

SUNY CANTON COLLEGE COUNCIL

295th MEETING

APRIL 4, 2023

Present:	Ronald O'Neill, Chair Joseph Rich	Grace Burke Jennifer Stevenson	Kathleen Dodge Abigale Fink
Zoom:	Marie Regan		
Absent:	Brian Plonka		
Others:	Courtney Bish Laini Kavaloski Travis Smith Lenore VanderZee	Matthew Burnett Shawn Miller Zvi Szafran Michaela Young	Peggy De Cooke Stephanie Petkovsek Tracey Thompson

Chairman O'Neill was delayed by a few minutes, and Council Member Rich served as Interim Chair until Chairman O'Neill arrived.

Call to Order

The meeting was called to order at 9:13 a.m.

Introductions

Council Member Rich introduced and welcomed Kathleen Dodge as the newest College Council member.

Minutes of the November 15, 2022, Meeting

It was announced that everyone received a copy of the minutes by email.

Council Member Burke made a motion to accept the Minutes of the November 15, 2022, Meeting. The motion was seconded by Council Member Dodge, with no additions or corrections; the Minutes were approved.

New Business

No New Business was brought before the Council.

Old Business

For information purposes only, the following policies were acted on and approved by E-Vote.

- #02-024 Early Walking at Commencement Policy
- #05-011 Inclement Weather Policy
- #05-008 Public Relations Policies and Procedures
- #03-010 Distance Learning Rate Determination

Chairman's Report

There was no Chairman's Report.

President's Report

President Szafran and other College leaders provided the Council with area reports. A summary of those reports is provided below.

The Chancellor's visit to the campus in February went well. He met with students, faculty, and administration and toured some of our facilities. Discussions centered around the campus' immediate needs, as well as some of the upcoming initiatives.

There is a new state law allowing up to 33% of clinical work to be done in a simulation environment, but clarification on what is meant by a "simulation environment" is still needed. Discussions with Upstate Medical Center's president regarding the status of the College's current facilities, as well as plans to develop some immersive, virtual-reality software, are underway. The software will provide nursing students with experiences that they may never see at a local hospital clinical program and will serve as an excellent research project for students and faculty in GMMD and Game Design.

Attracting qualified nursing faculty continues to be a problem and is partially due to salaries offered by the private sector. The College is taking steps to address this – actively meeting/working with Upstate Medical Center, Claxton-Hepburn Hospital, and Carthage Hospital, with all three hospitals serving as current clinical locations; and working with Upstate on a new initiative to offer their NP and DNP degrees online at our campus, with the students doing their clinicals locally. The goal is for those who gain licensure to stay in the region and work both as faculty and nurses. SUNY will receive the proposal in the next few days, along with an additional request to provide funding for nursing faculty increases.

The College's Middle States accreditation visit will be held April 23-26. The Self-Study is complete and is posted online, and Middle States has the final materials. The full review team has been selected and named, with Judith Sciple serving as Chair. Regular communication and trainings to prepare for the visit have been happening across campus. Visit details are being finalized, and the tentative schedule was shared with the Council. The final commission will happen in June or November, and it is expected that we will be reaccredited. Moving forward, Middle States' reviews will follow the revamped standards, omit the mid-year peer review, and make upgrades to the annual institutional reports. The College has received a number of positive comments related to submissions, preparedness, and fiscal stability.

Deposits are currently running about 30 less than last year. Factors contributing to this include the State's lack of setting the EOP funding rates and some turnover in the College's Financial Aid Office. All financial aid offers are now out, which should allow numbers to increase. Steps are being put in place to streamline the admission's process and avoid these issues in the future. Admissions has held two excellent admitted students' days so far.

The State budget has not been finalized yet, but it is anticipated that there will be a tuition increase for the university centers (There is hope that this will benefit the College by shifting students here.), the Tap Gap will continue to be eliminated, and the Tap ceiling will be raised. As soon as final information is received, the Financial Aid packages are ready to go.

The comparison of predicted and actual enrollment is anticipated to be flat.

The College's draft budget is being developed for review by the President's Cabinet. Among other decisions, the Cabinet will need to decide how much reserves to spend.

The Plaza and French Hall projects and renovations continue to move forward, with the Plaza being completed in phases. French Hall's completion will result in the building being electrified by way of geothermal wells and three small wind turbines. Monitoring of the building's energy usage and production will be a good learning environment for students.

A question was asked related to how other schools, similar in size, are doing. It was stated that all are struggling. Some factors contributing to the struggle include market size and the current demographic shift in worthiness of a college degree. A plus for the College is that people usually go to college to get a job, and SUNY College's job placement rating is high. Another initiative to help with enrollment and retention is the paid internship program.

The College was involved with and hosts for the World University Games (WUG) this past January, which was a major national athletic competition. The effort was led by Amber Baines, Mike McCormick, and Randy Sieminski and supported by a large number of staff and the students in the Sports Management program.

Student Affairs has worked to move the Student Handbook to a new format. The Council was thanked for their support of the changes and approval of policies and revisions.

