

**THE STATE UNIVERSITY OF NEW YORK AT FREDONIA
MEETING OF THE COLLEGE COUNCIL
PRESIDENT'S CONFERENCE ROOM
DECEMBER 14, 2016**

Present: Richard Alexander, Jason Burgos, Betty Gossett, Dr. Virginia Horvath, Dr. Cedric Howard, Joseph Johnson, Dr. Kevin Kearns, Stephen Keefe, JoAnn Niebel, Frank Pagano, Kevin Seitz

Guests: Mr. Chuck Cornell, Joshua Ranney

Absent: Cynthia Ahlstrom, Michael Cerrie, Russell Diethrick,

MEETING CALLED TO ORDER

The College Council meeting was called to order at 1:00 PM.

APPROVAL OF MINUTES

The College Council minutes of September 28, 2016 were approved without modification with a motion by Joseph Johnson and seconded by Richard Alexander.

Chairman Frank Pagano announced that today's meeting will be the last for Student Association (SA) President Jason Burgos. Mr. Burgos graduates this month and plans to pursue employment.

Mr. Burgos said it was his honor to serve 4,600 students as the student representative on the Fredonia College Council. In addition to serving on the College Council, he was a representative for nine semesters with the Student Association. Mr. Burgos introduced incoming SA President Joshua Ranney, a sophomore political science and journalism major. Chairman Pagano wished Mr. Burgos and Mr. Ranney well on their final exams. Mr. Burgos was presented with a parting gift and his name plate.

College Council members were presented with a Fredonia Technology Incubator coffee mug and a hand-made ceramic bowl. Councilman Pagano thanked them for their service on the Council.

PRESIDENT'S REPORT

President Virginia Horvath discussed the continuing conversations she and others on campus have had with Empire State College and Jamestown Community College. In an effort to collaborate and better serve the people in the region, the local Empire State College office will temporarily move to the Fredonia Technology Incubator in Dunkirk. The three institutions continue to identify pathways they can build together for students within the community. President Horvath will travel to New York City this evening for a SUNY Presidents' meeting with Chancellor Nancy Zimpher.

STUDENT AFFAIR'S REPORT

Dr. Cedric Howard announced that applications for the spring semester are down 4 percent; however, enrolled students and confirmed students are up. Full-time first year deposits are at 6 which is +2 over last year at this time. Transfer deposits are at 61 which is +19 over last year at this time. He believes the reduced application time from 37 days to 4 days is making a difference. Students are now admitted in November instead of February. Despite the decline in applications, Dr. Howard feels optimistic about future enrollment at Fredonia. He's hopeful that the partnerships with Empire State College and Jamestown Community College will make a difference. It's too early to predict Fredonia's international student numbers because the new process does not begin until January/February. The SEM Steering Committee continues to meet once a week to review enrollment.

INCUBATOR SPOTLIGHT

Incubator Director Chuck Cornell provided a brief update on the Fredonia Technology Incubator (FTI) followed by a promotional video. As highlighted in the video, FTI promotes economic growth by supporting entrepreneurship and the development of new, innovative companies into successful business ventures. FTI focuses on arts and technology based companies around the STEAM (Science, Technology, Engineering, Arts and Math) academic disciplines. FTI markets itself through the web, social media, promotional videos (produced by Venture Productions), quarterly newsletters, brochures, press releases and open houses. Currently there are twelve diverse clients occupying space within the New York State Business Certified facility. The clients include Antefact Graphic Design, ArcAtlas Records, Dragon POS, L2 Engineering D.P.C., Lake Arts Foundation, Orbitist, Play and Learn Children's Museum, Playground Academy, ProQuip, Chadwick Bay Brewery, AAL in Transportation and Venture Productions. There are also four service clients: Chautauqua County Industrial Development Agency (CCIDA), Chautauqua County Department of Planning and Economic Development, Chautauqua County Land Bank Corporation, and KUTLO-NITT. Much applied learning happens at the facility with six Fredonia interns this semester representing majors in marketing, communication, finance, business administration, and one Fredonia High School intern. Workshops and events held at FTI are geared toward startup businesses. This spring FTI will launch its second annual student business competition. Participants will have the opportunity to submit a business proposal and compete for admittance into FTI as well as other prizes. FTI regularly hosts business lunches, open houses, visiting artist programs, and exhibits and galleries. FTI coordinates a mentoring program, now in its second year. In addition to an eight-member Advisory Board, the facility is staffed by Dr. Kevin Kearns, Vice President of Engagement and Economic Development; Chuck Cornell, Director of the Incubator; Monica Kemp, Program Manager; Elaine Moore, Secretary, and Genevieve Dougherty, Graduate Assistant.

