

SUNY CANTON COLLEGE COUNCIL

INFORMATIONAL MEETING

October 29, 2019

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| Present: | Grace Burke Joseph Rich | Ronald O’Neill, Chair | Marie Regan |
| Absent: | Cecily Morris | Roger Sharlow | Cameron Smith |
| Others: | Peggy De Cooke Travis Smith Barat Wolfe | James Hamilton Zvi Szafran Debbie Flack | Shawn Miller Lenore VanderZee |

Note: This meeting did not have quorum. It was conducted in a regular manner as reflected in the minutes below but is being filed as an informational meeting.

Chairman O’Neill started the informational meeting at 9:04 a.m.

He declared this an informational meeting, as attendance was short of a quorum.

Old Business

The proclamation for naming former SUNY Canton President, Dr. Kennedy, as President Emeritus has been signed and will be forwarded to the Chancellor and the Board of Trustees.

New Business

There was no new business.

Chairman’s Report

Chairman O’Neill had nothing to report except that action is still needed by the Governor’s Office for new College Council member appointments.

President’s Report

Dr. Szafran began with apologies on behalf of VPs Tracey Thompson and Courtney Bish, who could not attend the meeting, but gave their updates to him to share.

Unfortunately, Canton was not chosen as the North Country’s Downtown Revitalization Initiative winner—Potsdam was. While we are disappointed that Canton did not win, we are pursuing alternative funding opportunities with the U.S. Economic Development Administration and trying to get as close as we can to the Governor’s office to promote what we are trying to do.

Dr. Szafran continued by outlining some of the topics discussed at last week's SUNY Presidents' Meeting.

- There is a focus on reducing operating costs and trying to do more things consortially by forming procurement hubs.
- There is a push to make sure that all campuses are compliant about NIST and Cybersecurity standards by 2022. We are in a good place with these already.
- SUNY is down by about 6,000 students this year in enrollments, with overall enrollment having fallen from 471K in 2010 to 417K this year. It is most down in the community colleges, which have fallen from 249K to 194K in this period. Several growth initiatives are in the works.
- A Health and Wellness Taskforce is forming, an increasingly big issue on campuses. Courtney Bish and Peggy De Cooke are on this Taskforce.
- Legal cases regarding sexual assault at Plattsburgh and Hazing at U Buffalo have gone SUNY's way, with the campus response being found to be appropriate in both cases.
- There is a push to upgrade emergency response policies. We are looking at ours to make sure everyone is signed up for RAVE and to make sure all our classrooms and buildings have adequate protection.
- There was a guest speaker from the US DOJ talking about Substance Abuse and its effect on student success and retention, and 64% of students who left college did so because of substance abuse or mental health issues.

We have been having some good results in our meetings with the SUNY Construction Fund regarding our facilities. Dr. Szafran invited Ms. Miller to give the report on facilities and fiscal operations.

Ms. Miller updated the group on the stages of rehab and renovations of Dana Hall. The rehab bid came in 10% under our estimate, and we are waiting for the award decision. She named some ongoing smaller projects in Chaney, French Hall, and Miller Campus Center.

She emphasized that when talking about our budget, the actual amount we have for discretionary spending is only about 5-6% of the total budget for the College. Personnel accounts for around 87% of the total budget, and utilities are about 6-7% of the budget. After all this, there is not much room for other things, and it is important that people understand that. State mandates keep increasing, but the State does not fund them.

Dr. Szafran pointed out the hard work that our people put into these areas. Taskforce participation, for example, increases the work load on our staff, who are already busy. We are forced to make strategic decisions, evaluate our spending, and increase efficiency.

Mr. Rich asked whether there is any relief in sight for the flat funding from the State.

Dr. Szafran stated that they seem to be a little more flexible on capital spending. Regarding basic funding, they decided they would pay for a portion of the retroactive salary increase, but the ongoing

cost of the salary increase is on us, and there has been no discussion regarding changing that. The Legislature has invited some campuses to participate in some hearings. They are 100% on our side, until it is time to cut something else to have the money to send our way. There are so many priorities to keep up the funding for, that one cannot blame them.

