**THE STATE UNIVERSITY OF NEW YORK AT FREDONIA**

**MEETING OF THE COLLEGE COUNCIL**

**PRESIDENT’S CONFERENCE ROOM**

**DECEMBER 17, 2015**

Present: Cynthia Ahlstrom, Richard Alexander, Jason Burgos, Jefferson Dedrick, Russell Diethrick, Joseph Johnson, JoAnn Niebel, Frank Pagano

Guests: Michael Barone, Dr. Bill Boerner, Dr. Teresa Brown, Dr. Robert Deemer, Dr. David Herman, Dr. Virginia Horvath, Dr. Kevin Kearns, Karen Porpiglia, Dr. David Tiffany

Absent: Michael Cerrie, Stephen Keefe

**MEETING CALLED TO ORDER**

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

**APPROVAL OF MINUTES**

The College Council minutes of September 23, 2015 were approved without modification with a motion from Richard Alexander and seconded by Jefferson Dedrick.

**UNIVERSITY SENATE UPDATE**

Dr. Robert Deemer announced that the Engagement and Economic Development and Academic Affairs Reviews have been completed. The next two reviews scheduled to begin in the spring will be Finance and Administration and University Advancement. Additionally, an in-house Presidential Review will be overseen by the Senate. Eventually there will be a SUNY-wide Presidential Review, but until that is scheduled, Dr. Horvath encouraged the Senate to do an in-house review since she has been in the Presidential position for four years. Chairman Frank Pagano requested to serve on the in-house Presidential Review Committee. As a Middle States requirement, University Senate is in the process of revising the campus’ Vision Statement. Additionally, after five years of work, the official University Handbook is in draft form online. The Handbook was last updated in 1985. Some items in the Handbook require negotiations by UUP. The revised Handbook will include procedures and protocol in the selection of departmental chairs.

**STUDENT ASSOCIATION UPDATE**

Jefferson Dedrick introduced President Elect Jason Burgos to the College Council. Jason is a senior Business Administration major. He has been very active in the Student Association and other campus committees. He currently sits on the FSA Board of Directors. The Council welcomed Jason and wished Jefferson good luck after presenting him with a small token of appreciation from the College Council. Jefferson thanked the College Council for their support. For the spring semester, Jefferson accepted an internship with the Office of Federal Relations at the State University of New York in Washington, D.C. Jefferson will be assisting the office in representing SUNY's interests before Congress and the Executive Branch on topics ranging from student financial aid, scientific research, education policy and the federal budget. Jefferson's routine responsibilities will include attending and reporting on Congressional hearings, federal agency briefings and helping to plan the annual SUNY Day D.C. event. He will receive academic credits for this internship. He noted that he would not be able to participate in this unpaid internship if it were not for his supportive parents.

**STRATEGIC ENROLLMENT MANAGEMENT PLANNING**

Dr. Terry Brown announced that the official kick-off meeting for the Strategic Enrollment Management (SEM) plan was held September 17. Over 150 faculty, staff, and students attended the event. Based on feedback from AACRAO, Fredonia needs to not only look at the first year class, but at recruitment, retention, student education, and transition. A campus Steering Committee of eight was appointed as well as a Recruitment and Retention Council. A broad strategic plan has been adopted because we need to look at how to change our profile. We need to look different and more appealing to students who are not initially attracted to a residential campus. Most SUNY schools are facing the same enrollment challenges. Demographically there is a lot of political things that affect whether or not a student will attend a residential campus such as Perkins Loan, affordability, residential/commuter campus, and employment.

**ENROLLMENT**

Dr. Herman referenced the enrollment statistics report in the College Council packet. As noted, Fredonia’s Open Houses and Saturday visits have been up in attendance. Fredonia is also up in the number of student inquiries and admits. Admissions recently sent out scholarship letters ranging in $1500 to $3000 to over 700 prospective students. We won’t know what Fredonia’s enrollment numbers will be until approximately May 1. Admissions is also working with the Foundation on stackable scholarships. Our goals are to get students to commit sooner, develop new markets such as EC English, and offer an out-of-state discount if approved by the state. Several new tactics have been implemented to help increase enrollment.

1. Hired four undergraduate students to call prospective students after a campus visit.
2. Increased the number of prospective students in our communication system to 80,000.
3. Added high school junior names to the prospective student search process. As a result of the Federal Financial Aid change, this was a good decision.

