

**STATE UNIVERSITY OF NEW YORK AT FREDONIA
MEETING OF THE COLLEGE COUNCIL
FREDONIA UNIVERSITY VILLAGE TOWNHOUSES
DECEMBER 18, 2019**

Present: Cynthia Ahlstrom, Richard Alexander, AJ Dolce, Stephen Keefe, JoAnn Niebel, Frank Pagano

Guests: Betty Gossett, Dennis Hefner, Cedric Howard, Michael Jabot, Kevin Kearns, Michael Metzger, Mary Beth Stevens, Denise Szalkowski, Jeffrey Woodard

Absent: Michael Cerrie, Russell Diethrick, Joseph Johnson, Seth Meyer

MEETING CALLED TO ORDER

The College Council meeting was called to order at 1:15 PM.

APPROVAL OF MINUTES

The College Council minutes of October 2, 2019 were approved without modification with a motion by JoAnn Niebel and seconded by Cynthia Ahlstrom.

KUDOS TO FREDONIA

Chairman Frank Pagano began the meeting by recognizing and thanking Director of Marketing and Communications Jeff Woodard for his good work on the recent Small Business Revolution contest. Mr. Pagano said he's very proud of all that the campus and community have done to promote the competition. He also praised the professionalism of Fredonia's Trombone Choir, under the direction of Jonathan Lombardo, as they performed on October 18 at Music Director JoAnn Falletta's 20th anniversary celebration at Buffalo Philharmonic Orchestra. Eight Fredonia trombone students played in the lobby of the historic Hotel Henry to welcome guests to the event.

DISTINGUISHED TEACHING PROFESSORSHIP AWARDED

Interim Vice President Kevin Kearns introduced Dr. Michael Jabot who was appointed SUNY Distinguished Teaching Professor by the SUNY Board of Trustees at its November 20 meeting. A Professor in the Department of Curriculum and Instruction, Dr. Jabot has made outstanding contributions to teaching, research, and service both nationally and internationally. He's a 2009 recipient of the SUNY Chancellor's Award for Excellence in Scholarship and Creative Activities, and a 2004 William T. Hagan Young Scholar/Artist Award recipient. Additionally, he was named to the National NASA Data Advisory Board, and is a member of NASA's International Education team. He represents the Northeast and Mid-Atlantic states on the US Partner Forum for the NASA/Global Learning and Observation to Benefit the Environment Program. Dr. Jabot helped integrate science programs and development for elementary and middle school teachers. His

ability to secure more than a dozen grants has further allowed these students to be involved in research projects.

Dr. Jabot said he's honored and humbled to receive such a distinguished award. He added that he's excited to be a faculty member at Fredonia and to be involved with the good work of Fredonia students--especially those involved with NASA. Last year Fredonia students assisted relief workers by contributing satellite data for over 60,000 buildings.

STUDENT ASSOCIATION

Vice President Cedric Howard gave the Student Association report on behalf of Student Association President Seth Meyer. This was a record breaking turnout for the Student Association general election which resulted in the appointment of Jillian Beard and Carolyn Tomasine as President and Vice President respectively. The Student Association is working on a number of initiatives including the lack of mental health services, a grading policy, and diversity initiatives.

PRESIDENTIAL SEARCH

Chairman Frank Pagano provided an update on the Presidential search. Overall, the search is going well and is on schedule. The presidential ad was finalized last week and the presidential profile was shared with Jeff Woodard today. Jeff and his marketing team will add campus images to make the profile visually attractive. Interested applicants can begin applying immediately. The search committee will begin reviewing applications through an online portal in early January; anticipate the appointment of a new president by June 2020.

The Presidential Search Committee had a positive meeting with Chancellor Johnson last week. At that time, they received their search committee charge.

CAMPUS BUDGET & INITIATIVES

Dr. Dennis Hefner referred the College Council to his campus budget memo. A noteworthy item: estimated budget reductions by divisions for 2020-2021 total \$900,000. He explained, it's part of the overall plan to balance the budget and eliminate the structural deficit. We're also looking at enrollment growth potential including the PA/OH Good Neighbor initiative. Early reports indicate there's a growing interest in this initiative. Additionally, Fredonia will offer a 30-credit online Certificate of Advanced Study in Educational Leadership. Teachers holding a bachelor's and master's degree, who have taught a minimum of five years, can complete the program 100% online, allowing them to qualify to become a principal or superintendent. Students can continue online to complete a doctorate through SUNY Empire State College. The Fredonia online program will be available beginning summer 2020. Additionally, to help increase graduate enrollment, every master's program on campus will offer a pathway into the program. Planning and Budget is onboard and supportive of these campus enrollment growth initiatives and the budget reduction plan. Now that we have SUNY's budget request, Dr. Hefner will be able to provide a more detailed four-year correction plan to the campus at the All-Campus meeting in January.