Mr. Rich concluded that our success is due to our pursuit of other types of funding sources. There are not many community colleges which see an increase in enrollment – he knows of none in the North Country.

Dr. Szafran verified that we are the only one but cautioned that we do not know what next year will hold, and we are doing everything we can to be innovative in our programs and supportive of our students. He added that he met with the campus union representatives yesterday, and most of the conversation centered on what a good place SUNY Canton is to work, providing an explanation of some of the reasons that is so.

Dr. Szafran announced that SUNY has approved our new degree program in eSports Management, and we are anticipating that State Ed should approve it quickly. We think this will be a good enrollment program for us, given the explosive interest in eSports and online gaming.

We continue to have difficulties with the Office of Professions at State Ed with regard to our engineering technology programs, in that they are continuously trying to micromanage what we do and how we teach, which is not their job. We have come up with a workaround on the current program we are proposing—an online B.S. in EET—that we have brought to SUNY’s attention, and we will see what happens there. He also pointed out that we are not the only ones experiencing this issue, and that SUNY has approached us on how best to deal with it.

Our work with SUNY Online continues to be challenging, but our own program is going well, and we are preparing for the programs that will launch next year, as well as making suggestions to SUNY about potential issues and how they should be addressed. Dr. Szafran then invited Dr. De Cooke to talk about what is happening with this project, as well as other things happening or being planned in Academic Affairs, including our new RooSuccess effort.

Dr. De Cooke agreed that SUNY Online continues to be a challenge. Our online courses are running well, and we are working closely with the SUNY team to build the system program and troubleshoot issues. We are sending a team to Albany next week to work on the budget model. Our presentation will focus on the white paper we published last month regarding an equitable budget model, and we hope to have some clarity on how SUNY will handle this and the associated fee structure.

Recruiting for next term has begun, and we are working with coaches regarding communication with prospective students. Emphasis is on the programs’ distinctiveness and the services we provide. Health Care Management seems to be enrolling well. We have 18 enrolled in our program through SUNY, compared to 1 from Alfred State. There is a great deal of interest in our new Cyber Security program, which will come online next fall.

Dr. De Cooke continued with an update on our implementation of RooSuccess and its comprehensive approach to informing faculty and staff who are assisting students with issues, advising, and more. She also updated the group on her progress in gaining a better understanding of all the programs on our campus. Also in the works are some training sessions for faculty to assist them in understanding the tenure process early in their careers to promote their success.

Dr. Burke mentioned that she noticed that Paul Smiths College is rolling out an eSports virtual program.

Dr. Szafran explained that from his reading of the news on this, Stewart's Shops has donated \$100K to this project. Paul Smiths College is listed as hosting the Empire State Games, although we had been working with NCREDC, who was working with the Empire State Games on hosting that here.

Ms. Regan mentioned the fiscal difficulties Paul Smiths College has been experiencing and wondered if this has anything to do with it, as they appear to need it more.

Dr. Szafran also commented that Paul Smiths College is the closest geographically to Lake Placid, which could also be a factor. But, it is a big risk that this could not go as well as they hoped, as they do not have the facilities for it at present. We are still exploring how we may be able to participate and will see what happens. Dr. Szafran added that we are always willing to help others who approach us. In an effort to play fair and encourage others to do the same, we have offered advice to lots of other campuses, and we are recognized as a national leader in eSports.

Mr. Rich commented that it is impressive seeing how well we are doing competing with bigger universities, which speaks to our success.

Dr. Szafran shared some of the points which Ms. Bish prepared for him to share in her absence.

- We were featured at the first-ever eSports Summit in Syracuse a few weeks ago.
- A recent news headline: "Syracuse University Considering eSports, SUNY Canton Leads the Way."
- We continue to pioneer new ways to engage online students and women in eSports.
- We are piloting a new eSports Living-Learning Community in our residence halls.
- The SUNY Council of Chief Student Affairs Officers (CCSAO) selected SUNY Canton to receive the 2019 Outstanding Student Affairs award for a new program that seeks to engage online students in all aspects of campus life. This is our first time achieving this award. We are one of ten winners SUNY-wide, selected from 70 nominations.
- There are 20 new students working on a Leadership Badge this semester, in addition to the nearly 300 students who had previously started this or the Cultural Competency Badge last year. As part of this program, Dr. Szafran announced he is giving a talk tonight about the stolen generations of children in Australia and showing the movie *Rabbit Proof Fence*, which is based on a true story. (Some discussion ensued regarding other countries, including the U.S., who had similar programs and progress toward reparations.)

