

SUNY CANTON COLLEGE COUNCIL

269th MEETING

September 8, 2015

Present:	Ronald O'Neill, Chair Joseph Rich Thomas Sauter	Grace Burke Roger Sharlow Khaina Solomon	Chloe Ann O'Neil Timothy Currier
Absent:	Cecily Morris	Marie Regan	
Others:	Zvi Szafran Travis Smith Michaela Young Douglas Scheidt	Courtney Bish Karen Spellacy Brian Harte	Shawn Miller Lenore VanderZee Keith Rosser

Call to Order

Chairman O'Neill called the meeting to order at 9:00 a.m.

Chairman O'Neill introduced Dr. Douglas Scheidt, Keith Rosser, Dr. Brian Harte, and Khaina Solomon.

A thank you gift was presented to Karen Spellacy for her service as Interim Provost/VP for Academic Affairs.

Chairman O'Neill announced the elimination of one College Council meeting this year, as it was felt it was not needed. He also announced that the College Council has been invited to attend the 9-11 ceremony on September 11 at the north end of Payson Hall.

Mr. O'Neill shared a few other changes:

- All info will be shared by email prior to meetings
- Hardcopies will be provided for some
- Cell phones should not be placed on the table to avoid audio interference with recording
- Portfolios provided for convenience should be left on the table after the meeting

Minutes of May 9, 2015

Ms. O'Neil made a motion to accept the May 9, 2015, minutes as presented. The motion was seconded by Mr. Rich and approved.

New Business

President's 2014-15 Annual Report

Mr. Sauter made a motion to adopt/approve the President's 2014-15 Annual Report as their own annual report. The motion was seconded by Dr. Burke. Dr. Szafran asked everyone to please view both the online and printed versions for the complete report, and thanked the Public Relations Office for their excellent work on this report. The motion was approved.

Award Policy Changes

Mr. Sharlow moved to approve the Award Policy Changes. The motion was seconded by Mr. Rich. Mr. Sharlow encouraged everyone to look for nominees that they could put forward for these awards and to start earlier rather than later to get a larger number of nominees. Dr. Szafran also encouraged recognition of excellent service and nominations for all of the Chancellor's awards. The motion was approved.

Student Handbook Changes

The Student Handbook Changes were approved over the summer. Ms. Bish expressed her appreciation for everyone's help on getting them approved. Dr. Burke asked what happened with the fire alarm incidents. Ms. Bish answered that the policy went into place this semester, and an educational component has begun with Kennedy Hall residents. There have been positive results: only 2 fire alarms this semester compared to 14 by this time in the past.

Child Protection Policy

Ms. VanderZee shared that this was mandated by SUNY. In developing our policy, policies of nearby and similar colleges were researched, as well as utilization of the SUNY template. While this does make it harder for some events on campus to happen, it will make it safer for child attending those events, as well as provide us with protection. Mr. Sauter asked what would happen if an incident did occur. It was stated that it would be very hard to do a blank policy, so it would be reviewed on a case by case basis. It was suggested that a stated be added, "Non-adherence to this policy can result in penalties up to..." Ms. VanderZee did not see a problem with adding a statement similar to that.

Chairman's Report

Chairman O'Neill reported that it was decided to replace the annual holiday dinner with a fall barbecue. He also noted that Michaela has been working on getting the College Council a Canton email, so they can access files on our website and get NY Alerts. Lastly, he shared that the Annual ACT Meeting is in October, and the RSVP's are due today to Michaela.

President's Report

Dr. Szafran shared the following highlights since the last meeting:

- We have successfully concluded the Provost search. Dr. Scheidt is off to a good start, and we are all delighted to have him here.
- The VP of Advancement search is nearly complete. The second candidate, Anne Sibley, is on campus today.
- Alumni Weekend went well. The most successful part was the naming of two buildings. Dr. Szafran was pleased that both Dr. and Mrs. MacArthur and Dr. and Mrs. Kennedy were able to attend. There was a high turnout and was a wonderful event. The new names are now on the buildings.
- Work on new degrees continues. The BBA in Hospitality Management is now in the announcement phase. The Technological Communication degree is being finalized and should be submitted this fall. The others are following the normal path.
- We are waiting for news on the 2014-15 SUNY 2020 Grant.
- SUNY has sped up the process for its own internal funding, so the new proposals were due before hearing about the old ones. We have submitted seven additional white papers for the new two-stage procedure that SUNY now has, as well as resubmitting the one we have not heard

about yet. We will be informed between September 9 and 11 on whether these will go on to the second stage. Full proposals will be due at the end of the month.