Jonah Black and Samantha Dayter have been named as recipients of the Chancellor's Award for Student Excellence and will be recognized at a ceremony in Albany at the end of April. The College's Student Specialty Awards ceremony will return to an in-person format and be held on April 19. Awards will be given to 70 students, and the Council was invited to attend.

Student Activities will be hosting the first concert in five years on Saturday, April 15 – Flo Rida.

Housing numbers are down 100 from last spring – currently 597 students. In the Fall, the College will offer a single-room option, a unique housing opportunity in the SUNY system, and Smith Hall will reopen after three years.

Athletics just started spring sports, and all teams are active. There are 40 fall student-athletes named to the All-Academic Team, which means their cumulative GPA must be 3.5 or higher. An invite was extended to the Council to donate to Athletics during their Giving Week.

Advancement continues to have successful results and has passed the first milestone in gearing up for a campaign. They have raised \$1,144,000, surpassing their goal of \$1,050,000 for the fiscal year.

EDF Renewables have provided funding for a new scholarship and a mock solar roof for student learning. Among other new scholarships, College Association has established an endowed scholarship in honor of Mike Perry, who was posthumously inducted into the Hall of Fame last year. Other fundraising to increase that scholarship has also been done, and the scholarship will be awarded this Fall.

Additional information regarding Athletic Giving Week was provided. This initiative is in its third year, with their goal being surpassed before the kickoff. This led to the need to increase the goal, and it is anticipated that this initiative will continue to grow each year due to the peer-to-peer software that is used (The software allows each player to create their own donation page which expands the reach.).

The addition of new donors is at 472 (out of 1,200 total donors), 94% of this year's goal, and their giving equates to more than \$107,000 of the total giving.

All of these efforts help towards the new campaign, which has been officially approved by the Foundation Board. There are several phases to a campaign, with plans for this campaign to take around five years to complete. In the coming months, a number of campaign-related decisions will be made, and they will be looking to engage all stakeholders.

Upcoming meetings and events for the Advancement area include the Foundation Board meeting in May, Alumni Board meeting in April, and Reunion Weekend in June. Additionally, the Foundation celebrates its 50th anniversary this year.

The SUNY Faculty Senate last met on January 19, with their next meeting happening in two weeks. They were able to meet the new Chancellor – John B. King, Jr. During the Chancellor's interaction with the Faculty Senate, he emphasized his desire to have a governance focus within his cohort and within the System. The Chancellor also spoke about his four pillars that he will be emphasizing during his tenure – Student Success, Diversity and Inclusion, Research and Scholarship, and Economic Development and Affordability.

Details are still forthcoming about SUNY's request to have the 2008 budget cuts undone as part of this year's State budget.

Implementation of the GER changes is expected to happen in Fall 2023. The new DEISJ (Diversity, Equity, Inclusion, and Social Justice) GER program is being supported through a Fellows program. The Fellows program is application based, and applicants who become Fellows will receive additional pay of \$15,000, a certificate, and can attend a conference. Fellows will serve as the on-campus point person for faculty questions and help/mentorship on creation of new programs that meet requirements for the new GER.

Each sector gets to ask one question of the Chancellor. The Tech Sector's question related to the unique position that the Sector holds and SUNY's plan of how to better support that. The Chancellor's response was felt to be positive, as he noted the importance of this and noted that he would like to work on the budget for labs and create clear pathways to State jobs.

A representative from UUP also spoke at the plenary and shared that negotiations are still underway, with key topics being telecommuting, erosion of tenure and job security, and faculty/staff compensation.

The Plenary acted on and passed one resolution – Restoration of Conversation in the Disciplines Grant program; SUNY Canton's Faculty Assembly also passed it.

There was a question related to AI (Artificial Intelligence) and if there has been any discussion or concern related to that. It was stated that there was no discussion at the Plenary, but there is at least one local faculty member with concerns. It was added that cyber threats are a concern, as four campuses in the System have been hit. SUNY is working to strengthen defenses throughout the System.

Dr. Maureen Maiocco was named to the rank of SUNY Distinguished Teaching Professor, only the third person in the College's history to receive this honor. She has been acknowledged at various events for her honor.

Faculty Governance continues to work through the roadblocks with things moving in the right direction. There is a noticeable difference in participation and filling of committee positions, and it is felt that the extra meeting has helped with this. There is a proposal coming before the Assembly today to add the SGA E-Board as voting members, and there are discussions related to governance and committee restructuring, as well as remote learning policy, happening.

It was noted that regular meetings are held between Dr. Szafran and the Presiding Officer of the Faculty and UUP and Administration to discuss/address any issues.

The College Activities Board (CAB) has been working on a number of activities, including a concert, a formal, and Comic Con. Their hope is that these events will help to promote campus and increase enrollment. The Student Government Association (SGA) has been busy as well. Student interest/applications for the SGA Board positions increased this year. Election results will be determined on Wednesday. SGA is also offering leadership opportunities for students – they have extended an offer to all candidates to go to the SUNY Senate meeting this year, and they held a leadership conference focused on Impostor Syndrome and DEI with Alumna Kristy Tyson as the keynote speaker and faculty presenters Dr. Emily Hamilton-Honey and Dr. Barat Wolfe.