- Ms. Bish is currently on a SUNY Food Insecurity Taskforce and presenting on this topic in Albany today.
- We have expanded eSports to 8 games now, with nearly 100 team members, and 118 new students tried out for the teams. With only 24 computers set up for eSports, we are looking to add more gaming computers to a second location.
- The fall sports season is winding down, with soccer playoffs beginning this weekend and volleyball playoffs in two weeks. Winter sports practices have begun. St. Lawrence University's Appleton Arena is still undergoing renovations, so we have hosted some of their games here.

Ms. Regan inquired as to how the ticket sales go for the Saint Lawrence University (SLU) games. Do we sell the tickets for them? Dr. Szafran answered that SLU sells the tickets, but they need to account for our arena of smaller capacity.

Dr. Szafran announced that our VP for Advancement, Tracey Thompson, could not attend today's meeting because she is closing on the sale of her house, but she provided an update for Dr. Szafran to share on her behalf.

- We had a wonderful scholarship luncheon on September 26, with more than 300 scholarship donors and their student recipients in attendance. This is our most important event of the year, as we celebrate the philanthropy of our most generous supporters and give our students a chance to meet their benefactors. Every member of the Foundation team played a role in making this event a great success.
- The luncheon was followed by the Foundation's fall board meeting. The board approved Keith Rosser as a new board member. Karen Spellacy will continue as board chair. We invited Foundation staff to attend and observe the meeting, which provided an opportunity for board members to meet the Foundation's newer staff members.
- We have completed the audit for Fiscal 2019 and closed the books. We are adopting two recommendations from the auditor which will streamline and improve our month- and year-end closing processes.
- We are moving forward with purchasing Raiser's Edge and Financial Edge. This software package will enable us to identify new prospects, cultivate and steward our existing donors, monitor annual giving, engage more alumni, analyze the performance of our solicitations and events, and generally improve our performance in all of the functions required of a mature advancement operation.
- The Foundation has hosted several successful alumni outreach events. In September, we had a catamaran cruise on Lake Erie, hosted by alums Steve Savidge '93 and Todd Pacer '87. The event drew 26 attendees, our highest participation in Buffalo in quite some time.
- We also had a great turnout of 37 alumni and guests when we hosted a Happy Hour at Murphy's Law in Rochester earlier this month. Additional Happy Hours were held at Shaughnessy's in Syracuse and at the Raquette River Club in Colton. Eight alumni events have been held so far this fiscal year which have allowed us to connect with nearly 500 SUNY Canton alumni.

- The fall appeal is going out to 6,000 alumni, and we are ramping up our efforts to raise unrestricted dollars for the Canton Fund. So far this fiscal year, we have raised \$304,000 in gifts and pledges. Of this total, \$78,000 is for the Canton Fund, which represents 17% of our goal.
- Working closely with the gift officers, we have committed to 40 solicitations with asks totaling almost \$4 million. Of these, about \$1.5 million represent planned gift solicitations. More than \$1.1 million would be for scholarships or other endowed funds. About \$750,000 would be for restricted funds, including the Steel Bridge competition. The remainder would be for the unrestricted Canton Fund.
- These solicitations are expected to take place between now and February, and they will take us to 17 different states, where we will also do outreach to meet with alumni who live or work in those areas. We are continuing to build out the solicitation plan for March through June, and also mapping out our cultivation, stewardship, and prospect identification visits.

Dr. Szafran then asked Dr. VanderZee to give the University Relations update.