- All three past grants have been funded:
 - TRiO: \$260K/year for 5 years
 - Liberty Partnerships: \$360K for 2 years
 - CSTEP: \$170K for up to 5 years
- Credit was given to JoAnne Fassinger for doing a great job on the grants. She has created a spreadsheet of recurring grants that lists all grants, their status pertaining to each of them, and when to reapply before they expire.
- New student enrollment is down slightly. New transfer students made up for drop in new first-time, full-time student enrollment.
- First two Brazilian students are here from the Scientific Mobility program. We have four students attending from Cameroon. We expect students from China this spring. Thanks go to Melissa Evans for her excellent work, as well as the whole Admissions crew, for their efforts.
- We are full-fledged members of the NCAA Division III. On our first day of competition, we won three things. Courtney will provide more details in her report.
- A lot of work is going on in the general area of North Country economic development. It is felt that of the four colleges in this area SUNY Canton can make the biggest difference in terms of economic development, job creation, etc. in the North Country, as it is our mission. The Governor has a \$1.5 billion challenge to be divided among three different regions over five years, to equal \$100M/year for each winning region, which would help with these efforts.

Mr. Sauter asked for more detail regarding the technological communications program. Dr. Szafran replied that this is based on a program in the Liberal Arts field with a technological component. The ability to write well, represent yourself well, create a website, and use multi-media are critical elements. It will be more than just a technical writing degree.

Academic Affairs Update

Dr. Scheidt gave recognition and thanks to Karen Spellacy for setting up tasks well for his first days here.

Dr. Scheidt shared some “big-picture” highlights that are important to the campus and our students in the categories of programs, learning, and completion.

Programs

Dr. Scheidt reported that there are many programs in the pipeline in various stages along the way – from concept to program announcement to full proposal to approval at SUNY and at State Ed to implementation. This sometimes takes a great deal of time to happen. This is very exciting, because it will allow the College to serve new, different students, in addition to providing additional choices to students who would come here anyway.

Learning

Provost Scheidt reported the high standards from Middle States Accreditation has moved from reporting on inputs – the syllabi, library holdings, and degree qualifications of the faculty – to an output focus – assessment, student learning outcomes. The campus has invested in Task Stream, a software package focused on organizing this kind of assessment data across the entire College and across every program.

It was shared that this is more than just software program; every faculty member has to be aware of what they are teaching, what are they expecting students to learn, how to measure that, and then inputting that data for the analyses to be aggregated per department as well as across the campus. It is felt that this will help the faculty to think more about what they want their students to learn and help them stay on track with that goal in the classroom.

Completion

Dr. Scheidt shared that this is an effort to review the pipeline from beginning to end – students inquire about the campus, apply, are accepted, and enroll – as some are lost along the way. Some of the items looked at are: when accepted, do they actually come here; when they come, do they actually succeed and come back for the subsequent semesters, all the way through to graduation. So, in addition to drawing new students here with programs we offer, the thoughtfulness of how we ensure they complete and graduate successfully is important. There are a lot of steps along the way where students can drop off. We are working to find ways for what we can do to help them not have to stop out and to help them come back later.

Dr. Scheidt reported that he was impressed by the retention rates of first-year students to their second year – 67% this year. This is phenomenally high for a college like SUNY Canton. We are doing something great. However, he would like to have that higher.

