

SUNY CANTON COLLEGE COUNCIL

282nd MEETING

September 18, 2018

Present: %	Grace Burke Joseph Rich	Chloe Ann O’Neil Thomas Sauter	Marie Regan Roger Sharlow
Absent: %	Timothy Currier Brayden White	Ronald O’Neill, Chair	Cecily Morris
Others: %	Courtney Bish Douglas Scheidt Karen Spellacy Michaela Young	Jim Hamilton Anne Sibley ! Zvi Szafran	Shawn Miller Travis Smith Lenore VanderZee

Call to Order

Mr. Sharlow called the meeting to order at 9:02 a.m. He stated that he was filling in for Chairman O’Neill, as he could not be present. He introduced new member Jim Hamilton, interim UUP Local Union President and Instructional Support Associate in Science, and announced the new SGA President and Student Council Member, Brayden White, not yet present.

Minutes of June 5, 2018, Meeting

Mr. Sharlow noted a change on page 7 – “CSEA” should be changed to “UUP.”

Mr. Sauter made a motion to accept the June 5, 2018, minutes, with the noted change. The motion was seconded by Mr. Rich and approved.

New Business

President’s 2017-18 Annual Report

Mr. Sharlow noted that the annual report was sent to everyone via email. He asked the Council to approve and adopt the President’s 2017-18 Annual Report as their own.

Ms. O’Neil made a motion to approve and adopt the President’s 2017-18 Annual Report as the Council’s Annual Report. The motion was seconded by Mr. Sauter and approved.

Old Business

There was no Old Business.

Chairman’s Report

Mr. Sharlow had nothing to report.

President’s Report

Dr. Szafran began by reporting that enrollments are solid while our financial environment remains challenging. Enrollment is just above 3,200 with nearly 2,800 being full time, an increase over last year.

Campus housing is at capacity, with some rooms tripled and some male students sharing rooms with RDs, at least for now. He went on to state that our Game Design and Development degree is our hottest new major.

Dr. Szafran invited Ms. Miller to update the Council on our current fiscal picture.

Ms. Miller began by mentioning the UUP contract newspaper article. She noted that the contract has been ratified, and payouts are expected in November or December. The impact on our budget is \$1.8M; this is in addition to our current salary spending for the year. Next year, it will be \$1.1M, due to the way the contract is written – it is retro to July 2016, and they are going to split the retroactive dollars into two years. She noted that none of this is covered by the State.

Ms. Miller went on to report about enrollment projections. She stated that she projected flat enrollment with a target of about \$25M. Our budget has been submitted for this year, and with the salary increases, the budget is \$28.6M. She noted that this means we will be using some reserves to help offset the difference and provided a little more detail to explain – we have 142 fulltime enrolled students; this equates to about \$1M (100 students is \$680,000), which will be a huge help if we are able to retain those students. She stated that the good news is we do have the reserves, and we will be able to go forward. Shawn shared that they ran the percentages on how we spend our money and came up with the following: OTPS (other than personal service) is 9.9% to run the campus, PSR is 72% of our \$28M budget, recharges are less than 1%, temp service is about 9%, and utilities are 8%. She noted that they look at these things when projecting the budget and stated that all-in-all our budget is stable, with an increase in enrollment to help with more revenue. She stated that we are okay this year.

Ms. Miller continued her report with an update on facilities and noted that we have been pretty lucky. She stated that the Council will see how we are spending capital money when they go on the walking tour later today. She introduced Michael McCormick, Director of Facilities Planning, who gave the facilities update.

Mr. McCormick began with the major renovations to Chaney Dining Hall's interior and Dana Hall's exterior. He also noted that they are working on a design for interior renovations of Dana Hall, and they are continuing site improvements to Cornell Drive, French Hall, and Roselle Plaza. He additionally noted that they will be working on the Facilities Master Plan update this Fall, as we have outgrown the current plan from 2012. Consultants will be on campus in October.