Dr. VanderZee echoed that the downtown plaza project will not receive any DRI funds, but that there are some great projects in downtown Potsdam that it will be used on. Ours is a priority project for the CFA round, receiving a perfect score for the local/regional portion of scoring, with the Governor's Office scoring the other 80%. Typically, priority projects receive at least some of the funding. We are also looking to the federal government through the Adirondack Development Association. We have some good contacts there and have a call scheduled tomorrow with the regional representative.

The Center for Entrepreneurial Leadership partnership with University of Buffalo has 9 participants from St. Lawrence County in our inaugural cohort. In addition to the programming from UB, we are supplementing with some local mentors and reactors for feedback to the participants. The program is designed for small and medium-size businesses to work on strategic growth and transition, and we hope to pilot this program to market throughout SUNY and beyond. It has worked very well in an urban area, and we want to adapt it to work in a more rural area like ours. It is getting good attention, the participants are really enjoying it, and it is going very well so far.

Dr. VanderZee further announced that she and Dr. Szafran may be going on a "speaking tour" regarding the Entrepreneurial Center targeted for the Jubilee Plaza, making appointments with ESD, the Governor's Office, our elected officials, and SUNY to try to get as much support in the upcoming budget as possible. Our local and state representatives are very much on board with this project, despite being in the minority party in state government, and we also have great support at the federal level.

Dr. Szafran added that this project has been our goal for several years, with the stipulation of not spending college money, and we are making some headway.

Dr. Szafran invited Dr. Wolfe to give an update on the SUNY Faculty Senate.

Dr. Wolfe began with an update on SUNY Online. The faculty have concerns regarding funding, control of curriculum, and credit given to individual colleges for the students they are contributing. Rural

Revitalization was a degree program mentioned for pursuing, and since we are already doing a lot of that work here, we are interested. She also addressed our extensive work with online students with SUNY Chairperson Tisch, and sent an email outlining our work and recent award to Chair Tisch and the Chancellor.

With all the extra attention on SUNY Online, Gen. Ed. has taken a back burner. Dr. Wolfe serves on the committee addressing transfer path. Equity/inclusion/diversity is a big topic as well, and we would like to see representatives elected from our campuses to serve on a governance committee.

As a sector, we continue to press the Chancellor on the budget regarding the amount campuses are getting on a per-student basis. Canton is in the bottom three from our estimates. Dr. Wolfe stated that Chancellor's understanding is that it has been a long time since this has changed, but that they will not take from one campus to give to another, and nothing will be done about those allocations until there is more money.

Dr. Burke inquired about whether SUNY Online has a negative effect on faculty.

Dr. Wolfe explained that currently it works as an "overload" in addition to their regular teaching load. It is not preferred, but that is how it is rolling out at this time.

Dr. De Cooke added there is some uncertainty on purview of curriculum with team teaching, and a lot of that is tied up with the budget model that SUNY eventually adopts. There are still questions regarding who owns the curriculum if a section happens to be very large with adjuncts co-teaching. These unanswered questions create a lot of uncertainty for faculty.

Dr. Szafran explained that this is the reason we submitted a white paper to SUNY outlining our ideas of fair treatment of the issues of academic freedom within programs, equitable revenue allocation, and future partnerships – to open a dialogue on these topics. We are very concerned over the budget proposed by SUNY and feel we should come out ahead fiscally for participating. He, Ms. Miller, Dr. De Cooke, and Dr. Mott are going to Albany this weekend, planning a strong response and advocacy for what has been promised by the Chancellor and SUNY Online.

Ms. Miller added that the College Council should understand the design of the program is that community colleges teach the first two years and four-year colleges (like us) teach the second two years. However, this takes students away from our first two years of participating programs. Any pursuing master's degrees will do so with the University Centers. When we already have a four-year program online, what do we get when they only give us students for years three and four?

Dr. Szafran said that he pointed out in our sector meetings that community colleges only offer years 1 and 2, so they get to do 100% of what they offer when it comes to SUNY Online. Comprehensive colleges get over 50% of what they offer, because they can offer years 3 and 4, plus they may pick up a few post-grads. Technical colleges, however, get under 50% of what they offer, because we can only do years 3 and 4, taking away all of our two-year programs and giving them to the community colleges. He

proposed a split of thirds for the courses for years one and two, to be fair to all participants and meet our own fiscal needs. He feels optimistic that we were heard loud and clear and that the point is not arguable.