Mr. Sharlow asked how difficult is it to determine why a student does not come back, or do we try to make that determination? Dr. Scheidt explained that some folks just walk away, and it is hard to get the answer to that question. Mr. Sharlow asked if there are communications that go out to try to get the answer. Ms. Bish added that there is an exit interview and a withdrawal process which provides some of those answers through talking with faculty and Counseling Center employees. We have a taste of why students are leaving but not a full picture. Dr. Szafran also added that one of our white papers is focused on this, to obtain a software package which will help evaluate students' decision points along the pipeline from selecting a school to graduating. In fact, SUNY asked us to submit the white paper on it. More of a discussion happened around this topic. It was noted that some students do not leave for academic reasons, and we are trying to help them with other reasons as well. Ms. Spellacy shared that last year Molly Mott reached out to each student that left to help determine why they did not come back. She found that it was usually due to finances. There are varying reasons for this, and our students are at a very different socio-economic place than students at other institutions. Dr. Szafran shared that we are looking at ways to reduce the cost of attending, including ensuring that a bachelor's degree is obtained in four years and using electronic textbooks. Dr. Burke inquired about what we have for advanced placement of students. Dr. Szafran share that the Dean's Cabinet discussed this recently. They are looking at AP, international baccalaureate for military incedontes, CLEP exams, and so forth. Another thing that we are going to be looking at, and some of our faculty are already taking a lead on this, is prior-learning experience. Many students have work experience from internships or jobs that are translatable to college credit. Ms. VanderZee added that SUNY is also taking steps to set a lower tuition rate for solely online students – this rate is lower than out of state, but higher than in state. This could help to boost our enrollment and make us more competitive with other colleges.

Administrative Affairs Update

Ms. Miller reported that, without accounting for out of state and attrition for Spring semester, the Fall enrollment is 2,648 full time and 547 part time. Part-time enrollment is up, and full-time is down a bit.

Ms. Miller reported that our revenue is down by \$700k, but with tuition increase, it will not be quite that much. We are being very cautious going forward, but we are going to be okay. We will be cutting back a bit on operating expenses, but academics will be fully funded because of separate funds from summer and winter courses. We have some reserves, so we are okay.

She reported that our capital funds have been \$1.9m, which is not enough to do much with. Recently, the SUNY Construction Fund has additionally awarded us \$3.4m. They are beginning to fund shovel-ready projects with funds that have not been used by other campuses yet for their construction projects. Mr. O'Neill asked how much reserves we have. Ms. Miller stated that we have a total reserves of \$7m.

Ms. VanderZee added that we were able to get that additional \$3.4m because of the good planning that Shawn and Mike McCormick have done by using campus funds for the design stage of a project to get them shovel-ready. Ms. Miller added that our initial investment is then returned when the state funding is provided. We can then use that cash to prepare other projects, which we have a long list of.

Dr. Szafran added that some of the white papers are actually for projects we planned to fund ourselves, but if the state approves and funds them, then we can work on other projects. The ones not state supported will be kept in a portfolio of projects to pursue other funding sources for.

Advancement Update

Mr. Rosser reported that the second candidate is on campus for permanent replacement of the VP for Advancement. There is an open forum at Noon today that you can attend if you would like to.

Last year, they exceeded their fundraising goal by 185%, and raised \$1.6m. Mr. Rosser thanked the College Association and Student Government Association for a nine-year pledge of over \$1m, which helped them hit that goal and also helped with the namings of the two buildings this past summer on campus.

Mr. Rosser shared that they had 10 new endowments created last year, so they are up to about 165 endowments now, with most of them supporting student scholarships. They have added \$350k to endowments this year. They have also hauled \$400k in scholarships to help 380 students, averaging a little over \$1,000/student. Lastly, they have provided about \$275k in support of campus programs.

Mr. Rosser reported on some goals for the coming year:

- Wish to see faculty/staff participation of payroll deductions to the Foundation at 100%. It is currently at 60%. He will settle for a 10% yearly increase for now. They have done/planned some initiatives to help with this. Last year, they held a donor luncheon to show their appreciation, and they will continue this.
- Increase alumni engagement, beginning with current students and building a feeling of family.
- Focusing on all-athletic alumni weekend for this year, such as all hockey. Want to specifically target 10-, 25-, and 50-year alumni.
- Hoping that recent changes in Alumni Board brings fresh ideas.
- One recent project that is a source of pride is the use of the new trading room for the financial literacy center on campus. This was an idea from J.D. DeLong. The plan is to open it up to people around St. Lawrence County who want a greater understanding of personal finances. The Foundation met with every local bank and financial institution that did business in the county.

St. Lawrence Federal Credit Union came up with a \$10k donation for the first year, which will pay for a faculty member to work with the Credit Union to put forth this initiative. It is also the hope to have this setup as a certified credit counseling center. Since St. Lawrence Federal Credit Union came on board, they have also secured a five-year donation from Northern Savings Bank to help support a portion of this.

