by chance, being awarded the scholarship. There are stipulations if you receive the award such as having to work in New York State for the same number of years you received the scholarship. We're not sure who will monitor the residency requirement and who will monitor the repayment if the grant turns into a loan. The scholarship is available to full-time students and recipients must maintain a certain GPA. President Horvath hopes this will help local residents who would otherwise be unable to attend college; Fredonia may see an increase in commuter students. Chairman Pagano is concerned about tracking the different tuition rates since tuition will freeze once the scholarship is issued. Although there are many details that need to be worked out, it's best the scholarship is enacted this year because students may have opted to hold off on college until the time it was deferred. Lieutenant Governor Kathy Hochul visited the campus on May 4 to discuss the highlights of Governor Cuomo's Plan for free SUNY tuition. Excelsior Scholarship applications are expected to be made available in late May/early June. It was further noted that private institutions are not eligible for the Excelsior Scholarship, but after putting in a request, significant dollars were added to the budget for increased TAP for private schools. Private school officials claimed the last-dollar tuition for public universities would have affected their enrollment drastically so their TAP dollars were increased.

CAMPUS BUDGET UPDATE

Dr. Horvath provided an all-campus budget update at 9:00 AM today in Rosch Recital Hall. Based on projections from Interim Vice President Kevin Seitz and Budget Director Ann Aldrich, the 2015-2016 end-of-year budget results, reserve actions, and 2016-2017 budget adjustments were shared with the campus community. Over 200 staff members attended the meeting.

Dr. Horvath also talked about Right Serving, Right Sizing (RSRS). Each division was invited to engage in creative long-term solutions that will reduce campus costs, increase revenue, identify new revenue streams, increase efficiency and effectiveness, and serve our mission better. Vice Presidents will submit their final RSRS reports to President Horvath by May 15, 2017, and the reports will be shared with the College Council in the fall.

As for the New York State Budget, Fredonia received \$3.7 million a year for critical maintenance (existing buildings) and \$2.4 million a year for critical maintenance for new spaces. No funding was made available for a Capital Plan. Fredonia hasn't had a Capital Plan since 2010. We are hoping we'll get funding to finish the Houghton Hall project and \$6.4 million to build the Admissions Center. Public and private funds are welcome for the Admissions Center project. Unfortunately, no funding was added to the budget to support salary increases. There's a possibility of a tuition increase of up to \$200 a year. Budget projections for 2017-2018 are based on full-time enrollment of 4,400. Together

with state support, tuition revenue, and state appropriations, Fredonia's total shortfall is projected to be \$8,304,100. After the shortfall funding sources are factored in, Fredonia is left with a \$1,532,481 unfunded shortfall. Our structural deficit is a real and a continuing issue. It's projected to be \$6.9 million in 2016-2017 and \$8.3 million in 2017-2018.

STUDENT ASSOCIATION REPORT – JOSHUA RANNEY

After being passed by the General Assembly on April 1, the Student Association Budget was presented to President Horvath and Vice President Howard. What typically takes the General Assembly 6 to 7 hours to pass, was passed in less than two hours this year. Every constituted group had their budget reviewed and decreased. Fees remain unchanged.

Due to recent graduations, two executive Student Association leadership positions are vacant. The Chief Justice and Comptroller positions will be filled in the fall.

Dr. Howard commended Josh and the SA for their fine leadership and added Fredonia's Student Association shared governance plan is envied throughout SUNY. Because of SA's effective leadership, they were recently awarded a SUNY Shared Governance Award.

Marc Cohen, student representative on the SUNY Board of Trustees, will be joining us at this year's morning commencement ceremony.

UNIVERSITY SENATE – BRIAN MASCIADRELLI

Dr. Brian Masciadrelli announced that the last Senate meeting for the 2016-2017 academic year concluded with the approval of the 2019-2020 academic calendar, a policy and procedures on the foreign language requirement in the general education program, and the slate of committee members for the search for the Vice President for University Advancement. Dr. Horvath reminded the Council that Mrs. Betty Gossett is serving in an interim, two-year role as Vice President through the end of 2017. Dr. Horvath commended Senate for their remarkable level of interest and involvement on the campus.

ADMINISTRATION AND FINANCE

Interim Vice President Kevin Seitz provided an update on the 2017-2018 capital budget. The budget includes critical maintenance funds of \$550.0 million; Fredonia's share is \$3.655 million restricted for critical maintenance in existing buildings and \$2.383 million in non-restricted funding. Restoration of the Spine bridge, including landscaping near the area, will begin this May. Perry Construction Group of Erie, PA was awarded the project. After reviewing the scope of the project, the SUNY Construction fund approved

Houghton Hall for renovation work to begin at the end of this academic year and to be completed in phases.

