

**STATE UNIVERSITY OF NEW YORK AT FREDONIA
MEETING OF THE COLLEGE COUNCIL
PRESIDENT'S CONFERENCE ROOM
OCTOBER 1, 2014**

Present: Cynthia Ahlstrom, Richard Alexander, Joseph Johnson, Frank Pagano, Antonio Regulier

Guests: Michael Barone, Dr. Teresa Brown, Dr. David Herman, Dr. Virginia Horvath, Dr. Kevin Kearns, Liz Praetorius, Dr. David Tiffany

Absent: Angelo Bennice, Michael Cerrie, Russell Diethrick, Stephen Keefe

College Council members signed on to Boardbooks using borrowed iPads from Information Technology. A brief training was given to members by Mike Elder from Boardbooks. College Council members were encouraged to reference the Boardbook iPad User Guide. Anyone needing further training should contact Mike Elder at 888-587-2665, option #2 or email mike.elder@boardbook.org

Chairman Frank Pagano reminded Council members that paper packets will no longer be mailed out.

MEETING CALLED TO ORDER

The College Council meeting started at 3:28 p.m.

APPROVAL OF MINUTES

The College Council minutes of May 14, 2014 were approved without modification with a motion from Richard Alexander and seconded by Cynthia Ahlstrom.

Chairman Pagano welcomed Mr. Richard Johnson, Fredonia College Foundation Chairman, to the meeting. Chairman Pagano said the College Council and Foundation Board are working together and will occasionally join each other at their respective meetings.

Chairman Pagano welcomed newly appointed Vice President for Finance and Administration Liz Praetorius. Ms. Praetorius most recently served at SUNY Maritime College as Chief Operating Officer and Vice President for Finance and Administration. A position she held from 2010 until 2014. She officially began at Fredonia on August 1.

ENROLLMENT UPDATE

Vice President David Herman provided an update on enrollment. Fredonia's enrollment figures are based on the census date record of September 15, 2014. Fredonia's fall enrollment is 5,214. This figure includes 273 graduate students, 1072 first year, first

time students, 12 3-1-3 students, and 359 new transfer students. Our enrollment goal this year was 1100 first time, first year students, but we fell slightly below that goal. Dr. Herman said it was challenging this year with 88 deposits withdrawn between May and the beginning of the academic year. Even though we didn't make our target, the entering first year class is very strong with an average SAT of close to 1100 and an overall high school average of 89. Overall, 514 incoming first year students brought in college credit from over 68 different programs. Our primary goal is to retain students and maintain selectivity.

We're up against a number of challenges to keep our enrollment up such as demographics, economy, and competition. The Admissions Office and the Enrollment Management Committee (a team of approximately 30) will begin to follow a comprehensive enrollment plan beginning this academic year that consists of 12 major multi-year initiatives. Some initiatives will be quick and some will take time to develop. We basically hope to expand our marketing. Most recently, we invited a number of community college students to the Bill Nye appearance to showcase the campus. We also hope to expand our recruiting efforts in western Pennsylvania. Rebranding efforts will also have a major impact on marketing. For example, we're already seeing an increase of interest in the sciences due to the opening of the new Science Center. A copy of the Recruitment Plan is provided in the Boardbook packet.

We continue to work with Hobsons communication to yield a higher percentage of students. We also continue to offer campus visitations and have added an extra visit this year. The number of campus visitors has continued to grow over the years. Working together with Academic Affairs, we hope to increase the number of graduate students and programs offered. We've had a strong growth in the number of students of color – 23 percent beginning this academic year.

Despite the decline in enrollment, Dr. Terry Brown noted that campus retention did increase by one to two percent this past year.

Mr. Joe Johnson asked if we bring in outside student groups to campus. Dr. Herman said the campus does offer a math challenge every year, but suggested Council members notify his office if there are other student groups who might be interested in coming to campus.

Dr. Horvath said she would be happy to provide Council members with Fredonia apparel to wear if they'd like to market the campus while their traveling.

