**The State University of New York at Fredonia**

**Meeting of the College Council**

**Costello Community Room**

**September 28, 2016**

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

Guests: Dr. Wiliam Boerner, Dr. Brian Masciadrelli

Absent: Russell Diethrick

**MEETING CALLED TO ORDER**

The College Council meeting was called to order at 1:16 PM.

**APPROVAL OF MINUTES**

The College Council minutes of May 4, 2016 were approved without modification with a motion by Richard Alexander and seconded by Steve Keefe.

**STUDENT ASSOCIATION REPORT**

Jason Burgos provided an updated on the Student Association. Class elections were held on September 13 and 14. New officers were provided in the SA report. Jason said this was the first year SA used SurveyMonkey to conduct the elections. With over 800 votes, this turned out to be the highest voter turnout for Fredonia in over five years. SA plans to use this platform for the November Executive elections.

Fredonia hosted the annual SUNY Student Assembly on September 16 and 17. The meeting and reception were well received by students who visited from most of the 64 SUNY campuses. Jason said SUNYSA hopes to model Fredonia’s shared governance.

SA Executive elections will be held in November as well as the biannual SUNYSA conference in Albany. SA will continue to encourage the student body to participate in the upcoming general election.

**PRESIDENT’S REPORT**

President Horvath commended Fredonia staff for addressing recent enrollment and budget issues. Following conversations with Planning and Budget, University Senate, Academic Leadership and Cabinet, President Horvath released a *Right Serving, Right Sizing* (RSRS) process. The process is intended to engage units, divisions, and governance in advising the best ways to improve campus efficiencies and costs as the campus delivers its mission. President Horvath requested divisions to systematically engage in a thorough examination of their services and programs and then submit a report outlining plans for new ideas for strengthened programs/services, greater efficiencies, and lower costs. Fredonia needs to increase traditional revenue streams and look for efficiencies to cut cost as well as explore new revenue streams. The goals are for vice presidents and their divisions to consider areas that may be reimagined/reinvented, combined with other units, or otherwise changed so that the institution, as a whole, can be the right size for serving the right number of students while delivering the campus mission. Progress reports from each division are due Dec. 15 and the final report is due May 10. President Horvath hopes to begin implementing new ideas by the 2017-18 budget year.

President Horvath will over a community forum on October 12 at 6:30 PM in the Kelly Auditorium. The forum will include a brief overview of current issues and initiatives on campus and then move to a Q&A and discussion based on participants' interests. The discussion will include campus enrollment initiatives and the Central Connection concept for making the history and attractions of Dunkirk and Fredonia more accessible to students and visitors. Members of the Student Association's Committee on Community Relations will also be on hand to present student perspectives and hear from community members.

**UNIVERSITY SENATE REPORT**

Brian Masciadrelli was welcomed to the meeting as the new University Senate Chair. The Senate and the Planning and Budget Advisory Committee have been working on what their position and role will be in the *Right Serving, Right Sizing* process especially as it impacts academic affairs and college curriculum.

Following concerns brought forward by faculty, the Senate Executive Committee will form a taskforce to review the new online course evaluation process. The new process has resulted in low response rates. There is also concern that the same form is being used for both graduate and undergraduate evaluations.

Senate is working with President Horvath to appoint two committees: Vice President for Finance and Administration Search Committee and the Strategic Planning Committee. They are also working on a new Vision Statement. Initially a subcommittee of the Faculty and Professional Affairs Committee, the Contingent Faculty Affairs Committee was appointed this fall to bring contingent issues forward to Senate. The first Senate meeting for the 2016-2017 academic year will be next Monday. A Senate Plenary will be held in November and Senate Chair Masciadrelli will attend with Bruce Simon.

The council asked if faculty and staff have any concerns or anxiety about the *Right Serving, Right Sizing* process. Dr. Masciadrelli said the Planning and Budget Committee have done a great job informing staff about the budget issues and have weighed in in favor of the process due to the nature of budgetary concerns.