ENROLLMENT

Dr. Howard addressed campus enrollment. A record number of applications and admitted students was reached in fall 2019. For fall 2020, 2,906 applications have been received, and 1,245 were admitted. As of December 6, we've received 26 deposits, 4 above last year. It's still too early to predict transfers since they do not stabilize until late spring/early summer. Overall, our transfer student numbers are up while other SUNY campuses are down. The PA/OH Good Neighbor initiative is making good strides. At this time last year, we had 15 out of state applicants; we're currently at 51. The social media campaign for PA, OH, NJ, and NYC went live last night and the number of social media hits increased tremendously. We've moved from Facebook to Snapchat and Instagram to capture a college-bound audience. Admissions has made significant changes in their recruiting efforts. Enrollment numbers looks promising for Fredonia, and we're cautiously optimistic.

RETENTION

On the retention side, Fredonia is rolling out a number of initiatives. Enrollment and Student Services is working closely with Academic Affairs and the Strategic Enrollment team on these initiatives. Starfish, an online program to monitor students of concern, will be relaunched in the spring. A number of conversations on student advising and communication efforts have occurred. We've addressed student account holds and removed the barriers preventing students from registering for courses. We've narrowing our efforts down to individual students and reaching out to them to assist with enrollment issues. It's still too soon to confirm these efforts are making a difference, but we're learning through the process. Many non-returning students have non-academic issues. More or less, they are facing small mechanical issues that we can assist them with. For example, if a student was on medical leave, their email access was automatically terminated. Overall, it has forced us to look at our protocol and to address barriers that may have impacted retention. Last year between fall and spring, approximately 16 percent (approximately 350 students) did not return to Fredonia.

Admissions also changed their batch admit process by raising the minimum SAT requirement. Students not meeting the minimum will be required to provide additional documentation to validate they're eligibility. Extra evidence can be provided to support a student who is likely to have a high retention rate.

UNIVERSITY SENATE

Dr. Mary Beth Sievens reported that Fredonia's University Senate had a productive semester. Three programs were approved including a Certificate of Advanced Study in Child Advocacy, a Certificate of Advanced Study in Cybersecurity, and a Data Science Minor. The Certificate of Advanced Study is not new, it's just in a new format. The campus Chosen Name policy was updated to align with SUNY System's Chosen Name policy and the SUNY Consensual Relationship policy was adopted because it's more comprehensive than the campus policy. The members of the Taskforce to Access the Reorganization of the School of Business were identified. University Senate passed two resolutions: 1. Support the University Faculty Senate

resolution for a fair and reasonable contract with Elsevier; allowing SUNY to engage in fair and reasonable price negotiations. 2. Support an open presidential search process.

ACADEMIC AFFAIRS

Fredonia submitted to SUNY an academic program for MS in Teaching English to Speakers of Other Languages (TESOL) and a bilingual Education of Certificate of Advanced Study. Middle States will need to be alerted of this change.

Last summer, the Online Learning Office offered a summer “Fast Track” initiative to assist faculty in developing online programs. As a result, the following programs were developed: Certificate of Advanced Study (CAS) in Child Advocacy Studies, MS Ed Literacy, and an MA in Strategic Communication. The proposal was shared with Chancellor Johnson and we remain optimistic SUNY will assist us with funding.

Dr. Kearns announced that during the 2018-2019 academic year, Fredonia eliminated over \$200,000 in textbook costs as the result of the Open Education Resources (OER) Initiative. For this academic year, the number of OER courses at Fredonia increased by 88 percent. Faculty have been encouraged to utilize OER.

The fact that Fredonia will now offer a BS in Environmental Science is a huge accomplishment. The Board of Trustees gave Environmental Science and Forestry exclusive rights to that particular degree, however; Fredonia will also be listed in the Viewbook under Environmental Sciences with a four year BS in ES degree option. Great plug for our recruitment efforts.

