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

**MEETING OF THE COLLEGE COUNCIL**

**PRESIDENT’S CONFERENCE ROOM**

**SEPTEMBER 23, 2015**

Present: Cynthia Ahlstrom, Richard Alexander, Michael Cerrie, Jefferson Dedrick, Joseph Johnson, Stephen Keefe, Frank Pagano

Guests: Michael Barone, Dr. Bill Boerner, Dr. Teresa Brown, Dr. David Herman,

Dr. Virginia Horvath, Dr. Kevin Kearns, Allison Martin, Liz Praetorius, Christopher Taverna, Dr. David Tiffany, Andrea Wasiura

Absent: Dr. Robert Deemer, Russell Diethrick, JoAnn Niebel

**MEETING CALLED TO ORDER**

The College Council meeting was called to order at 3:04 p.m.

**APPROVAL OF MINUTES**

The College Council minutes of May 6, 2015 were approved without modification with a motion from Richard Alexander and seconded by Stephen Keefe.

**INFORMATION TECHNOOGY PRESENTATION**

Information Technology (IT) gave a brief Google Hangouts presentation. Chairman Frank Pagano explained that Google Hangouts will be an option beginning this fall for those Council members who are unable to attend meetings. College Council meetings will still be held in the President’s conference room on Dec. 17, Feb. 17, and May 4, but for out-of-town Council members, they may join the meeting from a remote location using Google Hangouts. When the College Council agenda is sent out via email, a link to Google Hangouts will be included as well as instructions on how to log on. Google Hangouts can be used on any mobile device as well as desktop computers with a built in camera. It was recommended that users use headphones once logged on so as not to pick up any background noise.

Step-by-step instructions for using Google Hangouts follows.

1. Click on the video link in email
2. Open a new web browser
3. Accept to join Google Hangouts
4. Log on with your Fredonia email account (you can access it through your email or Google Calendar)

Chairman Pagano suggested that a speaker phone be set up so that Council members will have an alternative way to join the meeting should they have trouble connecting through Google Hangouts. President Virginia Horvath also suggested that IT set up a web camera in the President’s conference room so that attendees will be viewable to those connecting remotely.

**WELCOME GUESTS**

President Horvath introduced student Allison Martin and Diversity, Equity, and Inclusion Officer Bill Boerner to today’s meeting.

**ENROLLMENT UPDATE**

Dr. David Herman announced that fall enrollment is at 4,845; includes 4,587 undergraduate students and 258 graduate students. This is a drop from last year’s enrollment of 5,200. Although this is a smaller class from last year, it is a stronger class academically. The average high school GPA for this year’s class is 90 percent. Dr. Herman said the decline in enrollment was no surprise since Western New York demographic issues have caused a challenge for enrollment the past few years. Several factors attributing to this problem include students staying at community colleges for a longer time, the economy, colleges admitting more students and going to their wait lists sooner. The negativity in the media surrounding teaching positions has not helped Fredonia. Fredonia has a strong enrollment team and all divisions are committed to helping address the enrollment decline. Even though total enrollment is down, Fredonia was able to increase its applicant diversity pool by 40 percent. Recent recruitment efforts include hiring a full-time recruiter for the downstate area. Dr. Herman noted that Fredonia continues to be a leader in the SUNY satisfaction survey; last year coming in second place. Some colleges have done quick fix solutions to increase their enrollment such as lowering their selectivity, but we want to find a long-term solution. We have used several consulting firms over the past few years to assist with our recruitment efforts. The rebranding and addition of the Science Center were done to reposition the campus. We have also asked the state to approve an out-of-state tuition discount. We’re just waiting for the legislature to approve the proposal. We’re hopeful it will pass this year. Fredonia is very flexible with its majors and that is attractive to incoming students. Currently, we’re working on SUNY Excel and we hope it will help us further with our recruitment efforts. We have many great alums who have been eager to help with recruiting as well as a talented Marketing and Communications team. Last year, the campus had over 10,000 visitors. We increased our Saturday visits and we’re planning to offer alumni visits as well as a transfer day. Even with these extra efforts, it’s going to be a difficult few years because of the competition, but we believe we’ll be able to reposition ourselves. Dr. Herman thanked the Council members who attended the presentation last week with the ACRO consulting firm.