All of these implementations are critical since we are below our retention numbers. The top reason students leave Fredonia is academics, the second is financial, and the third is personal. About 85% of Fredonia students receive some type of financial aid. The government continues to back away from grants and the students are becoming much more loan dependent. As for recruiting transfer students, we have a recruiter from Admissions assigned to assist transfer students. We also have a communication plan with community colleges. Typically, Fredonia receives 350 to 400 transfer students a year. Fredonia is in the middle of two very important initiatives:

* Strategic Enrollment Management
* Review of Academic Program Array

Since September, Marketing and Communications has been migrating Fredonia’s primary recruiting pages (Home Page, Admissions, Financial Aid, Graduate Studies, and International Education) over to Drupal. This new web interface is a database-driven system designed to improve accuracy and be compatible with mobile phones and devices of all sizes. Research shows that the vast majority of prospective students — our primary target audience — first interact with our university via our website. With these new pages, campus web authors are now able to upload large photos (which automatically reformat for fit), insert ambient background-images, create action-buttons, build slideshows and grids. In the coming months, the Fredonia web team will be working with Academic Affairs to begin moving academic department websites over to this new system. We hope to conclude this work by the end of the spring semester. The remaining divisions and departments are scheduled to follow and be completed by the end of calendar 2016. Fredonia’s web pages are visited most by New York State students, followed by Massachusetts.

Over 35% of Fredonia students are eligible for PELL funding. To be eligible, a student’s household income must be $40,000 or less. Fredonia has the highest level of eligible PELL funding in all SUNY comprehensive colleges. For this reason, it’s critical that we keep Fredonia financially manageable. Fredonia’s student default on loans is currently one of the lowest. SUNY will be rolling out a dashboard soon to keep track of all of these numbers. Fredonia’s current tuition is $6700 a year.

Jefferson Dedrick explained that the general education requirements at Fredonia are provided within the framework of the College Core Curriculum (CCC) which is mandated by SUNY. The CCC is overseen by the General Education Committee, which is a standing committee of University Senate, and by the Associate Provost for Curriculum, Assessment, and Academic Support, who serves as the Director of General Education. A new plan has been approved which we believe will better prepare students. Fredonia still offers the Fredonia Four Guarantee.

The College Council asked what Fredonia is doing to recruit Hispanic students since the local Hispanic population is so high in WNY. Dr. Herman explained that Admissions does focus on individual regions, high schools, and minority groups. Fredonia also offers a Spanish tour guide and a bilingual open house as well as bilingual financial aid assistance. The Marketing and Communications team produced four TV videos this fall and one features a local Hispanic student.

Chairman Pagano said the College Council is very concerned about enrollment, but realizes that the campus is doing its best to control enrollment and retention. Mr. Pagano requested that regular enrollment updates be sent to him. He expects if the current enrollment strategy does not work, an alternative one will be adopted.

**RESOLUTION FOR DAVID TIFFANY**

Frank Pagano read the resolution for David Tiffany thanking him for his many years of service to SUNY Fredonia. Dr. Tiffany plans to stay in Fredonia where he will continue to be active in the local community and the university.

**ANTONIO REGULIER**

Mr. Antonio Regulier thanked the College Council for their past support. Antonio officially graduates after his 2016 J-Term courses. He calls Fredonia his “home” and said it’s like no other campus he has visited. Following graduation, Antonio plans to pursue a Master of Social Work at Stony Brook.

**CONSTRUCTION UPDATE**

Progress continues on the Rockefeller Art Center (RAC) addition. Residents on the third floor of RAC will be moved over to Houghton Hall the second week of January. The estimated completion for the RAC addition is August 2016. Mrs. Karen Porpiglia noted that the faculty and staff who occupy those spaces have been very cooperative.

Last winter, several units of the University Townhouses incurred ice damage. DASNY identified several remedial actions and those repairs were taken over the summer. Heat sensors were installed to monitor the fix to ensure the repairs were done properly. Defects were identified in the insulation and DASNY is taking financial responsibility for all repair work. Monitoring of the repairs will continue throughout next year.

As a result of a review done in 2013, deterioration and safety issues were uncovered on the academic spine. The academic spine bridge which connects Reed Library to the Williams Center will be demolished this summer. With the high volume of traffic, the decision was made to take down the spine and columns over the summer. Concurrently, Fredonia will be working on a redesign that will tie in with existing I. M. Pei architecture. The design team is made up of faculty, staff, alumni, and FSA employees. Together the design team will work with an architect and by Summer 2017 a new walkway will be installed. Ms. Porpiglia noted that at one time the walkway served as the main entrance to Reed Library, but after the library renovations, it became obsolete. An egress from the second level of Williams Center will need to be factored into the design.

