

FARMINGDALE STATE COLLEGE
COLLEGE COUNCIL MEETING
December 5, 2018

Council members Present: Dr. Patricia Hill Williams, Chair: Ms. Randi Shubin Dresner; Mr. Paul Caroleo; Mr. James Durant; Mr. Robert Sweeney; Dr. Kenneth Card; Mr. David Curry; Mr. Richard Redmond; Mr. Messiah Gaymon

Excused absence: Ms. Kathleen Ferrell, Dr. Lloyd Makarowitz, Mr. Greg O' Connor

College Administration: Dr. John Nader; Mr. Patrick Calabria; Ms. Nancy Connors; Dr. Tom Corti; Dr. Laura Joseph

Guests: Orla LoPiccolo; Kathy Coley; Carolyn Fedder; David Phyfe; Nick Georgiev; Katy Tatzel; Jon Goldstein

Chair Williams calls the meeting to order at 10:00 a.m. and welcomes new council member Richard Redmond. She thanks all for attending and asks that the attendees introduce themselves. Chair Williams motions for approval of the October 10 minutes which are approved by Randi Shubin Dresner and seconded by James Durant.

Motion Carried

Chairperson's report: Dr. Williams reports that she, Kathleen Ferrell and Randi Shubin Dresner attended the ACT conference in October. There was focus on diversity and inclusion. The council members were proud to know that Farmingdale has been recognized on several occasions for its strategies in this area. Carlos Medina, who was on the panel, spoke highly of the work done by FSC. A representative from SUNY-ESF presented on the equity dashboard during the workshop. Chancellor Johnson gave a rundown at the Friday evening reception about her focus on getting the governor to make some appointments that have been lingering for some time. The Chair of ACT wants to obtain a voting position on the SUNY BOT's. Moving forward with this may require legislative action. Patricia has been asked to chair ACT many times, but she feels her commitment to Farmingdale is most important. She is happy to assist the current ACT chair via teleconference if necessary with this important initiative.

October and November were busy for all with elections and advocating for various interest groups and SUNY.

The President's Gala was a wonderful event thanks to Dr. Nader and Nancy Connors. David Curry and Jim Durant also attended.

President's report: Dr. Nader invites Katy Tatzel and Jon Goldstein to make a Programmatic Advertising presentation. They informed the council on how marketing strategies are now focused to gain recognition of the College and to reach students and their parents by digital means as opposed to print. The approach is based on digital display ads that use search targeting, site retargeting, CRM, (Customer Relationship Management - email retargeting) and geo fencing. We can target many more people with a lower budget to keep boosting our enrollment. Our ads are tailored to specific groups based on analytics and metrics.

In promoting our five new degree programs, we provide feature flyers for the admissions staff to distribute, curriculum guides, and webpage flash slides that link to pages offering information for each program. Department chairs worked with communications in developing talking points to help admissions advisors and counselors describe these programs to prospective students. The Transfer Fair encourages transfer students and our two-year degree program students to move into four year or new degree programs. Our next Open House is May 5. There is an event this month for Nassau Community College and Suffolk County Community College students to visit and speak with departments about our offerings and staff will inform students on what is involved in transferring to Farmingdale. We continuously monitor enrollment for each program and can advertise in specific publications, send emails, postcards, and use videos to fill programs. Pat Calabria adds that the same marketing dollars are being used, but more efficiently, and that our growing enrollment is coupled with an increase in the quality of students.

Our residence hall occupancy is down. We are about 50 beds short of full capacity, partly because of the drop in our international student population. We are making improvements to Orchard Hall and Dewey Hall. The restrooms in Dewey are in need of costly upgrades. The retention is high but the numbers are not coming in. Residence life representatives are going to upstate and five boroughs admission events. Dr. Nader states that our applications have remained stable from these areas, but because of our selectivity, we are accepting fewer of these students. We also plan to hire a weekend coordinator to improve the residential living experience here.

University Police held a missing student tabletop exercise on November 6 to plan for situations of this nature. On the same day, we experienced a missing student on campus. Communications and UP acted immediately to put the discussed plan into practice, including campus wide emails and RAVE alerts. Jim Durant asks if the people involved analyzed the response afterwards. Dr. Nader replied that we had, and we learned about what to communicate, the accuracy of information shared and the speed in which communications should be sent.

UP has made a digital parking permit available on the website for students, vendors and visitors to utilize in obtaining a permit for a different vehicle, or for those who are here temporarily. Messiah Gaymon says the students are very receptive to this option. Jim Durant asks if the Alumni board can make use of it.