Dr. Szafran mentioned a couple of additional things, namely, the folks in building and grounds have been working really hard in terms of construction and keeping everything moving on campus, as well as addressing the logistical issues. It has been a real challenge, and they have managed to stay ahead of it. He stated that the goal is for Chaney to reopen in January, meaning it will have been closed for a very short period of time, which is impressive. Mr. McCormick followed up by stating that the completion date of December 21, 2018, still stands for Chaney Dining Hall. He shared that by his schedule contractors fell behind in Dana Hall by a few weeks, due to availability of materials and workers (There is a lack of people in the trades, which might benefit our students in the end.).

Ms. Miller proposed to have a Council meeting at Chaney after it reopens in January. !

Dr. Szafran continued his report and spoke about other revenue sources – grants. He noted that we received the last PIF grant – \$299,000 for the Solar Ready Vets project – and received \$450,000 for the second year of the Liberty Partnership Program.

Dr. Szafran went on to talk about the Student Opinion Survey, done by SUNY every three years. He noted that three years ago, we took first place among SUNY campuses in 3 areas: library resources, library support, and tutoring. Overall, we were in the top five in about 20 categories, which we thought was really good. Dr. Szafran shared that this time we took first place in 14 categories, second place in 12 more, and compared to the Colleges of Technology, we took first place in 40 out of the 70 categories. He noted how remarkable results these results are and listed the areas that we took first place in: academic advising in the major, availability of faculty outside of class, class size, tutoring services, health services, counseling services, career planning services, help in finding jobs during college, classroom facilities, laboratory facilities, study areas, library services, library resources, and access to computers and related technologies. He further noted that every one of these things is in support of our students. Dr. Szafran shared that our accomplishments have been noticed by SUNY’s Senior Vice Chancellor for Community Colleges Johanna Duncan-Poitier. She asked him how we are able to afford to do all of this, and he responded that it is due to where we have chosen to spend our money. He further responded that we have to make hard choices, and we choose to invest in things that support learning and our students, which is our number one priority.

He continued his report by sharing our second place rankings, which were good too: quality of instruction, general academic advising, availability of general education, services to off-campus and commuter students, computing support services, financial aid, course registration, book store, availability of online courses, faculty respect for students, health and welfare programs, and student input into college policies.

Dr. Szafran noted that results like this cannot be credited to any one person; it takes everyone on campus to provide this level of support. He further noted that this survey reflects how the students feel.

Mr. Sharlow offered a round of congratulations to everyone involved.

Dr. Szafran invited Dr. Scheidt to report on academics.

Dr. Scheidt noted that the contractual salary increases do pose a challenge to our budget; however, the individualized, high-quality work provided by our faculty and the division of academic affairs for students will drive and support the revenue picture. Dr. Scheidt stated that he feels this falls under the enrollment management approach. For him, enrollment stands on three pillars: targeted recruitment (recruiting into under-enrolled programs; no additional cost for new students, but additional revenue will be gained), retention/graduation completion (retained students continue to pay tuition year after year), and new program development (provide more choices to our existing students, as well as attract new students).

Dr. Scheidt further reported on some accomplishments:

- Off-term enrollment reached its highest ever.

- As a measure of efficiency, the percentage of seats filled has reached our target of 80%. Four years ago, it was 76%. The result is due to careful planning – number of extra adjuncts hired and sections offered.

He shared that they were focusing on four programs for targeted recruitment, and those programs saw a 14% increase in deposits. He noted that this number may seem small in terms of students, but the result does tell them that the efforts do work. Due to these results, they are expanding their targeted enrollment to include three additional under-enrolled programs.