All western New York campuses will be moving over to the electronic purchasing system SciQuest the week of May 3.

Environmental Health and Safety implemented and held a successful Earth Month. As part of the monthly activities, the annual Electronics Recycling Day was held on April 22. Electronic equipment was unloaded from over 1,000 vehicles.

The Council thanked Kevin for his service and wished him well.

DIVERSITY, EQUITY, AND INCLUSION – WILLIAM BOERNER

Dr. William Boerner reported that in compliance with NY State legislation, his office created and administered a campus-wide survey to assess issues related to sexual violence. The information garnered from this survey will be telling for future training that the Diversity Office may need to offer. The information will also provide us with a benchmark of how we compare to other SUNY campuses.

An Agreement with the Anew Center of Jamestown is currently in the works. In the past, the Center has provided off-campus sexual violence prevention and resources for faculty, staff, and students.

Four internal discrimination claims were filed with the Office of Equity, Diversity, and Inclusion this past year. Racial and ADA complaints are the most common internal complaints filed. One external claim was also filed this past year. If a complaint is found to be valid, it is sent on to the union of the individual in question. If it's a student complaint, it's sent on to the Student Judicial Board.

Fredonia's Diversity Quilt project was completed and is now on display in Reed Library. Sandra Lewis from the Professional Development Center spearheaded the project which consists of 126 block panels. The project was financially supported by the Carnahan-Jackson Humanities Fund.

ENGAGEMENT AND ECONOMIC DEVELOPMENT – KEVIN KEARNS

The Fredonia Technology Incubator (FTI) housed 1,200 community members and 74 events this past year. Entrepreneurial Education Program events, art and business lunches, and exhibitions with accompanying receptions make up the bulk of the events being held at FTI.

The Career Development Office hosted the 7th annual Job and Internship Expo on March 8 at the Williams Center. Over 400 students and 93 companies were in attendance.

Additionally, the Buffalo Area Teacher Recruitment Day was held on April 3 and 4 at the Buffalo Niagara Convention Center in Buffalo, NY. A total of 141 districts attended the event and a wait list was started due to the increased demand from employers wishing to attend.

The Career Development Office also oversaw 306 credit-bearing internships. AT&T helped to sponsor a three-week long high school STEM enrichment exploration program this past semester. A recent campus survey suggests the campus is in favor of making approved applied learning a local graduation requirement. The second annual Student Business Competition was held on April 19 at FTI. Thirteen Fredonia students competed with the top two students earning rent-free space at FTI.

After reviewing 18 applicants, three finalists were invited to campus for the Vice President for Finance and Administration search. The search committee is gathering the strengths and weaknesses received through campus feedback, and they will prepare and submit a summary on each candidate to President Horvath by next week. The expected start date for the new vice president is July 1, 2017.

STUDENT AFFAIRS – CEDRIC HOWARD

Dr. Horward referred Council members to his report in Boardbook and added that two Fredonia Blue Devil seniors earned spots at the NCAA Division III championship meet. Megan Bartlett finished fourth in the women's 1-meter springboard diving at the NCAA Division III championship. Arron Carlson took 4th in the NCAA 1-meter and closed out his diving career 3rd in the 3-meter.

UNIVERSITY ADVANCEMENT – BETTY GOSSETT

The Fredonia College Foundation endowment's market value as of March 31 is \$31,236,541. Receipts and pledges for the quarter are all up significantly from last year at this same time.

The Marketing and Communications team have been working collaboratively with Admissions on Strategic Enrollment Management. Creative videos showcasing Fredonia students have been developed and placed on social media platforms such as the "You Are Welcome Here" video. Marketing and Communications continues to work on developing a new campus calendar utilizing Localist.

Council members were encouraged to attend the upcoming events.

- Distinguished Service Awards (DSA) – June 3, Williams Center
- Alumni/Foundation/University Police Golf Tournament, July 14, Shorewood Country Club (proceeds go to the Keeper of the Dream Scholarship)
- Homecoming, Oct. 20-22 (Helen Tinch Williams, '60 will be on campus for the celebration)

The DSA event includes a silent auction for drama masks which were decorated by local artists and costume design students. Bids are being accepted online.

University Advancement was recognized at the annual SUNY Council for University Advancement (CUAD) Awards for Excellence Fundraising Packages category.

Chairman Pagano said Fredonia students who cleaned up the Village after last weekend should be recognized. Their efforts did not go unnoticed. Dr. Howard said the credit goes to a fraternity which was offering an act of kindness as penance for their past behavior. Last weekend resulted in 107 arrests with 21 of them being Fredonia students.

A motion to adjourn was made by Joseph Johnson and seconded by Cynthia Ahlstrom. The Council meeting concluded at 4:56 PM.

Respectfully submitted,

Denise Szalkowski, Fredonia College Council Secretary