Faculty Senate Update

Ms. Spellacy reported that the Faculty Senate has not met since she became Senator, so no report at this time. The next meeting is planned for three to four weeks from now.

Public Relations Update

Mr. Smith shared that PR has been very busy over the summer working on the Annual Report. He encouraged everyone to look at the digital version if they have not already done so, as there are a lot of videos and interactive items. He pointed out, on the last page of the Annual Report, that while the overall enrollment is down the off-term enrollment is up. We broke our summer session enrollment record, as well as winter term brought some records.

Mr. Smith reported that we made it on some lists over the summer:

- Affordable Colleges Online – ranked us number 6 for the Best Online College in New York.
- Great Value Colleges – ranked us number 9 among 25 Great Small Colleges for Animal Lovers.
- STEM Jobs Magazine – recognized us as a STEM Jobs College.
- U.S. News and World Report – ranked us number 44 as Best Regional Colleges in the North, an increase from last year.

Mr. O'Neill asked how much we rely on test scores for admissions. Dr. Szafran added that the Chancellor has an initiative to strengthen how we accept students based on these exams. SUNY does not like the idea of going “test-optional” at all. Ms. Spellacy shared that test scores are required for a bachelor’s program, but we would not deny a student based on their test score. Dr. Szafran confirmed that and added that scores are not required for admittance into two-year programs. We are trying to get the right balance, keep SUNY happy and maximize our enrollment.

Student Affairs Update

Ms. Bish reported that residence hall occupancy numbers as of census this year are at 1171 versus 1252 last year at this time. Kennedy Hall is still over capacity. Being down in numbers allows us to deal with roommate conflicts without it becoming a huge ordeal.

Ms. Bish reported that the biggest changes in the handbook regarding Title IX have been implemented – all incoming students took an online module to inform them of their rights. We are also launching an “It’s on US” campaign next week, which is a national campaign, where many faculty, staff, and students will be involved in sharing how we can end sexual assault on campus.

Ms. Bish also shared that there have been some huge wins from Athletics. The biggest is in Volleyball; they have won 5 of 5 matches and beat St. Lawrence. Women’s soccer took home their first win at an away game thanks to our brand new, amazing women’s soccer coach. We have a cross-country runner from Ireland who won her very first ever race at the Kangaroo Invitational. The only team that did not win on our first week was the men’s soccer team, but even Potsdam’s coach said we should have won.

She further reported that they are working on a co-curricular transcript on the Student Affairs side. The goal is to provide an opportunity for students to capture all their non-academic work, such as service learning, philanthropy, clubs and organizations, and athletics, to be able to share that information with future employers and grad schools to help make them more holistic candidates.

Ms. Bish shared that they have started a new campaign called Everyone's Welcome Here. It is an effort to make all students, staff, and faculty recognize that this is a welcoming campus. We are going to be doing some new initiatives like a LGBTQ-Allied group and some Diverse Discussions. Ms. Bish passed around wrist bands regarding that effort as a gift to the Council.

Student Government Association Update

Ms. Solomon reported that they are trying to be more open and visible to students, so they know who they are and what they can do for them. They are having leadership conference for the clubs to help them with leadership when the current executive members move on; this will keep those existing clubs and help make them stronger. We are also trying to get a sense of who the students are in and outside of SUNY Canton, so we can be their collective voice effectively and not just that of the clubs and organizations.

Ms. Bish gave a shout out to Khaina and the other student leaders. They have already set goals for themselves, which is early in the year, and they have already been very visible. I want to give credit to them.

University Relations Update

Ms. VanderZee reported that they have been working on a new mode of communication, with significant help from Public Relations and in consultation with Student Affairs and Athletics, to help reduce the overall number of emails sent out on a daily basis. They wanted to have a "one-stop-shop" where all events for students, faculty, and staff are announced. The goal is to foster a community feeling where everyone is welcome, encourage faculty to attend athletic and other events with their families, and to let students know what faculty and staff are up to. Overall, the feedback has been positive. Daily updates are open to College Council members as well; please let Michaela or Lenore know if you wish to be included.

Ms. VanderZee shared that several of the white papers Dr. Szafran mentioned have to do with entrepreneurship. She shared that the SBDC plays a large role in economic development; they see literally hundreds of clients each year. They strengthen businesses that exist and help businesses that want to get started. One of the things that they host is a Women's Business Boot Camp twice a year where women business owners can come and network, talk, get information to strengthen their business, meet others, and develop cooperation.