Dr. Scheidt continued by talking about the second pillar – retention and graduation; he noted that there is the risk of students leaving without earning a degree, and it is essential that we retain them through to graduation. He shared that in 2014 our retention rate was 61%, and our graduation rate was 31%; those statistics fall between the average for an associate's degree granting institution and a bachelor's degree institution. He went to report that our retention rate last year was 71%, and as of June, our graduation rate hit 44%. He noted that he is still bothered by this being less than half but noted that a move from 31% to 44% in such a short time is unheard of. He also noted that the definition for the graduation rate is problematic, as many students are not counted due to how they started or what they did along the way. Due to this, Dr. Scheidt decided to develop our own student-tracking metric for all students (completion rate), no matter how they come in, who leave with a certificate, an associate's degree, or a bachelor's degree. He shared that the completion rate in 2015 was 44%, and as of May or June, it was 48%. He also shared that the 2013 cohort (six-year completion time frame is next June) is already at 51%. He commented that all of the things that our faculty and staff have been doing have been working, which is very important for the student and also for the revenue picture. He noted that they will continue with these efforts, plus some enhancements, such as the use of Starfish – a program which is designed to help us support students and catch them if they are having difficulty.

Dr. Scheidt reported on the last pillar – new program development. He noted that the following bachelor degrees were approved last year: Mechatronics, Cybersecurity, and Early Childhood Care and Management. The next new program proposal is for an online bachelor's degree in Electrical Engineering Technology. This degree is important, as others have approached us to develop a compliment to an existing associate's degree and master's degree.

Dr. Scheidt reported that they are working on revising the HVAC program to be an associate's degree in HVAC Trades. Program announcements have been sent out for a bachelor's in Forensic Criminology and eSports Management to capitalize on the interest of students and to serve as alternative options for students who decide their intended major is not what they want (i.e., Game Design students could move to eSports Management). He noted that we have several "off-ramp" options (eSports Management, Graphic and Multimedia Design, and Technological Communications), as we want students to attrit to another program not from the College. In addition to the new programs listed above, they are moving through a PIF funding for our existing Industrial Technology Management program to include a Logistics track and to move that online. Another PIF funded program is out for program announcement, an online bachelor's degree in Sustainable Construction Management. Construction Management associate's degree students could follow that track to an online bachelor's degree, and it can be used to attract students from other colleges who have related degrees. Dr. Scheidt also shared that this summer conversations were had with System regarding development of an online Psychology bachelor's degree

and an online bachelor's in Accounting, as there are only one or none in the System. These are being developed.

Mr. Sauter asked which under-enrolled programs are receiving targeted recruitment. Dr. Scheidt stated that Civil Engineering, Mechanical Engineering, Accounting, and Homeland Security were chosen. This year, they will be adding Sports Management, Health and Fitness Promotion, and Power Sports.

Mr. Sauter asked what Dr. Scheidt's target completion rate is. Dr. Scheidt stated that he told the faculty 44% but noted that his own personal number is much higher. He noted that according to IPEDS the nationwide, public bachelor's degree institutions' average is about 50% for the graduation rate and 55% for privates. Due to our mixture of associate's and bachelor's degrees, we would typically be on the lower end, but he is trying to shoot for the public average, with plans to increase at each marker reached.

Dr. Szafran added that the results of the Student Opinion Survey indicate that students here are happy with what they are getting; happy students retain better.

Dr. Szafran also mentioned some additional information: online students are increasingly integrating into the life of the campus. There have been a lot of things that nobody else does, such as Virtual Career Fairs, online Professional Clothing Fair, our eSports efforts, an online representative on our Student Government Association, and 24/7 tutoring available online – we are the leaders in SUNY.

Dr. Szafran explained that we are taking a very serious look at Industry 4.0, which is the new transition to the industrial economy. We want to make sure that every student at SUNY Canton has at least a basic understanding of Industry 4.0, and we will be embedding it where it is appropriate in our various degree programs.

Dr. Szafran shared that Student Life continues to improve as well, and he asked Courtney to share some of the new initiatives that they are implementing, such as co-curricular transcript, badging, and our new athletic conference.

Ms. Bish reported that the online initiative has grown tremendously, and they have been able to interface with online students through an online portal called Roo Life. This new method was utilized last year for the first time; however, with SGA's help, it has been more successful this year. They have moved their entire Student Life Management System onto Roo Life and are encouraging all students to use the portal and app.