At the end of October, Amazon representatives came for the weekend and sponsored a competition of 5 inter-disciplinary teams of students who were charged with a challenge. Only two other colleges have done this type of collaboration with Amazon. They paid \$10,000 in prize money to students for their presentations. One of our alums who works at Amazon helped pull the agreement together. Faculty mentors, judges and Associate Provost Allison Puff were instrumental in making this a great success and a valuable experience for our students.

Four finalists are to be interviewed for the Chief Diversity Officer position. We expect to have it filled in January, 2019.

Laura Joseph shared that the new programs of Nutrition Science, Health Promotion and Wellness, Computer Security Technology, Business Analytics and Geographic Information Systems will be enrolled for fall 2019. Each of the four schools has a new program approved by SUNY for fall 2020 as well.

Dr. Joseph described the timeline and requirements for the Middle States re-accreditation for FSC. It entails a detailed, 2 1/2 year process that will require involvement of the entire campus. The standards have been changed and the expectation of the self-study report is to supply analytical data that supports meeting the standards. Accreditation is not mandatory but it is a necessary for federal funding, financial aid and grants. There will be a steering committee and working groups put in place. A self-study design needs to be developed and approved, and there will be a visit from a Commission liaison in April. There is a need for a College Council member to serve on the steering committee.

A list of facilities updates was provided by Dr. Nader showing the large number of projects that are underway or being contemplated. We are considering converting the lobby space in Laffin Hall into a welcome center for students and families. We had some designs done for us by the architect on the Knapp Hall project and the physical plant is getting estimates on some aspects of the proposal. The women's softball field is complete. We are talking with the Broadhollow Science Park board members and working with the REDC for the potential of the College to make use of the vacant building there.

Chancellor Johnson will attend our Centennial Commencement in May. We will have other events leading up to that day. Randi Shubin Dresner asks about how the new Amphitheatre is being utilized. John says we have used it for vigils and employee appreciation day. Messiah Gaymon adds that there are plans for Friday night series entertainment in the spring semester.

VP of Development and Alumni Engagement, Nancy Connors, reports that the Presidents's Gala was a success despite the poor weather. The Foundation Golf Tournament will be held at Plandome Country Club on June 10. The Foundation committees have been restructured which helps them function better. Foundation scholarships currently do not support recruitment or retention. The program has been revised so that the admissions office will have the ability to award scholarships to students. In addition, students can now continue to be awarded their scholarships each semester if they meet the requirements. The major gifts program needs to be increased by identifying potential donors. The Sillcox Scholars Program, which helps high needs students and has grown from 6 students to 13. It is projected that 20-25 students will be funded next year due to the donor's satisfaction with the successes of the current students. A fundraising database should be compiled by May and there will be increased communications with alumni. The Foundation is looking for a new investment advisor for its funds.

The Sexual and Romantic Relationship Policy that was drafted by Christine Laplace, with input from FEC and the Cabinet, was reviewed by the Council. Patricia put forward a motion to accept this policy. Messiah Gaymon makes a motion and Jim Durant seconds.

MOTION CARRIED

Randi Shubin Dresner questions a parent/child being an involved in a teacher/student relationship. It is agreed that we should look at a policy to address this situation.

ANNOUNCEMENTS:

Randi Shubin Dresner announces that she is co-chairing the SUNY Task Force for Food Insecurity. The Governor and Chancellor want access for all SUNY students to food services on and off campus. Eva Pearson represented FSC recently at a statewide meeting at Nassau Community College. We have a relationship with St. Kilian's in Farmingdale, which is easily reachable by shuttle. Our staff is being trained to share off campus resources with students if necessary. Ms. Rubin Dresner is proud of

Farmingdale and SUNY for taking this initiative as she took part in early conversations of the need with BOT Chairman McCall.

Jim Durant shared that Chair Williams served on the late President George H.W. Bush's Advisory Council for Historical Black Colleges and adds how fortunate we are to have such an experienced person on our College Council. Upon reflecting briefly upon the recent passing of President H. W Bush, Dr. Williams recalled meeting with President Bush in the Oval Office where he personally presented her with a pin. She added that it was an honor to have served on the Council.

There being no further business to discuss the meeting was adjourned at 11:45 a.m.

Adjourned

Respectfully submitted,

Carolyn Fedder

Approved 2/13/19

SAVE THE DATES:

Monday, February 11, 3:30pm - Centennial Commencement Kick-Off party Campus Center Ballroom

Wednesday, February 13, 10:30am – Next College Council Meeting, Conklin Hall Room 100 (note time change)

Wednesday, April 10, 4:00pm – Multi Cultural Gala – Campus Center Ballroom