

COLLEGE COUNCIL MINUTES
Tuesday, September 21, 2010

The College Council of SUNY Delhi met for a regular meeting on Tuesday, September 21, 2010.
Present were:

<u>Council</u>	<u>Administration</u>	<u>Observers</u>
B. Nesbitt	B. Hutzley	T. Hamblin
J. Abraham	B. Jones	E. Hodges
P. Dopazo	B. Martin	B. Kaplan
A. Gaitan	J. Nader	R. Mazzei
H. Garcia	J. Smith	B. Meckel
M. Jargowsky	C. Wesley	J. Miller
K. Mario		K. Zuber
C. O'Beirne		

All College Council meetings are now being web cast, in compliance with Executive Order #3.

I. **Call to Order:** The regular meeting was called to order at 4:30 pm by Chairman Nesbitt.

II. **Introduction of New Council Member -** Chairman Nesbitt introduced and welcomed Katherine Mario who succeeds Arnie Weiss. He asked all present to introduce themselves.

II. **Approval of Minutes:** Patricia Dopazo moved to accept the minutes from the April 27, 2010 meeting. Huemac Garcia seconded the motion. Minutes were approved.

IV. **Enrollment Services Report:** *Admissions Director Rob Mazzei* and staff members *Erin Hodges* and *Kishan Zuber* made a presentation about admission strategies and the use of social and electronic media to attract/inform students. We are achieving annual savings of almost \$28,000 by using email vs. first class mail. Each email costs ½ cents; by using Fire Engine Red software, we can have them create templates and then add our own content, using our branding and images. We can also manage all our lists, and use Banner to sort/search, and track what students are clicking on. Fire Engine Red is used by several SUNY schools. If someone hacked it, they would have only a student's name, email, and major of interest. We are going through an IT audit to see how well we're doing. We have started using new technology called Scan Life, which uses an EZ bar code printed on brochures to turn a smart phone camera into a scanner, and take the prospective student to a specific page on our web. It costs about \$550 to create five scans, which will be active forever; it's free to students, as long as they have the application on their phone. Scan Life helps us know whether students are actually reading/using our print publications, and is another way of driving students to the web site. Admissions counseling staff is out recruiting and will be talking to students about how to use the bar scan.

Chairman Nesbitt thanked the admissions staff for their presentation.

V. **President's Report:** President Vancko is with her daughter and her family in Maine, awaiting the birth of their third child. Provost John Nader provided the president's report in her absence. President Vancko would be filled with pride were she here today; many good things have happened for the college and our students. SUNY Delhi was selected by *U.S. News & World Report* for the fourth year as one of the best baccalaureate colleges in the northeast; also named again in *The Chronicle of Higher Education's* list of Best Colleges to Work For; VP Barbara

Jones and the O'Connor Center for Community Engagement received a \$50,000 grant to promote increased awareness in the use of local foods, partnering with several local organizations. The Hot Food Team won the ACF national championship in August; a documentary about the road leading to the competition (*Mise en Place*) is being produced and will be available in the spring.

Provost Nader asked Dean Craig Wesley to expand on his **enrollment summary** for fall. Overall enrollment is up by about 150 students, exceeding our target. We increased our off campus enrollment; we are at 113% of capacity in the residence halls. It is important to expand offsite programs at Schenectady County Community College, Tompkins Cortland Community College, Onondaga Community College, and we are moving toward partnerships with Hudson Valley Community College and Monroe Community College. Dean Wesley distributed and reviewed specific stats about fall enrollment. We received a record number of applications for fall 2010, which is a 4.7% increase over last year. We have seen phenomenal growth of interest in SUNY Delhi, while also increasing selectivity. We are also seeing an increase in our transfer population which tends to increase our retention rate.

There have been several recent physical changes to the campus. The Farrell Student and Community Center opened on time and on budget. We moved the academic computing lab from Sanford to the Resnick Library and have been receiving good student feedback. Two fall dedications are planned; one in honor of the Wickhams and one for Carol Brock who donated her culinary collection. The Agora has been decorated with international flags representing the native countries of our students; metal umbrellas have been added to several tables.

Several program proposals have been approved at SUNY, including Criminal Justice at SCCC and Information Systems Auditing.

The PGA accreditation team was here in August. We have to submit our revised proposal by October 1. The PGA board will vote at the November meeting in Boston.

Chairman Nesbitt asked the total cost of the Farrell renovation. We received \$16 million in grants secured by Senator Bonacic, and the rest through the NY State Construction Fund.

Joel Smith noted that we have secured private gifts for named rooms which have allowed us to do some enhancements. The Student Senate made an investment of \$30,000 over several years for their space. Naming minimum varies from room to room; rooms are still available for interested donors.

Provost Nader announced that we will dedicate The Doug Okun Theatre at 4 pm on Friday, September 24, followed by a reception in the Kennedy Lounge.