**ACADEMIC AFFAIRS**

Reporting on behalf of Provost Terry Brown, Judy Horowitz, Associate Provost for Graduate Studies and Sponsored Programs and Faculty Development, announced Fredonia will host the annual SUNY Undergraduate Research Conference (SURC). Diane Pennica will give the keynote address. The conference brings together undergraduate student researchers and faculty mentors from across the state for a full day of panel presentations, artistic displays, poster and professional development workshops for students and faculty. The conference draws between 200 to 400 students from SUNY campuses and provides an opportunity for learning, engagement, collaboration and discussion outside of traditional classroom settings.

EC English marked its second year on campus this past August. One hundred and twenty-eight students were served by the program and 37 of those student have matriculated to Fredonia. Robyn Halicki was appointed the new EC English campus Manager.

The College of Education received full accreditation for seven years through the Council for the Accreditation of Educator Preparation (CAEP). Fredonia is the first institutions in the nation to be fully accredited through CAEP and the first institution of higher education in the State of New York to meet all five CAEP standards. Fredonia graduates and recommends for certification close to 300 educators annually across all 29 of its undergraduate and graduate programs.

A successful Professional Development Day was held on Tuesday, September 13 for faculty and staff. The development day offers staff an opportunity to engage in thoughtful discussions with colleagues from across the campus.

One campus initiative includes the upcoming Fredonia as Public Square. Provost Brown will provide funds to support this initiative which will help fulfill the campuses mission to engage students, community, and one another in informed discussions on urgent matters of our time. The Office of the Provost will also continue the “Conversations About the Future of the College” discussion series. This semester’s reading is *Paying the Price: College Costs, Financial Aid, and the Betrayal of the American Dream*.” President Horvath offered to make copies of the book available to Council members who are interested.

**ADMINISTRATION AND FINANCE**

Vice President for Finance and Administration Kevin Seitz announced that he has changed the layout of his report to an all-inclusive document rather than three separate documents.

The 2016-17 State Operating Budget includes lower revenue as the result of a decrease in enrollment. Total expenditures increased because of scholarship commitments, unfunded contractual salary increases and promotions. Expenditures decreased as the result of reductions in institutional expenditures. In comparison to last year’s budget, the 2016-17 budget decrease is $1.4 million leaving Fredonia with a $6.9 million shortfall. One-time funds will be used to cover the budget shortfall this year. After this year, it will be difficult to control the deficit because over-enrollment funds will be exhausted.

Fredonia did receive $5.4 million in capital funding for critical maintenance projects. This is far below what we use to receive. We did not receive any strategic initiative funding for new construction. We continue to seek public and private funding for the Admissions Center. Vice President Seitz referenced his report for completed projects and projects in progress. College Council members will have an opportunity to view the Rockefeller Arts Center addition after today’s meeting. The removal of the Spine bridge occurred over the summer. After removing the Spine, it was determined that the bridge was structurally worse than thought before its removal. As a result of Jeff Woodard’s social media story about the Spine and its history, the project received much positive feedback. The story had over 1,000 hits and the average reviewer spent three or more minutes on the story.

Finance and Administration completed a review process of Payment Card Industry/Data Security Standards (PCI/DSS). A standard practice for organizations using credit cards for payment, a final report with recommendations was submitted and Fredonia has appointed a taskforce to review the suggestions and correct issues as necessary. Mr. Seitz credited Steve Rieks and IT for their good work in moving the compliance review along.

**DIVERSITY, EQUITY, AND INCLUSION**

Chief Diversity Officer Bill Boerner said he has been busy meeting with individual classes and faculty, staff, and students about some of the more recent national news issues. A candlelight vigil will be held tonight from 6:00 to 8:00 PM in the Williams Center Multipurpose Room. Organized by the Black Student Union, the campus community is invited to share their concerns about police violence against the black community during this vigil

The Diversity, Equity, and Inclusion Strategic Plan Working Group is making progress on the development of a plan for Fredonia. Mr. Boerner noted the plan stems from a policy put forward by SUNY last year. The Working Group has identified four goals: Communication, Assessment and Implementation, Recruitment and Retention, and Engagement and Education (CARE). Once finalized and approved, the plan will be in effect for the next five years.