BUDGET UPDATE

Ms. Praetorius said Fredonia is facing some financial challenges, but it's nothing new to the campus. And, the cost savings measures that we enacted several years ago have helped the campus immensely. Vice President Praetorius remarked on how supportive the campus has been with implementing these cost savings measures. The employees

own the budget problem and are dealing with it in a notable way.

The 2014-15 University Operating Budget totals \$51,778,000; an increase of \$2,108,400. Our State Budget consists of \$13,185,900 in state support and \$32,518,000 in tuition revenue. This leaves us with a shortfall of \$6,074,100. This year, our campus budget includes the unfunded labor union salary increases amounting to \$1,192,300, \$566,200 funding for NYS TAP, \$100,000 for new scholarships, \$32,700 in new service and software recharges and \$94,300 in salary increases.

We are in the fourth year of a five-year rational tuition plan that provides for a \$300 yearly increase in tuition. We estimate a \$1,540,900 increase in tuition revenue from this tuition increase.

Because our enrollment dropped, our tuition revenue dropped. Although our fall enrollment is below target, tuition collected will be closer to our target due to a mix of out-of-state students who pay a higher tuition rate. Unfortunately, the trend in decreased enrollment has had an effect on our tuition revenue and reserves. Our shortfall of \$6.07 million will be covered through a combination of actions including Faculty Student Association funding, salary savings from vacant positions (\$806,100), salary savings from delayed hires (\$200,000), and over enrollment funds. The over-enrollment funds are from past years. We were not able to put any over-enrollment funding away this year because of enrollment decline. We're taking from our coffers now, and we need to better define our budget so that we can focus on obtainable goals. Together, we can strategically work through these budget issues.

When asked by Chairman Pagano how long we can sustain ourselves at this pace, Vice President Praetorius said approximately another year or two. It's important we keep reserves in case we have critical maintenance needs. State agencies are obligated by SUNY Policy to keep between 20 to 25 percent of their reserves.

CONSTRUCTION UPDATE

The \$60.0 million Science Center is still not complete. Two major areas within the building and a punch list of minor items still needs to be completed. The lecture hall and the café are the two major items to be finished. Vice President Praetorius noted that the completion timeline for the Science Center had to be adjusted three times. The State University Construction Fund has been made aware of the issues and a representative from the Fund visited the campus this morning. We're pushing to have it completed by the Science Center dedication on October 17.

Some classes had to be moved elsewhere on campus since the lecture hall was not completed in time. The goal is to have it completed by November 1. Many staff on campus worked diligently to get the classes moved into other spaces on campus until the lecture hall is complete and ready for use.

Construction of a new access road for the \$36 million Fredonia Rockefeller Arts Center addition began in May. The project completion date is estimated to be Summer 2016. We're hoping we have more oversight for this project following the campus visit by the Construction Fund today.

The University Village Townhouses are now occupied by approximately 70 students. There are still a number of punch list items that need to be completed. Residence Life has tours set up in October to market the townhouses. It was difficult to market them last spring because when they were not complete.

PRESIDENT'S REPORT

As mentioned earlier, the Science Center ribbon cutting will be held on October 17 and College Council and their family members are encouraged to attend. Dr. Horvath said this is our first space that has so many separate donors. The event will not only feature a building ribbon cutting but also a ribbon cutting and dedication for each individually named space within the Science Center. It will be a day for us to celebrate the collaboration of all the many donors that named spaces in the building. The dedication will be in conjunction with the campus' homecoming weekend and fireworks will be featured in the evening.

Designed to promote global learning, EC English opened its doors this month in Jewett Hall, and an official ribbon cutting was held earlier in the month to showcase the new facility along with the new Global Connections lounge in the Williams Center. Dr. Horvath credited Vice President Brown for bringing the idea forward and for making all the arrangements to bring this new service to the campus for students and community members.

Dr. Horvath also mentioned the successful Bill Nye Convocation event earlier this month. The event drew over 4,000 guests to Steele Hall. The excitement of discovery was alive on campus.