Last semester, SGA worked on a project to determine a wall design for the area across from the Hall of Fame. They worked with GMMD students to come up with something that

expressed a bridging between students and faculty, as well as something that was student-centered.

SGA appreciates the consideration to become members of Faculty Assembly.

Visits with Senator Dan Stec and Assemblyman Scott Gray were productive. Both were very impressed with our academics, initiatives, and facilities and indicated that they want to be strong partners.

Funding for the Downtown Project is at a little over \$4 million. The Village has stepped up and purchased the six parcels that make up the plaza. This opens up doors to other funding opportunities, including Brownfield clean-up funds. The Restore NY applications were both submitted – one for \$2 million and one for \$10 million – and results should come any day.

SUNY has approved \$2.3M of the \$8M budget needed for an on-campus childcare center. Additional funding requests through State and Federal earmarks have been submitted, and a CFA application for the last 25% will be submitted to Empire State Development.

Both Small Business Development Center (SBDC) offices (one at SUNY Canton and one at Plattsburgh) continue to be successful. The following provides some details of their work:

- This year's (10/1/22-2/14/23) statistics – Funds Invested - \$3.7M, Jobs Created - 26, Jobs Saved - 22.
- Working with the Center for Businesses in Transition to provide entrepreneurial/business support for would-be and new business owners in the community.
- Working to create a MOU with the St. Lawrence County Workforce Development Board to integrate the Workforce Innovation and Opportunity Act Youth Program service delivery for Entrepreneurial Skills training (youth defined as 16-24).
- Had a successful accreditation visit from the Federal SBDC.
- Had a client, Chill Baskets, invited to participate in the national Elevating Small Business Series highlighting Native American Heritage Month. This small business uses traditional Mohawk weaving and basketmaking techniques to make baskets and other accessories.

With the help of Early Childhood, training was offered to the local community to teach people how to do childcare at home.

Public Relations is working hard on the spring edition of After Canton, including interviews with key people for the Foundation's 50-year commemoration. Two big news items were shared – the Cyber Security program was designated as the Center of Academic Excellence in Cyber Defense by the NSA, with this being the next step above the program's current designation of Program of Study. Roopreneur 7, the annual entrepreneurial competition, wrapped up and was the biggest one so far with ten winners, all from different locations. The topic for this round was to think of ideas that would put a new restaurant ahead of others.

PR's National Marketing campaign continues with millions of new impressions on Google, YouTube, Instagram, FB, etc. With over a half-million views on YouTube, the Cyber Security video, as well as the videos for Health Care and Crime Analysis, are crushing all previous video views. They are also seeing increased webpage views with 60,000 unique clicks. In April, they are strategically planning for digital ads to coincide with the start of baseball season and run in the NYC Boroughs and near Yankee Stadium. They are also planning a multipronged digital marketing campaign in Toronto and Ottawa. Additionally, they are collaborating with Student Activities to promote and sell tickets to the Flo Rida concert and will use that in promotional information moving forward.

The following questions were asked and answered:

- It was asked if there is a process for tracking the connection between marketing and students. The process was explained, and it was noted that PR works with Admissions on potential inquiries.
- A question about where the reserves were kept was asked. It was noted that those funds are at System.
- It was asked if the campus ever received any reimbursements or incentives for renewable energy efforts. It was noted that the campus does participate in some energy-saving programs and has received some rebates, which are kept separate and reinvested into upgraded technologies. It was also noted that eligible grants and rebates are applied for.

Chairman O'Neill apologized for being late and re-welcomed Kathy as a member. He stated that the Council will move to Executive Session for discussion of the award nominations.

Executive Session

Council Member Dodge made a motion to move into Executive Session at 10:48 a.m. The motion was seconded by Council Member Rich and approved.

Council members, Dr. Szafran, and Ms. Young stayed for Executive Session; everyone else was excused.

Council Member Fink made a motion to move out of Executive Session at 10:58 a.m. The motion was seconded by Council Member Rich and approved.

Return to Regular Session

The Council returned to regular session at 10:59 a.m. The record reflects that no action was taken in Executive Session.

College Council Awards

Chairman O'Neill sought a motion to approve the following award recipients:

- Distinguished Faculty – Dr. Ronald Tavernier
- Excellence in College Service – Ms. Amanda Rowley
- Employee Recognition – Ms. Melissa Mussen

Council Member Stevenson made a motion to accept the above-named award recipients for 2022-23. The motion was seconded by Council Member Fink and approved.

Adjournment

Council Member Fink made a motion to adjourn the meeting at 11:03 a.m. The motion was seconded by Council Member Regan and approved.

Respectfully Submitted,

Michaela Young
Secretary to the College Council

DRAFT