SUNY launched an initiative, “*SUNY’s Got Your Back*,” to raise awareness for victims and survivors of sexual and interpersonal violence. The initiative coincides with Fredonia’s *Shine the Light* in which employees are encouraged to wear purple to raise awareness about domestic and intimate partner violence and the *Green Dot* bystander intervention program which provides skills on how to successfully intervene in instances of sexual or interpersonal violence.

Dr. Boerner will continue to work with new faculty and staff on cultural competency training. In August, he led a session for new employees on diversity, inclusion, cultural competency, identity and Title IX. The training is an opportunity to acknowledge and overcome biases.

**STUDENT AFFAIRS**

Dr. Cedric Howard thanked the Council for their warm hospitality.

Prior to his arrival, Fredonia had an enrollment of 4,600 and this fall Fredonia’s enrollment is at 4,612 (226 graduate students). This year’s first-year class is very diverse with 25% students of color. It is also the largest class from New York City. Dr. Howard did a deep dive into Fredonia’s admission’s process and has made several recommendations moving forward. The campus will move over to a consolidated admission’s report. This report will include first-year, graduate, and transfer students inclusively in one document. Previously, Fredonia’s admission’s process ranged from 3 to 6 months (January to February), but we’ll move over to an 18 to 24 month admission’s cycle beginning in the spring. We need to begin discussions earlier so that we can plan ahead. We want to recruit students we plan for and not for what we hope for.

Many incoming students are visiting college campuses for the first time so Fredonia now offers a Campus Exploration Day. The first Exploration Day was held this past summer and Fredonia welcomed over 250 high school students and their parents.

Fredonia Admissions staff previously read every submitted application, but now they will batch applications so applicants who exceed average GPA and standardized testing scores will be batched into an automatic admit category.

Fredonia athletic teams are doing very well this semester. Women’s soccer, men’s soccer, and men’s cross country are all tournament champs. Four Athletic teams participated in community service projects this semester. Men’s soccer ranked 10th in NCSAA’s East Region Polls.

Fredonia’s student organizations now total 190. Dr. Howard noted these organizations are critical in retaining students. Jellema Stewart, Director, Center for Multicultural Affairs, resigned this summer and a national search is being conducted to fill the vacant position. Additional staffing was brought on to assist the Counseling Center. The number of student appointments in the Counseling Center this fall increased significantly. Dr. Howard explained students whose home base is further away often require more services to help with the transition. He also noted Fredonia needs to do a better job of providing more weekend activities for students.

Chairman Pagano suggested the campus encourage staff members to invite students who are unable to travel home for the holidays to join them for a holiday dinner in their home.

Dr. Howard said he’s feeling good about enrollment and anticipates Fredonia will see an increase in enrollment in the near future.

Dr. Horvath said Fredonia has engaged in discussions with Jamestown Community College about a pathway from a two-year to a four-year degree. Dr. Horvath suggested JCC students at the north campus utilize the services on the Fredonia campus while enrolled at the JCC north campus. Fredonia has also engaged in conversations with Empire State College about utilizing space on campus for their local offices. Additionally, Fredonia has met with the Seneca Nation about offering course work to Native American students in the Allegheny and Cattaraugus counties as well as partnering with them in communication internships. President Horvath expects the campus to work with the local community to help remove culturally biases.

The Rita Moreno event is a recent example of a successful multicultural event. The Mayors of Fredonia and Dunkirk were invited to share in the spotlight by presenting a gift to Ms. Moreno. Fredonia was fortunate to draw a large Latino population to the campus event.

