

**THE STATE UNIVERSITY OF NEW YORK AT FREDONIA  
MEETING OF THE COLLEGE COUNCIL  
DUNKIRK TECHNOLOGY INCUBATOR  
FEBRUARY 14, 2018**

Present: Connor Aitcheson, Richard Alexander, Michael Cerrie, Russell Diethrick, Stephen Keefe, JoAnn Niebel, Frank Pagano

Guests: William Boerner, Terry Brown, Betty Gossett, Virginia Horvath, Kevin Kearns, Brian Masciadrelli, Michael Metzger, Marion Olivieri Stephen Rieks, Daniel Tramuta, Jeffrey Woodard, Xiao Zhang

Absent: Cynthia Ahlstrom, Robert Deemer, Cedric Howard, Joseph Johnson

**MEETING CALLED TO ORDER**

The College Council meeting was called to order at 2:15 PM.

**APPROVAL OF MINUTES**

The College Council minutes of December 13, 2017 were approved without modification with a motion by Richard Alexander and seconded by JoAnn Niebel.

Chairman Frank Pagano announced that Vice President for Enrollment and Student Services Cedric Howard received the 2018 Scott Goodnight Award for Outstanding Performance as a Dean from the National Student Affairs Administrators in Higher Education (NASPA). The award recognizes members for their outstanding work in the student affairs profession. The award will be bestowed upon Dr. Howard at the Annual NASPA Conference in Philadelphia, PA in March.

**ENROLLMENT**

Representing the Enrollment and Student Services division, Associate Vice President for Enrollment Management Daniel Tramuta provided an update on Spring '18 enrollment. As of February 12, overall enrollment is up 8% over last year. This represents the second consecutive semester that overall headcount has increased at Fredonia. Fall '18 enrollment looks promising with 875 applications ahead of last year. Mr. Tramuta said these numbers reflect the good efforts of everyone on campus and are result of SEM planning.

Admissions is gearing up for their relocation from Fenner House on Central Avenue to the Williams Center. Vice President Howard, Associate Vice President White, and the Enrollment and Student Services support staff have relocated to the second floor of Fenton Hall. Undergraduate and graduate Admissions will be located on the 6th floor of Maytum Hall. They will offer walk-in appointments and transfer one-on-one student meetings in a newly designed SWAG room. Joining the majority of the related

operations and recruitment staff on the sixth floor will be the New Student and Transitions Programs Office (including Pre-College Outreach). Undergraduate campus tours will begin out of the Williams Center the week of February 19. By having several offices housed on the same floor of Maytum Hall, the various units will be able to work collaboratively and efficiently on the admissions process.

Council member Russell Diethrick asked if the geographic footprint of Fredonia's students could be identified. Mr. Tramuta said there has been a tremendous growth of students from downstate as the result of a full-time recruiter working out of New York City. There has also been significant growth in western New York students. Dr. Xiao Zhang added that the retention rate for students from the New York City area has been 2% higher than the general student body. Council members suggested that going forward Fredonia track the number of graduates from outside of the western New York area who remain in the area.

### **ADMINISTRATION AND FINANCE REPORT**

As a result of adjustments to the shortfall funding for the 2017-2018 state-operating budget, Fredonia's surplus/loss structural deficit is \$5.4 million. The impact of increased enrollment and personnel reductions as well as scholarship commitments make up the difference in what was projected. Finance and Administration continues to monitor the Excelsior Scholarship program and anticipates the first reimbursement from the Governor's office will be this summer. Eligible students must achieve 30 credit hours within a calendar year before the campus will receive reimbursement for eligible students.

The campus received \$3.655 million for critical maintenance funding from the State University Construction Fund's (SUCF). Work began on the \$22 million Houghton Hall total rehabilitation project. This is the last phase of the science center project and it's expected to be completed by December 2020. Work will be divided into two separate projects. Due to structural issues, the entire skin of the building will be removed. This is necessary because of a construction error done in accordance with a state design when the building was built. The building is well past the statute of limitation clause to hold anyone liable. During the renovation, the interior of the building will be reconfigured. After completion, Environmental Sciences, Geosciences, Computer and Information Sciences and Physics will relocate into the building. Houghton Hall was vacated prior to the renovation work, but those services will move back into the building after all work has been completed.

A Space Planning Committee was instituted to address space issues on campus. Vice President Brown will spearhead the learning areas and Vice President Howard will lead the co-curricular areas. The long-term plan is to improve the carbon footprint on the campus and to identify the best use of space on the campus.

Since 2011 the Campus Master Plan included a need to renovate Reed Library and to create an academic commons (between the Williams Center, Jewett Hall, and Reed Library) to house one-stop student services. Student services are currently scattered all over campus. The concept of this idea is grounded in the belief that all students should feel welcomed and supported by the services Fredonia has to offer.