She continued to report on the co-curricular transcript, which launched in Spring 18 with the help of a PIF grant. Students are actively using it. With the help of a partner, we will be able to launch a more user-friendly, visually-appealing website, similar to Elon University.

Ms. Bish noted that as a spinoff to co-curricular transcripts they are also doing come micro-credentialing through badging. Two badges have been implemented this year – Cultural Competency and Leadership. One planned leadership development activity is for David Flood to speak and present on campus. She also shared that the Chief Diversity Officers have been hosting programs for the Cultural Competency badge. They plan to bring on two more badges in the Spring semester – Career Service and Industry 4.0.

Ms. Bish noted that she sees these as a retention effort, as students will be gaining information that they can use outside the classroom and in the future.

Regarding athletics, she shared that we have joined the North Atlantic Conference. She also shared that the Women's Hockey team will finish up in the Colonial Conference, and then they will begin in the Northeast Women's Hockey League, which is a spinoff of the SUNYAC for Women's Hockey. They are also working on getting into SUNYAC for Men's Hockey.

eSports is up and running. The grand opening will be October 11. We have received some very positive press on it. Dr. Szafran added that a benefit to eSports competition is that you can play schools from a distance, which you are not always able to do in traditional sports. He noted that in a recent national tournament, SUNY Canton's eSports team defeated U. Texas Arlington, U. California Irvine, and Penn State, before losing to Florida State in the final.

Dr. Szafran stated that we have had a successful year with regard to fundraising, and he asked Anne to talk about last year's results and some of the goals and accomplishments for this year.

Ms. Sibley acknowledged that 2017-18 was a very successful year, and all of the new, innovative initiatives that they have employed speak to this success. They saw a 70% increase in the dollars raised. She noted one significant measure was the increase in the Canton Fund, which had not happened since 2012. It is not normal or easy to get donations for this Fund, and it took three years for the growth, but it is on a good path to continue.

Anne also reported that they have seen more consistency and better turnouts at events. She stated that they can now accept gifts at events through card swipe, which is very helpful in securing an "in the moment" gift. They have also been doing a lot more online by offering online giving and having more of an active social media presence, as well as continuing their traditional methods of face-to-face meetings, etc.

Ms. Sibley mentioned that the Council would be receiving After Canton in the Spring.

She also spoke about bequests that they have received (or will receive) – Al Sovie's (led to the Margaret D. Sovie School of Nursing), Bobbi Burham's (\$1.2m), and Ike Cook's (setup prior to his tragic death) – and how important they are.

Lastly, Ms. Sibley reported that the Foundation is working with other offices on campus to build a connection with online students, as they will represent a large portion of the alumni base in the near future. They are doing two pilot events this Fall – one in NYC and one in Syracuse – where they are building off the successful panel events previously held. Online students, prospective students, and alumni are being invited to network in a professional setting. In response to requests for faculty/student program insight, they are featuring Healthcare Management with support from Marela Fiacco, current students in the program, and alumni of the program.

Dr. Szafran additionally shared that we are doing a lot with the County and folks in government, as well as with our Entrepreneurship Accelerator project. He asked Lenore to talk about some of the grants we have received and plans we have for starting the accelerator.

Dr. VanderZee shared that we received the North Border Regional Commissions Grant in the amount of \$111,000, with a designation of outfitting the entrepreneurship accelerator. She also stated that we applied through the Regional Economic Development Council's process for \$1.2M for this project as well. They are also working on a grant through the U.S. Department of Congress, which has \$3M possible in capital funding for economic development.

Lenore shared that we are still actively seeking funding to utilize the Jubilee space for the accelerator, but in the meantime, they have identified an initial space that requires a lower-level of funding and is already renovated. Staff would be required, but there are two avenues of funding for that. This will also provide a downtown location to allow this program to grow and become revenue generating.

Dr. VanderZee shared that we proposed to host a debate between Assemblywoman Jennie and her opponent Mr. Walczyk on campus. Both parties have agreed, and a date is being set.