STUDENT ASSOCIATION REPORT

Mr. Burgos reported that it was a busy fall semester for the Student Association (SA). Elections were held for Class President, Class Representatives, and SUNYSA Voting Delegates. Over 1,000 students voted making it the most successful voter turnout in Fredonia's history. The term of the SA President and Vice President run from January through December 31. Incoming President elect is Joshua Ranney and Vice President is Katie Grabowski. SA highlights for this past year include the passing of a mandatory student activity fee. SA attended the biannual SUNYSA Conference in Albany on November 11. Key issues discussed at the conference included the Black Lives Matter movement and advocacy for affordability, food security, and mental health.

UNIVERSITY SENATE REPORT

Dr. Brian Masciadrelli reported that University Senate will work collaboratively with Academic Affairs on the Right Serving, Right Sizing plan. University Senate has agreed to undertake a consulting/advising role as the plan, approved by Cabinet, continues to unfold. A new campus Vision Statement, Department Chair Selection Policy, Vice President for Finance and Administration search committee, and a Strategic Plan Steering Committee were all approved this semester. Senate will resume meeting in February following the break.

ACADEMIC AFFAIRS REPORT

Dr. Terry Brown expanded on the Right Serving, Right Sizing plan. The purpose of the plan is to achieve two major initiatives: 1. increase Fredonia's revenue through enrollment, and 2. Reduce the campuses expenditures in a thoughtful and inclusive manner. Vice Presidents were asked to evaluate their divisions and culminate a report by May 11, 2017. Provost Brown said her division includes a review of administrative and academic support services. She'll be looking closely at enrollment trends over the last five years. Going forward, classes should be filled to at least 90 percent or more. Retention numbers will be looked at very closely in this review. We want to educate ourselves on why students are not returning. Research indicates students leave college because of personal, academic, or financial reasons. We have qualitative and quantitative data to confirm all three affect Fredonia students. Fredonia has developed a student advocacy program to reach out to students who are facing these issues. Utilizing the software

program Starfish by Hobsons, the campus hopes to understand if Fredonia's student success programs are making a difference. Starfish will also allow us to track course completion from persistence to timely graduation and to measure student support services and how effective they are. The Starfish system facilitates communication among support professionals while targeting at-risk students as soon as they demonstrate signs of struggle. Mrs. JoAnn Niebel raised a concern about confidentiality with the program. Provost Brown assured the Council that FERPA regulations apply to Starfish usage.

ADMINISTRATION REPORT

Mr. Kevin Seitz announced that the Board of Trustees adopted and approved the SUNY Budget. The Budget will be submitted to the Governor's office for approval. Items of interest in the budget include an optional campus tuition increase and a predictable operating model (formerly maintenance of effort). Campuses are hopeful there will be additional funding for capital projects and DIFR. We do not have any new information on funding for a new Admissions Center for the campus. The Administration division recently sent a campus-wide survey out regarding Right Serving, Right Sizing, and Mr. Seitz will forward a copy of the survey to College Council members. As of today, 75 staff members have participated in the survey. Fredonia has been working collaboratively with Empire State College to identify space on campus for Empire State College use. In the meantime, Empire State College will temporarily occupy office space at FTI for one year beginning January 2017.

Work is wrapping up on the Rockefeller Arts Center (RAC) addition and displaced faculty and staff are expected to return to the building by the first of the year. Unfortunately, the scope of the work in Houghton Hall reached \$30 million and exceeded the budget for this project. Capital funding also decreased from \$13 million to \$4 million. The Construction Fund will review the design, eliminate the air conditioning, and make other necessary changes to bring the needed work within budget. Until we hear back from the Construction Fund, the building will remain vacant. A punch list was developed for the second and third floors of RAC. The foundry in RAC is setting off the building fire alarm so we'll need to find a long-range solution to this problem.

DIVERSITY, EQUITY, AND INCLUSION REPORT

After a substantial amount of time and effort, Dr. William Boerner announced that Fredonia's Diversity, Equity, and Inclusion plan was submitted to SUNY. He's very excited about the opportunity this plan will bring the campus. The four campus goals, which are part of the campus Strategic Plan, are included within the report. This new plan will take us through the next five years and afford us some flexibility. Dr. Boerner expects to receive some pushback from SUNY regarding specific recruitment policies for students, faculty, and staff. Chairman Pagano asked why SUNY doesn't have a standard Diversity Plan. Dr. Boerner said SUNY wanted campuses to develop their own policies. When asked if the Diversity Office was experience an increase in complaints and concerns after the presidential election, Dr. Boerner said no. Even with an increase in campus diversity, the number of campus complaints has remained stagnant. He attributes this to his efforts in raising awareness on campus.