Erie Dining Hall is being utilized by the City of Dunkirk as a refugee relief area. The college recently entered a partnership with the Puerto Rico Relief Center to allow them to use the space in Erie to store household goods for incoming families fleeing the devastation in Puerto Rico. Beginning February 8, the items will be accepted and stored in Erie for those moving here from Puerto Rico. Signage will be put up on campus to help direct those seeking help or those making donations. The hours the building will be open for donations and pickup has yet to be determined.

Vice President for Finance and Administration, Michael Metzger, said there are some structural issues in Erie that have been identified and they'll need to be addressed before reopening it for food service in the fall.

### **ACADEMIC AFFAIRS REPORT**

Provost and Vice President for Academic Affairs Terry Brown provided an update on new academic programs. To meet the demands of students, Dr. Brown said it's critical that the campus maintain a dynamic curriculum. An Environmental Studies Program was recently put forward for SUNY's approval. Fredonia has the expertise of the faculty in Environmental Sciences to offer this degree program. SUNY ESF does not support the program on our campus because it conflicts with what they offer, but there is a high demand of interest among our students so we're moving forward with the proposal. Other SUNY schools offer similar programs under a different name.

Dean of the College of Education, Christine Givner, continues to look at refreshing the academic programs in Education. It's important that Fredonia update its curriculum and be responsive to New York State policies. Fredonia's English Adolescence Education Multi-Award proposal is pending SUNY's approval. If approved, Fredonia students will be able to graduate in five years with a bachelor's degree and a master's degree with certification in English Adolescence Education. Graduate programs in School Building Leadership and School District Leadership are also under revision.

In November 2017, four newly revised initial certification programs were approved, including Early Childhood Education, Early Childhood-Childhood Education, Childhood Education, and Childhood Inclusive Education. These certificate programs align with new policies and New York State expectations. An initiation plan for prospective students has been developed and current students will receive information about the program this semester.

Fredonia is also partnering with SUNY Oneonta on a collaborative online degree. This will allow us to meet the needs of western New York and other area school districts.

A one-question survey was recently sent out to faculty teaching undergraduate courses. Faculty were invited to identify the students on their class roster who never attended their course. We had a successful 50% response rate; indicates a high level of interest by our faculty in the success of our students.

Campus chairs and deans are working to make our course schedule more responsive to student demand. Dr. Brown said Fredonia's course schedule is well balanced with few courses underutilized.

### **UPDATE ON SEARCHES**

The search for the Vice President for University Advancement, chaired by Dr. Brown and co-chaired by Dr. Mary Beth Sievens, resulted in the committee inviting two finalists to campus. Unfortunately, the second candidate withdrew from the search Monday morning. The search committee will meet tomorrow to discuss what their recommendation will be for the President. In the meantime, Betty Gossett has graciously agreed to continue serving as Interim Vice President until a permanent appointment is made. The council thanked her for her leadership. Review of applications has begun for the Dean of the School of Business. Semi-finalists will be identified for interviews; anticipate hiring by July 1.

### **PRESIDENT'S REPORT**

President Horvath said it's important the campus is prepared in the event of a campus emergency. Union leaders and others are asking for emergency preparedness training. It's essential that everyone on campus know what their role is during an emergency. Structural changes will need to be made to the PA systems in campus buildings, and we need to develop pre-recorded emergency messages so that we can communicate with the campus quickly. We're working with Chautauqua County and local agencies to develop a chain of command and to avoid redundancy.

President Horvath said the campus continues to work on improving the campus climate to help support diversity. Going forward, we need a blueprint to address issues that arise. One of our diversity initiatives includes training for the entire campus. Additionally, an international diversity expert will be on campus next Thursday, February 22 at 5:30 p.m., in 209 McEwen Hall. Rosalyn Taylor O'Neale, will give a presentation "The Power of Inclusion and Diversity." Ms. O'Neale specializes in diversity and inclusion program design, trans- and cross-cultural competency assessment and education, and diverse team and group process development. An email with about her presentation will be sent to College Council members. Due to the ever-changing diversity of our student population, it's essential that we offer training so that faculty, staff, and students feel welcomed and safe on our campus. Fredonia submitted a

proposal to SUNY requesting additional funding and were approved to receive \$55,000 to help with these efforts.

### **STUDENT ASSOCIATION REPORT**

Connor Aitcheson announced that the Student Association (SA) Executive Board began work on the Student Association Budget. SA met with all of the student organizations and they expect to finalize the budget by May 3 for the President's approval. The budget includes a modest student activity fee increase. This increase is due to the higher minimum wage rate. Chairman Pagano cautioned Mr. Aitcheson about increasing fees too much. To keep the fee increase manageable (\$1.00 per semester), SA eliminated some student organizations. SA plans to send two students to a workshop on diversity training this semester.