To address the $4.309 million shortfall, the campus will use over-enrollment tuition funds, year-end budget shortfall actions, salary savings from vacant positions, and salary savings from delayed hires. The Budget Office has begun work on the 2016-17 budget which includes a reduction of Full Time Equivalents (FTE’s) from 5,100 to 4,650. Once the New York State Governor’s budget is released, we’ll have more information about negotiated salary increases, the rational tuition policy, and maintenance of effort.

**SEXUAL HARASSMENT UPDATE**

Dr. William Boerner said a draft of the Sexual Harassment Policy was included in the College Council packet. The policy has already been shared with Cabinet, University Senate, and SUNY Legal, and will require the Council’s approval at the May meeting. This new policy will not go into effect until next year. He noted that due to new EOC requirements, the previous version is not compliant. As the Title IX officer, Mr. Boerner is often the first contact for a sexual harassment complaint. Victims have the option of a judicial or legal system. If a person is accused of such a crime, they are also entitled to the same services. Fredonia is open, transparent, and supportive of both sides. If an individual is found guilty, they are expelled immediately from Fredonia.

**PRESIDENT’S REPORT**

Dr. Virginia Horvath said the campus has made great strides in the Strategic Enrollment Management planning process and the Periodic Review Report which was submitted to the Middle States Commission on Higher Education. She is very excited that the campus was able to sell the AOC trailers. The design phase of the Admissions Center is wrapping up. If funding is available, the new Admissions Center will be located near Symphony Circle. A new Center will allow us to bring the undergraduate and graduate admissions staff together in one building, however; we still need $4.6 million to build the Center. Dr. Horvath encouraged Council members to ask their legislative leaders for dollars from the Capital Budget to support this initiative. The Council asked what would be done with the current Admissions House. No plans have been made for the building, but the trailers behind the Admission house will be sold.

**FINANCE AND ADMINISTRATION REPORT**

Facilities Services was one of 11 SUNY campuses selected by the New York Power Authority to receive three grants totaling $305,000 to improve overall energy efficiency through “BuildSmart NY.” This is part of NYS Governor Andrew Cuomo’s plan to reduce energy use in state buildings by 20% by 2020.

**STUDENT AFFAIRS REPORT**

Winter athletic teams had a very good season. Three divers were named SUNYAC Divers of the Week four times this season. After 13 years at Fredonia, Associate Director of Athletics Joe Baudo has accepted a position at Nardin. Athletics is working on a reorganization plan following his resignation. A record number of 800 students participated in Fall Sweep. Dr. David Herman announced that 85% of the University Townhouses are occupied for next fall, however; the total number of students on campus remains flat. As part of a window renovation project, Hendrix Hall will be closed next year. Even with Hendrix down, there will be no triple booking of students.

The Marketing and Communications staff will be moving to the Print Shop. The move is expected to be completed by August. Dan Tramuta travelled extensively this fall semester and offered 42 financial aid workshops. The First-Year and Transition Program was very successful. Working collaboratively with Academic Affairs, the FRED 101 first-year seminar pilot project was also successful.

**ENGAGEMENT AND ECONOMIC DEVELOPMENT REPORT**

The SUNY Board of Trustees mandated that all campuses adopt an Applied Learning Council. Each Council is to develop a plan to be reviewed by SUNY. Tracy Collingwood is spearheading the Council which will gather data from campus Engagement Forums, the Carnegie Community Engagements Classification self-study and report, and student feedback from periodic surveys. The Fredonia Technology Incubator was awarded a $125,000 CFA Grant under the NYS Incubator Program for 2016. This grant will allow the Incubator to expand its programming in the community. The Incubator also launched an annual business competition for Fredonia students through a grant from AT&T. Students who submit a business proposal have the opportunity to win a space at the Incubator. New clients at the Incubator include: Orbitist and +FARM. Each client in the Incubator has quarterly milestones to fulfill. The variety of clients in the building is important.

**UNIVERSITY ADVANCEMENT REPORT**

Dr. David Tiffany gave an update on Fredonia College Foundation receipts as of October 31, 2015. He said this is the time of year when the College Foundation receives half of its gifts. Thus far the Foundation is over $2 million -- and possible over $2.3 million. He has received word of some fairly large gifts coming in. Last year, the Foundation received $2.8 million, but that amount included a major property gift. The Board continues to support $100,000 for yearly honors scholarships. Most recently, Hemingway Hall was identified as the Honors house. Seventy-five students currently reside there. The fall Scholars Breakfast was well attended by 1060 guests. The interaction with the students and donors was overwhelming.

A motion to adjourn was made by JoAnn Niebel and seconded by Joe Johnson. The Council meeting concluded at 5:00 p.m.

A dinner followed at Lanford House.

Respectfully submitted,

Denise Szalkowski, Fredonia College Council Secretary