Ms. VanderZee mentioned that our Constitution Day events are coming up. Assembly member Addie Russell will be on campus to speak, and everyone is invited to attend. This will be on September 15 at 10 a.m. Many events are happening, including a poster contest for elementary students.

Ms. VanderZee also shared that we have been holding some very successful leadership series presentations beginning last year and continuing into this year, sponsored by Corning. The latest one was given by Margaret DiFabbio, administrator from Corning's corporate offices. She gave a wonderful

presentation, and students asked very interesting questions. We are looking forward to these continuing, and are trying to get our Congresswoman here to speak as well.

Ms. VanderZee reported that the St. Lawrence International Film Festival is coming up. SUNY Canton is sponsoring the block party in down town Canton on the Village Green. We are getting our name out there in the community, as well as across the border in Canada in a positive way. College Association is providing food for the block party, and many thanks to them for making this event possible. Several of our students and faculty are involved in the film festival in various ways. Our videographer has done all of the promo for this.

To add to that, our videographer has done some fantastic videos on all different aspects of our college and has won an award for his work on a recent Special Olympics video, which provided us with some additional funding for that event for the future. He is there at every event – athletic events, special lectures, etc. His name is Morgan Elliott, and you can see all of the videos on the SUNY Canton YouTube channel.

UUP Update

Mr. Harte had to excuse himself early; however, he left a brief update to be shared with the Council. He asked that the following be shared, “Since this is a contract negotiation year, state-wide UUP representatives will be here on campus from 12:00 to 2:00 p.m. today in Dana 209.

Dr. Szafran added that UUP and the College continue to have very good relations and have co-sponsored an open forum on how we implement the student comment forms, with a good, positive turnout. He also encouraged the Council to look at the daily email updates, which includes campus happenings, the Weekly Blab, and From the Pouch. He provided one additional note regarding the social media threat from last fall – the committee that wrote the report for the Chancellor will be presenting it to the Board of Trustees on Thursday.

Mr. O’Neill asked if there are any opportunities for expanding arts and music opportunities for students beyond technology. Dr. Szafran responded that in terms of academic programs, the previously mentioned Technological Communications course is there, although most of the focus in that is on technology. In Student Life, there are a number of musical events each year, as well as dramatic events. Ms. Bish added that Greek Life will be hosting four or five local small bands or singers for a fundraiser to help Cystic Fibrosis. We are also looking to free up some campus space for students to perform and play guitar and such. Mr. O’Neill clarified that he was thinking more along the lines of credit-bearing options. Ms. VanderZee mentioned that the focus of the 2020 grant from a year ago is to create a dual-located center where it infuses STEM with the arts – a STEAM kind of entrepreneurship center that focuses on a cross-pollination of ideas across campuses with different missions, different student bodies, etc. We are still hoping to get this. Dr. Scheidt added that students have opportunities to look for this in their general education requirements or in a pure elective. There is a program going through the pipeline right now for an intro to music course; conversations are still happening. A discussion continued regarding opportunities for students involving arts and music at SUNY Canton and the other Associated Colleges. Dr. Burke asked how this fits in with therapy classes, such as the ones that we have in our curriculum. Dr. Szafran explained that the local hospitals are looking into ways that we can work with their nurses and move them from two-year degrees to four-year degrees. There is a shift in hiring expectations at hospitals these days. Area hospitals are pushing in all kinds of new directions, and they

want us to be involved in them. Also, it can be very difficult to get a full-degree program in a liberal arts area because SUNY tries to keep schools tightly within their missions. There is a liberal arts college nine miles away, so they would not let us do a non-technological program. We try to work closely with Potsdam, so we do not overlap territory.

Mr. O'Neill reported that the Council will be going into Executive Session under 105. f. of the Open Meetings Law.

Mr. Sauter made a motion to go into Executive Session. The motion was seconded by Ms. O'Neil and approved at 10:17 a.m.

No action was taken in Executive Session.

Mr. Sauter made a motion to end Executive Session. The motion was seconded by Ms. O'Neil and approved.

Adjournment

Mr. Rich made a motion to adjourn the regular meeting. The motion was seconded by Mr. Sharlow and approved at 10:33 a.m.

Respectfully submitted,

Michaela Young
Secretary to the College Council