President Horvath then brought an action item forward. At the last College Council meeting, Dr. Horvath invited the Council to consider adopting a College Council award(s). She suggested an award that touches on priorities of the campus that the College Council would like to recognize. The Council then brainstormed different categories including community involvement and entrepreneurship. Council members suggested that the award(s) not be limited to faculty and staff. Dr. Horvath agreed to prepare an award proposal/criteria and bring it to the December Council meeting.

ADMINISTRATOR SPOTLIGHT: DRS. LISA HUNTER AND JUDY HOROWITZ

Dr. Brown introduced recently appointed Associate Provost for Graduate Studies Judy Horowitz, and Associate Provost for Curriculum, Assessment, and Academic Support Lisa Hunter. Dr. Horowitz most recently served as Associate Vice President and Dean of the School of Adult and Graduate Education at Medaille College in Buffalo. Dr. Hunter

previously held the title of Associate Dean for the School of Arts and Humanities at Buffalo State. Dr. Hunter just moved to Hamburg, NY and Dr. Horowitz is moving Friday to Fredonia.

Dr. Horowitz talked about how welcoming everyone on campus has been since her arrival. Dr. Hunter agreed that the campus community made her decision to join Fredonia that much easier. Some of the key areas she'll be overseeing are online learning, the Registrars office, Honors program, and in collaboration with University Senate, will continue to work on a general education revision.

ACT SCHOLARSHIP RECIPIENT ANTONIO REGULIER

Chairman Pagano recognized Mr. Antonio Regulier as the recipient of this year's ACT award. Out of 51 applicants, Mr. Regulier was one of only five to receive a \$1,000 ACT scholarship. He will also receive \$250 for a charity of his choice. Copies of Mr. Regulier's resume and essay were shared with Council members. The Council congratulated Antonio on this well-deserved distinction.

STUDENT ASSOCIATION REPORT, ANTONIO REGULIER

Mr. Regulier reported that the Student Association (SA) held a successful fall election. The senior class president as well as the other classes officers and class representatives were all elected. Like the campus, SA is in the process of rebranding itself. SA is also revisiting its policies so that SA officers will no longer be penalized if they are unable to attend a meeting due to a class conflict. SA is also working with the bus service to provide better disability support service for students.

Mr. Regulier said he's very proud of what SA has been able to accomplish this past year. He said the number of students of color involved in SA has also increased.

PROVOST AND VICE PRESIDENT FOR ACADEMIC AFFAIRS REPORT, TERESA BROWN

Dr. Brown announced that the Academic Affairs Annual Report is now available online. She noted the report is 450 pages. A campus priority this year is obtaining Middle States Accreditation. A mid-year Report is due by July 2015, and a recently formed Institutional Effectiveness Committee will draft the report and submit it before the deadline.

The campus is also preparing for its national reaccreditation visit by CAEP. This visit is scheduled for next September. CAEP replaces the previous national accreditation agency National Council for the Accreditation of Teacher Education.

The campus continues to pursue initial accreditation by the AACSB (Association to Advance Collegiate Schools of Business). We've been invited to submit a second progress report. The report will be reviewed in February. We'll know by then if they approve us for a visit. The campus is accreditation under Middle State, but we don't have this particular accreditation yet. The earliest we'll know if we received AACSB

accreditation is January 2016.

Following an extensive review conducted last year by the IT Consultants EduServe, the campus is undergoing a restructuring of the Information Technology area. We currently have a search underway for the Chief IT Officer. We expect the new officer will develop a plan to restructure the way we operate and effectively serve all students, faculty and staff.

Mrs. Cynthia Ahlstrom asked how long the Chief IT Officer position has been vacant. It was reported since mid June 2014.

FINANCE AND ADMINISTRATION REPORT, LIZ PRAETORIUS

Vice President Praetorius said she's very proud of the Administration division and the work they've been involved in which is highlighted on pages 46-50 of the report. Internal Control and Payroll are now offering online initiatives. Under a very tight schedule, Facilities Services was very busy this summer moving staff into the Science Center.