### **UNIVERSITY SENATE REPORT**

University Senate Chair Brian Masciadrelli announced that the Senate will be conducting a review of the Enrollment and Student Services division. The review team is being populated and will be brought to Senate for approval this semester.

A resolution was passed by Senate at their February meeting to freeze future changes for three years to the Fredonia Foundations General Education Program. This will allow Senate to assess and evaluate the effectiveness of the program before any additional policy modifications are introduced. Senate has a number of committee vacancies they're working to fill including vacancies on the FSA Board of Directors and Chair of the University Senate. After fulfilling a two-year term, Dr. Masciadrelli will be stepping down as Senate Chair. On behalf of the Council, Chairman Pagano thanked him for his service and suggested he join the newly elected Senate Chair at the May College Council meeting.

### **ENGAGEMENT AND ECONOMIC DEVELOPMENT REPORT**

Vice President for Engagement and Economic Development Kevin Kearns provided an update on activities at the Dunkirk Technology Incubator. The Original Crunch Roll Factory, L.L.C., is the first WNY business approved for participation in the StartUp New York program. The facility is located in Westfield, NY, and they manufacture and produce Crunch Roll appetizers. They currently have 20 employees and have signed agreements to sell their products to Seven Eleven, Tops, and on campus in Centre Pointe. FSA is working with the company to develop SUNY Fredonia's very own Crunch Roll. The campus hopes to develop internship opportunities for students with the company. The council suggested that Crunch Roll samples be brought to the next College Council meeting.

The campus signed a Memorandum of Understanding (MOU) with TimberFish Technologies (TFT) which outlines internship and employment opportunities for Fredonia students. Several students are already interning at the facility in Westfield, NY.

After receiving state and private funds, the facility was able to enclose their facility so they can now operate year round.

Ted Sharon's Venture Production's company is housed at the Dunkirk Technology Incubator and is making great progress. They landed a Hollywood movie deal and have hired several students. This past summer, they offered a successful Shakespeare production at the Dunkirk Lighthouse. Mr. Sharon worked closely with Nate Aldrich to acquire a building in Fredonia for a future playhouse. Once it's up and running, it will contribute nicely to the area's economic development in the arts.

As a result of President Horvath's good efforts to bring the University, Village of Fredonia, and City of Dunkirk together, the City of Dunkirk was awarded a \$2.5 million grant for its smart growth waterfront development project. A quarter of the funding will be designated toward the Central Connections project which includes signage for Central Avenue, adjoining the two neighboring communities together.

JoAnn Niebel asked what the status is with Orbitist, a start-up company formerly housed in the Dunkirk Incubator. Dr. Kearns explained that its developer, Nick Gunner, moved to Colorado with his wife so that she could attend graduate school, however; he continues to work with the local county visitors' bureau.

### **ENROLLMENT AND STUDENT SERVICES REPORT**

Associate Vice President for Enrollment Management, Daniel Tramuta, announced that Admissions staff are moving into Maytum Hall. The division has been very creative in setting up and branding the Admissions entrance into Maytum for prospective students and their families. It's essential the Admissions office is easy to find to prospective students. Large TV's will be on display in the waiting area and visitors' names will be prominently displayed on the screens. Since campus tours will be given out of the Williams Center, parking spots have been secured near the building. Maytum Hall will also have designated parking spots for prospective students.

Admissions will host the following spring visits: College Exploration Day, On-Campus Accepted Student Reception, Multicultural Weekend, two Saturday Visits, WNY Counselor Tour, "College 101," and regional receptions for accepted first-year and transfer students. Mr. Tramuta said these events are highly successful and result in a 70% or higher yield rate. The concept behind Fredonia's Exploration Day is to spark excitement about college and let prospective students learn more about what the college has to offer. Mini classes are offered to introduce students to topics that span the liberal arts curriculum. Sessions include topics in literature, physics, environmental science, mathematics, criminal justice, and business. After the presentation, students and their family members can meet with representatives from each academic area as well as student services. Admissions introduced a New Student and Transition Pre-College Outreach program providing middle school and high school students with an opportunity to visit the campus and learn more about specific areas of interest. They are

short programs that include behind the scene tours and focus on career and college-ready programs. As the result of meetings with local Superintendents, Fredonia is experiencing a renewed energy and an increase in campus visits from both the Dunkirk and Jamestown school districts. It's important that we pay attention to our primary region and focus on getting younger students onto the campus. This summer, a coding camp for Seneca Nation 7<sup>th</sup>, 8<sup>th</sup>, and 9<sup>th</sup> grade students and a Middle School history program will be hosted on the Fredonia campus. Other great programs are planned with many local school districts.