VI. President's Staff: Brian Hutzley, Vice President of Business and Finance, wishes he had good news about the budget. The President's Cabinet talked today about the risks going forward; despite savings and revenue generation, we are dealing with a \$2 million deficit. SUNY's enrollment cap could present a problem for us. Midyear cut would also present difficulties – last time there was a mid-year cut we were cut about \$800,000. We need incremental tuition raises which were not included in the budget. We are managing; we have pushed expenses to our auxiliary services – CADI and DIFR (dorms). We've done a lot, despite the budget, as evidenced by a beautiful campus and strong academics. Chairman Nesbitt asked what shot down the Higher Education and Innovation Act. VP Hutzley: delays with the budget; lots of other things that didn't get passed; it got lost in the shuffle. Chancellor Zimpher and her staff put forth a tremendous effort, but politics intervened. Joel noted it is a political question: who will set/control tuition? VP Hutzley believes there will be fewer seats at SUNY schools, with fewer programs. Chairman Nesbitt asked if there are any elements of the Act that might be brought forward. VP Hutzley said that, according to the Chancellor, everything is on

the table. The Governor was 100% in support of the Act. Chairman Nesbitt congratulated VP Hutzley on being named president of his two year peer group (SUBOA).

Joel Smith, Director of College Advancement, reported that the College Foundation is funding a 50 bed addition to the Riverview Townhouses. The Foundation contracted with Scott Clark who has assumed all upfront costs; we will purchase it turnkey. Accommodations will increase to 10 students per unit, which will help with the revenue stream. Additional Riverview Townhouses are on track to open fall 2011. We have increased van service in the evening to meet requests from students. Riverview tenants are mostly upper division, transfer and international students. Joel distributed packets for council members, which included *Horizons*, *Bravo* (points of pride), and a brochure listing of campus activities for the community.

Katherine Mario asked if SUNY Delhi would have a table at the Fall Festival. Joel: no, it's our Family Day and Alumni Board meeting. We will drop off brochures within the community.

Carol O'Beirne asked Joel to please expand advertising to Andes, Margaretville and Roxbury; a lot of students and staff are working on projects in those areas.

Bonnie Martin, Director of Administrative Services, reported that we are proud of our capital construction staff for their work on the Farrell Student and Community Center and that we continue to work on details there. For the second year, SUNY Delhi was named to *The Chronicle of Higher Education's* list of Great Colleges to Work For. New York State has announced two retirement incentive programs, plus we have a local option. 150 people have expressed interest; 28 people are retiring next week; more in December. It is painful but also good for us; retirements provide savings, some in the long term, some immediate.

Craig Wesley, Dean of Enrollment Services, reported that his staff took five minutes to celebrate our fall success and are now working on January.

Barbara Jones, Vice President for Student Life, reported that the opening of the Farrell Student and Community Center was very exciting. We had a great start to the semester, with a wonderful orientation. We started at 115% capacity in the residence halls. We have converted some rooms to triples, updated bathrooms in Russell. We are one summer away from finishing full renovations to all bathrooms, then have to start over in Dubois and Gerry. We are working on updating all laundry rooms. Even though money is tight, we still have a substantial capital plan for the residence halls. Our athletic teams are doing well. 1,400 people are registered for dinner on Family Day. The Binghamton Philharmonic will be here on Sunday in the Farrell Commons. Next week the O'Connor Center for Community Engagement is receiving an award from Chancellor Zimpher for ten years of excellence. VP Jones distributed copies of the 2010-2011 handbook and planner which contains the college calendar plus academic and student life policies.

Chairman Nesbitt asked if we are tripling in Riverview. VP Jones: no, we have to abide by rules; we can only triple in certain rooms in Murphy and O'Connor. Chairman Nesbitt asked how students are reacting to converting meeting spaces to rooms. VP Jones: the smaller meeting spaces are underutilized; we also just added HBO in the lounges. Jeff Abraham stated that the students don't even realize spaces have been converted.

VII. Middle States Update: Dr. Terry Hamblin introduced Dr. Bret Meckel as the new co-chair, replacing Angela Rhodes following her resignation. Our self study design was approved by Middle States. Drs. Hamblin and Meckel are meeting with the chairs of all 12 working groups; the deadline for submission of working group reports is November 1. The steering committee will meet next week. The overall process has been very productive; most of the research was done by the working groups, who have worked very hard. In spring we will finish the draft of self-study, combining the final reports from all working groups.

Chairman Nesbitt noted that the self study design is a great roadmap, very impressive. He noticed that some cabinet members do not seem to be involved in the self study. Dr. Hamblin stated that VP Hutzley is very active on the steering committee, Provost Nader was very helpful in editing the self study, and that all cabinet members were interviewed by the working groups.

Dr. Meckel stated that he and Dr. Hamblin will attend the Middle States annual meeting in Philadelphia in December to attend workshops on writing the final report and preparing for the site visit. Chairman Nesbitt thanked them for representing us so well.

VIII. College Senate: Julee Miller, Presider, reported that many junior faculty have joined the Senate, which is revamping committees, rewriting bylaws, doing lots of housekeeping. The Senate is also drafting a response to a proposed common hour.

IX. Student Senate: Jeff Abraham, Student Senate President, said the semester is off to a great start. The Student Senate had a large rollover in its budget and purchased new SUNY Delhi folders for senators. Jeff is hoping for more student participation this year. There has been lots of positive feedback about the Farrell Student and Community Center; the students love it.

Chairman Nesbitt again welcomed Katherine Mario to the College Council.

X. Adjournment: Huemac Garcia moved to adjourn the meeting; Pat Dopazo seconded the motion. Meeting was adjourned at 6:30 pm.