FSA has faced challenges with enrollment, but they are now financially back in the black and have continued to maintain good customer service. FSA also increased its local purchasing to 18% this year. They are getting ready to open the Tea-Rex café in the new Science Center. Unfortunately, the millwork and basic finishing work has delayed the opening of the café. Tea Rex Café is expected to open by October 14. The dinosaurs should also be in place for the opening and ribbon cutting.

STUDENT AFFAIRS REPORT, DAVID HERMAN

Vice President Herman said that all fall athletic teams are off to a good start. The Student Activity Fair had over 2,000 students in attendance, and 147 student groups. Seventy students participated in the Career Development Interview Skills Workshop. The Educational Development Program continues to grow from 21 students in 2011 to 43 in 2014. The retention rate of students in this program is very good. The Financial Aid office reached out to over 40 high schools this year. Many of those schools were visited by Associate Vice President for Enrollment Services Daniel Tramuta. These visits are a critical part of the campus' enrollment efforts. Erin Mroczka, the Director of First-Year and Transition Program, is using the retention tool MAPworks to assist first-year students with their adjustment to college. The Student Affairs office continues to work with the SPECTRUM Board and the Student Association to rename and redesign FRED Fest.

ENGAGEMENT AND ECONOMIC DEVELOPMENT REPORT, KEVIN KEARNS

The Incubator held over 60 events at the facility since the last Council meeting. Now that the county and city have offices in the Incubator, they are hosting many more economic development meetings there.

Fredonia was instrumental in bringing The Great Lakes Experience Festival to Dunkirk. Over 2000 people attended the event.

SUNY Fredonia's StartUp NY plan was reviewed by SUNY and ESD and was recommended for approval. We've had six very serious inquiries and a potential property purchase in Ripley. Dr. Kearns said his office has received dozens of phone calls of inquiry. Having the IDA in the Incubator allows for a convenient networking relationship.

Council members asked if the state has offered any referrals. Dr. Kearns said the state has but the IDA has been more helpful. A meeting was held in Buffalo today about the legal interpretation of StartUp NY property. Accordingly, if the IDA owns property and the campus wants to work with them, the IDA property can be included in StartUp NY.

As part of the UB Regional Institute's Economic Impact Study, Fredonia provided the data which reflects the contributions of the local and regional economy. Based on the draft analysis, Fredonia has a substantial impact on the economy of Western New York's Southern Tier. Statewide, Fredonia's impact is estimated at \$330.81 million.

Chuck Cornell assumed the role as Interim Director of the Fredonia Technology Incubator. Several new tenants have been added to the building since Chuck took over at Interim Director including Venture Productions and ProQuip America.

The campus will be participating in the AT&T Western New York Civic App Challenge. The challenge is a two-month virtual hackathon with cash prizes totaling \$18,000.

UNIVERSITY ADVANCEMENT REPORT, DAVID TIFFANY

The Fredonia College Foundation financial summary ending July 2014 totaled \$1,454,693. This figure includes the former Cliffstar Office Building, renamed Fredonia Franklin Properties. The building was appraised at a value of \$1,650,000. Due to this generous gift offer, the Foundation is well ahead of its financial goal; however, the Annual Fund is behind last year by \$22,997.

The Foundation recently received Foundation Controller Jean Blackmore's resignation. Ms. Blackmore was employed with the Foundation for six years. The Foundation is now conducting a search and the first candidate will be on campus tomorrow for an interview. We hope to identify the new Controller by October 20.

The Scholars Breakfast will be held the week after the Science Center dedication.

To date, the campus has spent \$60,000 on rebranding. The campus website was updated this summer and its now much easier to read on smartphones and other portable electronic devices.

The annual golf tournament was a success with approximately \$10,000 raised.

Chairman Pagano announced that JoAnn Niebel was reappointed for another seven-year term. Angelo Bennice suffered a stroke, but at the time of the meeting, no further information was available on Mr. Bennice.

A motion to adjourn was made by Mr. Alexander and seconded by Mr. Johnson. The Council meeting concluded at 5:00 p.m.

Respectfully submitted,

Denise Szalkowski SUNY Fredonia College Council Secretary