In the fall, the Fredonia State Hockey team visited Fredonia Elementary School students to welcome them back to another great school year. Elementary age children were greeted with high fives as they walked down the hallways to their classrooms.

Several Fredonia sports teams are doing well. If the women's basketball team wins their next game, they'll qualify for the SUNYAC tournament. Likewise, if Fredonia men's hockey wins their next game, Fredonia will host the playoff games on campus next weekend.

The Counseling Center is seeing a 40% increase in the number of clients this year over last year. The Counseling Center instituted a walk-in program which has made visitations easier for students. In collaboration with Chautauqua County, the campus now offers Mystrength, a support service system available to faculty, staff, and students.

Overall residence life numbers are up 3.4%.

#### **UNIVERSITY ADVANCEMENT REPORT**

Interim Vice President for University Advancement, Betty Gossett, referred Council members to the University Advancement's division report. Year-end numbers summarize a \$3 million increase over last year. After committing many hours, the University Advancement staff was successful in increasing unrestricted funds. Ms. Gossett attributes the increase to the flexibility of online giving. The "Nurturing Innovation: The Campaign for Fredonia," raised \$14.5 million in gifts and pledges toward its \$20 million three-year goal. Out of the five hundred and four endowments with the Foundation, 37 are new; comparably, there were 48 new endowments the two years prior.

Alumni Affairs has been busy planning on and off-campus events. The brick walkway endeavor continues to do well with over 200 bricks sold at a price of \$150 to \$200 each. Jeff Woodard and his team have been most successful in developing new ways to advertise the bricks for sale. Marketing and Communications has been working intensively on the Fredonia website and new video productions. They continue to expand the campus photo gallery and to ensure that all marketing is helping Admissions achieve their enrollment goals.

## **DIVERSITY, EQUITY, AND INCLUSION REPORT**

Diversity, Equity, and Inclusion Director William Boerner is excited about the funding the campus will soon receive from SUNY for diversity training. Overall, he has seen an increase in the number of racial claims on campus, but views this as positive since students and staff are feeling comfortable to bring issues forward.

Mr. Russell Diethrick asked if there's been an issue with off-campus, unplanned visitors showing up to speak about a confrontational topic. Mr. Boerner said the campus welcomes ideas and beliefs, as long as they do not represent threatening behavior to those on campus. If he learns about a bias incident in the community, along with President Horvath, he reaches out to those business owners to discuss the complaint. Mr. Boerner and other campus colleagues will attend a two-day conference this spring on the Constitutional Rights to Protest – *Who Can Speak*.

## **INFORMATION TECHNOLOGY SERVICES**

Chief Information Technology Officer, Steven Rieks, announced that Information Technology is partnering with Academic Affairs on a project that will allow accepted students to identify what credits are transferable into Fredonia and how they'll align with their degree if they transfer. The program has the potential to increase the number of transfer students on campus. Once the program is up and running, Jeff Woodard and the Marketing and Communications team will begin to advertise it.

Mr. Rieks is co-leading an internal Alternative First Name committee with Mr. Boerner. Once complete, students will have the option to waive using their birth name on all of their Fredonia documents for their chosen name. This was a labor-intensive project since the current system needed to be aligned to support this initiative. Legal documents will not be affected by this initiative and students will need to make a request to make the change official. Degrees can be printed with the chosen name. IT is also implementing a new phone system. This new IP phone service can serve as a primary and secondary service in case of emergency. The new phones have speakers so they can be utilized to communicate with the campus by integration with the PA towers throughout campus. This will allow us to build toward a much more holistic approach.

## **INSTITUTIONAL RESEARCH AND PLANNING**

Xiao Zhang said federal reporting is now looking at the entire graduation rate. Traditionally, only students entering in the fall were considered in the report. The most recent cohort for 2009 indicates 65% of students graduated from Fredonia in eight years. The nationwide average is 50%.

## **MARKETING AND COMMUNICATIONS**

Jeffrey Woodard reported that his area is working closely with OHO, a vendor in Boston, MA. OHO has been hired to redesign the campus website including the layout content so that the campus will be more competitive. Behind the scenes work has already begun and the project is expected to be completed by Fall '18. Student input is being sought for the new layout and format of the website.

The campus is using Starfish to promote communication with students and raise awareness about areas of student concern. This online tool will be used to track at-risk students.

A motion to adjourn was made by JoAnn Niebel and seconded by Stephen Keefe. The Council meeting concluded at 4:09 PM.

Respectfully submitted,

Denise Szalkowski, Fredonia College Council Secretary