Chairman Pagano thanked Vice President Herman and his staff for continuing their recruitment efforts. Despite the economy, he said they are doing a great job. He reminded the Council that recruiting students is everyone’s job. We should all be actively recruiting new students to Fredonia. Mr. Stephen Keefe suggested we continue to encourage middle and high school students to attend Fredonia as well as offer more summer camps. Dr. Terry Brown agreed and suggested we develop an all-inclusive brochure highlighting the summer activities in Fredonia and begin to recruit students at a younger age. Chairman Pagano emphasized that Fredonia’s website is crucial to the success of recruiting students.

Dr. Brown announced we are working with ACRO and the campus expects to have an enrollment plan to present to the Council in April. ACRO is not a consulting firm but a not-for-profit organization. They will help us develop and integrate a plan so that all the pieces work together. There are some short-term things we can do and some long-term as well as many internal things we can do. One thing is for sure. We need to brag more. We have good strong students and excellent faculty and staff. Fredonia is hands on and very undergraduate oriented. ACRO acknowledged that we’re ahead of the curve. They were impressed with our data, Admissions, and the fact that we have our mission on the back of our business cards. It makes a difference when you know who you are and what you’re about. We have out performed based on the sources we’re up against.

**BUDGET UPDATE**

Ms. Liz Praetorius announced that the Administration division completed the budget book this summer and it’s now available online. Fredonia’s enrollment number used in the budget was dropped from 5,250 to 5,100. The decline in enrollment and unfunded contractual labor increases have contributed to the campus deficit. The actions we take over the course of the year have made a difference. With the cooperation of Cabinet and campus departments, we are keeping our expenses down. Our top priority continues to be offering courses efficiently so our students can graduate on time.

**CAMPUS CONSTRUCTION**

Ms. Praetorius said Fredonia is optimistic about a new Admissions Center. Three designs were proposed and one has been selected, however, an additional $4.5 million is needed to begin the project. Ms. Praetorius encouraged Council members to talk to their legislators. Council members were encouraged to request Strategic Initiative (SI) dollars for this new building. Once the funds are secured, Fredonia will be ready to go out for bid in February. The Rockefeller Arts Center addition is going well, but we’re concerned about delays on the mechanical piece and are the result of a design issue. These delays could cause the project to be a month or more behind completion schedule. The Construction Fund is working with the contractors and subcontractors to keep the project on schedule. For those interested, there will be a tour of the facility following today’s College Council meeting.

The Science Center sprinkler issues have been addressed and DASNY issued a report about the structural problems in the Townhouses. From an occupancy standpoint, the Townhouses were approved this summer for occupancy. The Townhouses are currently at eighty-five percent occupancy.

**NAMING APPROVAL**

Dr. David Tiffany referenced a naming opportunities document in the packet. As noted, Fredonia was successful with the naming of over 30 spaces in the Science Center and is now moving forward with RAC space naming. As noted, the amounts for each space were established in comparison to other SUNY schools Approval is sought from the College Council for the 2015 naming rights for RAC (as noted in report) for spaces under $1 million. A motion was made by Jefferson Dedrick to approve the names and seconded by Joe Alexander. Motion carried.

**PRESIDENT’S REPORT**

President Virginia Horvath said the campus has been busy working on the SUNY Excel 2018-2020 performance matrix. A team has been meeting weekly since July to finalize the report and Dr. Horvath will share the report at the next College Council meeting. Following a request by SUNY to compete for more funding, Fredonia submitted six white papers. Out of the 64 SUNY campuses, more than 200 white papers were submitted and three of our six were approved for the second round. The three Fredonia white papers approved follow:

1. Scheduling Engaging Partners Across SUNY. The purpose of this engagement is to build schedules on students’ needs. This would help students matriculate from two-year colleges. This is a pilot program between six institutions. We’re requesting that SUNY cover a portion of this project if it’s approved.
2. Streaming project which will give students experience with live streaming. This will also be good for recruitment efforts and student/parent satisfaction.
3. 2020 Lake Erie Discovery Center building. We’re requesting $17million out of the 2020 plan to build the museum in Dunkirk

Chairman Pagano is in contact with Jim Campbell, Chancellor’s legal counsel, about the out-of-state tuition discount. He has a meeting scheduled on Oct. 16 and plans to discuss the proposal with Chancellor Zimpher. We now have a member of the assembly and a member of the Senate (Cathy Young) willing to sponsor the proposal.