Lastly, Lenore expressed kudos to Travis and the PR team for all of their hard and amazing work. Joe Rich and Marie Regan also commented on how many SUNY Canton articles there are and echoed Lenore's sentiments.

Mr. Smith reported that this year is a better media year. eSports has been a factor in that, as there has been local and national interest/reports. He noted that we have been on the front page of both the Watertown Daily Times and the Post Standard, as well as ESPN, eCampus News, Extreme Networks, Race Point, Kotaku, EdScoop, and Tech Republic articles. Mr. Smith added that they have received inquiries from the Wall Street Journal and Forbes. He believes that the reporter from the Post Standard will be traveling up to cover the eSports arena grand opening in October. The grand opening is planned for October 11 at 3 p.m., and we are looking to have a round-table discussion and a ribbon cutting, with various high-level guests – Commissioner from ECAC, Alienware representatives, Extreme Networks representatives. We are trying to also schedule an all-female Overwatch match with Stevens College, which would be the first. Courtney added that the competition will be streamed in the Theater and all are welcome. She noted that they are trying to “pack the stands” for this event. Travis further noted that there will be tournaments held the following day as well.

Mr. Smith additionally reported that Game Design is growing with 260 applications and 78 students; this may be due to the recognition we have been receiving for eSports.

There was some nice coverage on our Student Opinion Survey results – we made it “above the fold” digitally on Newzjunky, were highlighted in North Country Now, and were on the front page of the Ogdensburg Journal. There was also some nice coverage from U.S. News and World Report.

Mr. Smith shared some national ad placements that they have been working on: Military Times (July placement, goes out to the four branches and worldwide), NASCAR Pole Position Magazine (inside cover and available digitally, College Association supported this ad), and hospital ads in Manhattan and Long Island areas (these ads have proven successful with 272 Health Care Management students). He reported that this Fall they will be running an ad in the Army-Navy game program, with the help of our Veterans' Association (60,000 people in the stadium and a reach of about 3.5M as it is sent out worldwide).

Lastly, Mr. Smith shared that next week a reporter from the Associated Press will be on campus to cover the Funeral Services Management program, and they will also highlight one of our alumni from NYC.

Dr. Szafran added that PR also did wonderful things to wrap up the 50 Years on the Hill celebration.

Dr. Szafran transitioned to the next report and asked Karen to speak about Faculty Governance. Karen Spellacy noted that they are working on the following items: processing through courses for the new programs, processing some new minors, and reviewing faculty/staff workloads via a new taskforce that has been formed.

Dr. Szafran asked Jim Hamilton to give a UUP update. Mr. Hamilton shared that there is a new contract, and the members are excited. He also shared that there is some concern regarding the Janus Decision – unions are not closed shops anymore; people can opt out of the union. He did report that there has not been too many lost in UUP. Dr. Szafran added that on our campus we have a good, supportive relationship with the unions. He noted that they have recently had good discussions on SUNY’s desire to have strong policies on consensual relationships on campus.

Dr. Szafran shared some additional information with the Council. He noted that our men’s basketball team is playing Cornell, a Division 1 team, in November. And, he shared that Barat Wolfe will be heading to the SUNY UFS planning meeting at the end of the week and hopes to learn more about proposed changes in General Education. She will also be attending the first plenary in October in Binghamton.

Additionally, he shared that the Chancellor will be visiting the College on November 6. He noted that he recently attended the Chancellor’s inauguration and was able to speak to her and to the former Chancellor, Nancy Zimpher. Both noted that they are hearing good things about SUNY Canton, and Chancellor Johnson is interested in our Leadership badge.

Ms. Regan stated how impressed and pleased she is to sit on the Council and hear about all of the accomplishments. Dr. Szafran thanked her for the recognition and noted that it is a campus-wide, team effort.

Adjournment

Ms. Regan made a motion to adjourn. The motion was seconded by Dr. Burke and approved at 10:07 a.m.

The Council was given a tour of the recent renovations.

Respectfully submitted,

Michaela Young
Secretary to the College Council