**MARKETING AND COMMNICATIONS**

Director of Marketing and Communications Jeff Woodard said he’s very excited to be a part of the campus and feels fortunate to supervise such a talented and passionate group of colleagues. Although small in staffing, his team has a number of responsibilities. His main focus has been on refreshing the campus website. A virtual tour feature has been added to the site to allow prospective students a visual tour of the campus. A new campus event calendar will be uploaded to the Fredonia website soon since the current calendar is too cumbersome. The new calendar will allow Fredonia to separate major events, showcase events, and utilize social media tools. The new event calendar is user friendly. With the resignation of Nick Gunner, a Video Productions Coordinator will be hired to focus on social media and advertising.

**ENGAGEMENT AND ECONOMIC DEVELOPMENT**

Vice President for Engagement and Economic Development Kevin Kearns said Fredonia is working with the City of Dunkirk, BOCES, and EC English on engagement activities. The Dunkirk Incubator continues to offer events for the campus and community. Discussions continue with Athenex, Engagement, and Academic Affairs. Executives from Athenex will be on campus on Oct. 7 to tour the Science Center.

Engagement rolled out the All In Campus Democracy Challenge this fall. The purpose of the challenge is to educate students about civil engagement and encourage voter participation. Most recently, over 200 students attended the recent viewing of the U.S. presidential debate. The Arts and Business lunches at the Incubator have been well received. Career Development offered over 100 internships this summer and over 150 this fall semester. The Fredonia Applied Learning Council submitted a campus plan which outlines our community engagement; a draft report is available for review.

The Incubator is involved in a three-way agreement with a specialty food venue and the IDA.

**COLLEGE FOUNDATION**

Interim Vice President for University Advancement Betty Gossett thanked the College Council for their generous donation to name a space in the new Rockefeller Arts Center addition. Sixteen additional spaces totaling $440,000 were named and will be recognized with the College Council space at the RAC dedication on Oct. 21 at 11:00 AM.

The first ever campus FREDlanthropy Day – day of giving – will be held on Oct. 4. Ms. Gossett recognized the good work of Jeff Woodard and his staff in leading the social media challenge to promote the campuses $25,000 goal. Ms. Gossett announced that some administrators have already made a challenge gift. Along with the RAC dedication, Homecoming will be held Oct. 21-23. Highlights include Outstanding Achievement Awards to Dr. Allan Dennis, ’70 and Dr. Christopher Mirabelli, ’77. Many special events are scheduled for the weekend.

Chairman Pagano invited College Council members to approve the naming of the Hamburg Internship Program at $50,000; the Incubator for $3 million; executive suite in the Incubator for $100,000; large conference room in the Incubator for $50,000; small conference room in the Incubator for $25,000; exhibition space in the Incubator for $37,500; Student Business Competition Office in the Incubator for $30,000; Main Lobby in the Incubator for $50,000; Upstairs Lobby in the Incubator for $20,000, and the Dry Lab (3) for $10,000. A motion was made by Richard Alexander and seconded by JoAnn Niebel to approve the naming of the aforementioned spaces. Motion carried.

JoAnn Niebel raised concerns about the change approved by the SUNY Board of Trustees in the SUNY admission policy. SUNY eliminated the checkbox on criminal history convictions from student applications in the hopes of expanding access to higher education. Dr. Horvath explained the “ban the box” was put forward by SUNY to eliminate any bias in the admissions process. Even though applicants are not required to identify a felony on the application, campuses will be allowed to ask about felony convictions when admitted students apply to live on campus, study abroad or do clinical or field work or internships. Jason Burgos said the Student Association campaigned to have this change passed by the Board of Trustees; however, Fredonia’s SA did not support the change. The change will take place next July, affecting the 2018 student recruitment cycle.

A motion to adjourn was made by Steve Keefe and seconded by Joe Johnson. The Council meeting concluded at 3:05 PM. A tour of the RAC addition followed.

Respectfully submitted,

Denise Szalkowski, Fredonia College Council Secretary