FINANCE AND ADMINISTRATION

Vice President for Finance and Administration Michael Metzger provided an update on the public/private solar array project, the first in the SUNY system to feature storage capabilities, The New York Power Authority (NYPA) along with SUNY Fredonia began discussions about a solar array two years ago. The solar panels will be installed on campus by developer Solar Liberty and Oriden. Mitsubishi Hitachi Power Systems, will generate a minimum of 1.4-megawatts from the solar panels. The project will begin this spring. There is no cost obligation to the campus. Fredonia will receive the difference between what goes into the grid and what the campus generally pays; estimate revenue is \$300,000 over 20 years. Mr. Metzger thanked Mr. Markus Kessler and Ms. Kelly Lester from SUNY Central for all their work to implement this renewal energy project encouraged by Governor Andrew Cuomo.

Mr. Metzger provided an update on campus finances. After revenue actions were taken, the campus faces a \$8,492,659 shortfall. Budget assumptions were based on a head count of 4,700; head count the third week of classes was 4,463. Mr. Metzger noted we fared better than anticipated due to cuts made to offset the reduction.

UNIVERSITY ADVANCEMENT

Interim Vice President for University Advancement Betty Gossett announced that the campus exceeded its *Nurturing and Innovation Campaign* goal of \$20 million. Not yet publicly disclosed,

the campaign brought in \$20,922,400 since November 30. This is very good news since the campus still has one full year before the campaign closes. Mrs. Gossett thanked everyone who helped to support the campaign. She then requested the Council's approval on naming various spaces in renovated Houghton Hall. Prices range from \$10,000 for a faculty office to \$100,000 to support an endowment in the Stanley Museum. Science labs vary in price from \$25,000 to \$75,000.

A motion was made by Mr. Richard Alexander and seconded by JoAnn Niebel to name the spaces in Houghton Hall and to allow the Foundation Office to set pricing for those spaces. Motion carried.

Work continues on Houghton Hall with an expected move-in date of fall 2020. The second floor of Houghton Hall should be completed by Summer 2021, and classes will begin in that building fall 2021.

Chairman Pagano encouraged College Council members to give generously to the College Foundation before the end of the calendar year.

PRESIDENT'S REPORT

Dr. Hefner met with Chancellor Kristina Johnson on December 6 when she visited the campus to give the Presidential Search Committee its charge. They had a very good and productive discussion and Dr. Hefner was able to provide her with Fredonia bragging points to share.

He's very proud of Fredonia's Computer Science computing team which made it into the Northeast regional finals. One of only 13 teams, 10 from doctoral campuses and three from masters universities, Fredonia finished 4th, and was the top SUNY team in the competition.

Dr. Hefner asked for the Council's support of the 2020-2021 budget request made by the SUNY Board of Trustees. The three components of the budget that most impact Fredonia include: 1) second year of retroactive UUP salary increases, 2) \$25 million in Operating Dollars for State-Op campuses (will be utilized to help close the TAP Gap and Workforce Development), 3) \$650 million in base critical maintenance of educational facilities.

Mr. Alexander asked for clarification on the TAP Gap. Dr. Hefner explained that TAP is a tuition assistance program available to low income students when tuition goes up. Under Governor George Pataki's administration, the state stopped funding this financial assistance program. Still wanting to assist low income students, SUNY requested campuses reallocate funds to TAP to assist students financially. Fredonia currently awards \$6.5 million in TAP funds, with Fredonia underwriting \$2.1 million of this financial aid program. An increase in operating dollars would reduce Fredonia's financial TAP obligation by approximately \$500,000.

Mr. Alexander said it's obvious that Fredonia has a good working relationship with SUNY. Dr. Hefner credits the vice presidents and Denise Szalkowski for their efforts in continuing to foster this good working relationship with the senior staff at SUNY System Administration.

APPROVAL FOR SUNY BUDGET REQUEST

The College Council was asked to support the budget request made by the SUNY Board to the state. A motion was made by Richard Alexander, seconded by Cynthia Ahlstrom, and unanimously agreed to by the College Council to have Chairman Pagano send a letter of support on behalf of the College Council. Denise Szalkowski will send the letter to the NYS Governor, NYS Senate and Assembly leadership and Higher Education committee, and the Division of Budget.

Chairman Pagano went on record to recognize the good work of Dr. Hefner and his senior administration. He wished all College Council members and Fredonia staff a happy holiday season. Dr. Hefner shared his famous holiday caramel candy.

A motion to adjourn was made by Mr. Stephen Keefe and seconded by Mrs. Cynthia Ahlstrom. The Council meeting concluded at 2:30 PM.

Respectfully submitted,

Denise Szalkowski, Fredonia College Council Secretary