STUDENT AFFAIRS REPORT

Dr. Cedric Howard said his division is moving from a transitional operation to a developmental one. He has been working closely with the Admissions staff to overhaul Fredonia's admission's process. They've taken the 37-day admission process down to four days. He's very proud of the Student Affairs staff and the changes they've made in a short time. Admission is now looking at enrollment two years out and working closely with Marketing and Communications. Marketing and Communications created an online virtual campus tour with four language options. The tour has had over 3,000 visitors from 23 states since its release. To assist student with financial concerns, Financial Aid has made staffing adjustments to allow students to drop in without an appointment anytime between the hours of 8:00-5:00.

Fredonia athletic teams did very well this fall semester. Fredonia is currently in 4th place for the Commissioner's Cup for all sports and two Fredonia divers are in the top national spots. Men's soccer won

a game in playoffs. Following an external review a final report confirmed there are no significant issues in Athletics.

The search for the Center for Multicultural Affairs Director is underway. The Counseling Center experienced a significant increase in the number of student visits this past semester. Due to the high demand, group counseling has been added to maximize services while continuing to support students' needs. Over the last 20 years, increased counseling needs have been a trend on campuses across the U.S.

Fredonia is taking a bold step by reducing on-campus housing costs. Working collaboratively with Admissions, we're hopeful this will bring students back to live on campus. The lower housing rates make us much more competitive with other SUNY schools.

Student Affairs working groups developed a set of strategic initiative statements, examined the current organizational structure, and reviewed current practices and divisional assessment processes. The charges, action items, and recommendations are included within the report. A highlight includes a division name change from Student Affairs to Enrollment and Student Services.

ENGAGEMENT AND ECONOMIC DEVELOPMENT REPORT

Dr. Kevin Kearns, Vice President for Engagement and Economic Development, provided an update on the search for the Vice President for Finance and Administration. A draft of the position including duties was prepared and will be released for advertising today. The deadline for applications is February 1, 2017. Dr. Kearns is optimistic there will be a good pool of candidates and that someone will be appointed by July 1, 2017. The Associate Vice President for Finance and Administration search was declared a failed search. Chuck Notaro will continue in this role on a temporary basis. It was noted that many of the applicants for the position lacked experience in higher education.

The All-in-Challenge was a huge success to increase civic engagement. The campus provided student transportation to local voting polls. The presidential election, presidential debates, and regional debates were broadcast on campus. Over 1,000 students participated in All-In-Challenge events.

SUNY System Administration now requires campuses to adopt a SUNY Learning Plan. Fredonia submitted a partial plan and continues to work on finalizing the applied learning piece. Fredonia students are required to meet applied learning hours by graduation.

Engagement and Economic Development continue to work with the Finance and Administration division on revenue generating ideas. We hope to tie some of the ideas in with the community to create partnerships. The Original Crunch Roll Factory purchased and equipped a former food processing plant in Westfield. A three-party StartUP NY lease-leaseback and affiliation agreement was approved by the CCIDA which will result in 50+ new jobs. Engagement and Economic Development continues to engage with Athenex and most recently met with their senior leader team.

UNIVERSITY ADVANCEMENT REPORT

University Advancement financials are strong according to Mrs. Betty Gossett. Through November. The Foundation office has taken in over \$30 million. The Advancement division is also participating in Right Serving, Right sizing and will put out a survey to solicit feedback from alumni and friends as well as the Alumni Affairs and Fredonia College Foundation Boards.

Fredonia's First Day of Giving was held this fall. A \$25,000 goal was surpassed with donations totaling nearly \$60,000. Statistics indicate that although we had repeat donors, 23% of those who participated in the First Day of Giving were new donors. Twenty-five percent of participants were lapse donors. Next year's Day of Giving will be held on October 4, 2017.

This past year's Scholars Breakfast had the largest turnout in history. Over \$2 million in scholarships were given out. Many student recipients and their benefactors attended the event. Homecoming proved to be an exciting and successful event. This year the event was combined with a campus mini-maker faire.

Marketing and Communications produced a virtual online campus tour and they are currently developing a new campus calendar which will be more user friendly than the existing online calendar.

Chairman Pagano asked if the Foundation office sends out year-end statements. Mrs. Gossett said a stakeholder's letter goes out annually, but a year-end statement does not. She noted that her office will gladly send a total-giving report as requested.

Chairman Pagano thanked the Vice Presidents for their support throughout the year and praised them for their tremendous efforts despite the decline in enrollment. On behalf of the College Council, he wished everyone a Merry Christmas and Happy New Year. The next College Council meeting will be held on March 1 and Google Hangouts will be available for those dialing in.

A motion to adjourn was made by JoAnn Niebel and seconded by Joseph Johnson. The Council meeting concluded at 2:49 PM. A tour of FTI was offered, but Council members declined due to the weather.

Respectfully submitted,

Denise Szalkowski, Fredonia College Council Secretary