**STUDENT ASSOCIATON REPORT**

Mr. Jefferson Dedrick reported that this past week was a celebration of student leaders. The Student Association held elections last week and 28 students were appointed to various positions. The Student Association has seen an overall increase in student participation on campus committees as well as the SUNY system. He remarked that the inclusion of student involvement at every level does not go unnoticed by the students. The Student Association has begun review of the 2015-16 budget requests. Once approved, the General Assembly must authorize final approval. He noted that the community bus service available after 11 p.m. was terminated for the next three years because no bus company was willing to provide late night service.

**ACADEMIC AFFAIRS REPORT**

Vice President Terry Brown reported that the campus recently received good news about the periodic review and Middle States accreditation. Although the review is only half complete, we had no areas of concern noted. Campus Middle States reviews are done every 10 years. The CAEP visit concluded yesterday, and the campus passed with flying colors. Once approved by the Board, Fredonia will be the first in New York State and seventh in the country to receive this national teacher preparation accreditation. Fredonia has the best teacher/education preparation program in the state!

**ADMINISTRATION AND FINANCE REPORT**

Ms. Praetorius announced that the solar panels installed at the College Lodge this past summer are a great addition. One hundred and twenty percent of the power at the Lodge this summer was supplied by the panels, and we expect 75 percent of the power at the Lodge over the winter will be supplied by the panels. The panels were covered by the insurance money received from the previous windmills (Class of ’59 gift). The state did not provide any reimbursement incentives for the panels. Administration posted the Annual Administration Review on the web and all Administration offices previously located in the AOC have been moved to different locations on campus. Administration obtained the ten titles for the trailers and will work with OGS to list them for sale on EBay.

**STUDENT AFFAIRS REPORT**

Vice President David Herman said dates for upcoming open houses and student receptions can be found in the Student Affairs report. Attendance at summer orientation and welcome week were excellent. The volleyball team is off to a great start. Fredonia offered a record breaking 586 internships last year. Julie Bezek and Bill Boerner continue to provide violence and sexual assault training for students. Mr. Boerner said 90 percent of first-year and transfer students have completed the New York State mandated training module. Over 500 student athletes have received training.

**ENGAGEMENT AND ECONOMIC DEVELOPMENT REPORT**

There has been a significant increase in activity at the Incubator according to Vice President Kevin Kearns. Since last June, 160 events and 2,500 individuals have utilized the facility. The events have primarily been community and economic development events. Last week an engagement forum was held there and we expect to share the plan that was developed with the Council at a future meeting. Included in the report is a snapshot of engagement activities providing a testament to Engagement activities. There has been much interest in the Franklin Street property and we hope to finalize a sale soon. Dr. Kearns is working closely with the County IDA on a number of start-up projects. The Incubator received a three-year CFA grant for $75,000. Currently, the campus does not charge for usage of the facility, but Dr. Kearns said he is working on a rental price agreement and pricing. The Incubator is currently at 52% occupancy with ten tenants.

**MARKETING AND COMMUNICATIONSD**

Director Michael Barone reported that a Fredonia student is a finalist on the Big Brother reality TV show. The final episode will be aired on Channel 4 and faculty and staff have been invited to watch the season finale tonight in the Williams Center. The winner on the show will receive $500,000. Having a Fredonia student on the show is a great marketing tool for high school students.

**UNIVERSITY ADVANCEMENT REPORT**

Vice President David Tiffany announced that Foundation receipts through the end of August are at $1.3 million. The bulk of donations come in at the last quarter of the year so this is a very promising amount. The Foundation office has had 290 donor contacts to date this year. A new content management web system is being installed and will help the Foundation facilitate its web presence. He encouraged Council members to view the new Biology Department website. All campus departmental websites will be updated with a similar look.

A motion to adjourn was made by Michael Cerrie and seconded by Joe Johnson. The Council meeting concluded at 4:50 p.m.

A tour of the Rockefeller Arts Center addition followed the Council meeting.

Respectfully submitted,

Denise Szalkowski, Fredonia College Council Secretary