Ms. Regan inquired whether we will be prohibited from offering our current courses online when they become part of SUNY Online.

Dr. Szafran said not at this time. Ms. Miller emphasized that 30% of our students are online only. Dr. Szafran explained that the Chancellor and others have promised that the participating campuses will be properly compensated for their participation, and we expect to hold them to that commitment. We have requested enrollment data, so we can calculate the impact.

Chairman O'Neill asked whether any of the SUNY Trustees attend the higher level meetings with the Chancellor.

Dr. Szafran said they do not attend the Presidents' Meetings, but that it is possible they talk about the same subjects at the Trustees' Meetings. Chairperson Tisch was at a recent Presidents' Meeting, but was not at our sector meeting.

Chairman O'Neill asked how much influence the Trustees have on the Chancellor's decisions.

Dr. Szafran said that there are a few trustees who attend meetings that he goes to, but not as participants. He does not know what happens in Trustees' Meetings. He added that he generally gets a quick response when he tries to contact the Chancellor. If enrollments end up where they are hoped to be, then everyone should benefit, but that is not something that can be counted on. We need to have a trusting relationship with our partners and insist that all parties live up to their commitments.

Mr. Rich asked for clarification on the percentage of students dropping out of college due to substance abuse or mental health issues.

Dr. Szafran said that this is a national number. Mr. Rich wondered what the corresponding statistic is for SUNY Canton. Dr. Szafran explained that there has been an increase in the number of students needing medications for various issues, and how our Student Health offices are working with students on ensuring they take their prescriptions as directed, informing students of the assistance available to them, and working closely with local hospitals in the event that a condition becomes more serious.

Mr. Rich inquired whether there is anything that can be done prior to students arriving to ensure their overall health issues are addressed properly.

Dr. Szafran said the general answer is no, but we encourage students to let us know so we can offer appropriate services from the perspective of availability of help and not to prevent them from attending. Legally, the student must be the one to disclose issues before we can offer assistance. Dr. Szafran then invited Mr. Hamilton to give the UUP update.

Mr. Hamilton began with the SUNY Online subject, stating that the union headquarters in Albany is watching the process very closely after a late start with getting involved. He continued with a mention of the Union Representatives Lunch with the President the day before, emphasizing that all the campus unions agree on the same point: that the campus atmosphere is so family-like. The unions and administration have a very good working relationship, and all the other colleges wonder how we do it.

Mr. Hamilton added that the unions are planning a food drive on campus soon, noting that there is a lot of need this time of year in the North Country.

Dr. Szafran reminded the group that we sought union support before joining SUNY Online, and that we all have the same goals: academic freedom and equitable salaries. He then asked Mr. Smith to give the Public Relations update.

Mr. Smith began with the Extreme Networks E-Summit in Syracuse. One of the highlights for him was to see the students on stage sharing their experiences with the audience, which was a highlight for many of them. Extreme Networks is very interested in internships, with an east coast operations center in New Hampshire. They are very interested in our Cyber Security, I.T., and eSports management students for their internships in the future. The manager of I.T. operations at Turning Stone Casino was at the summit. He asked Mr. Kyle Brown what Turning Stone can do to create a major eSports arena and offered to headline us at one of their first events, if their plan works out.

Mr. Smith added that the television recognition was great – especially in the same sentence with Syracuse University, and with SUNY Canton “leading the way” in the headline. This adds to the tally of free advertising we have received as a result of our partnership with Extreme Networks. He continued with a reminder that we won four SUNY CUAD awards. The CASE (Council for Advancement and Support of Education) awards is our next step up, and as of yet, we have not entered anything there. There was a time years ago when we had not yet entered SUNY CUAD. Now that we are consistently submitting things there and winning several years in a row, it’s time to look higher. CASE is a national conference, and we are starting with regional submissions this fall in seven categories. The hope is to win at least one award and build on that.

We launched a campaign on Univision (the country's largest provider of Spanish-language television content) three weeks ago. We have had about 2,500 new page views on our website, and time will tell if those clicks convert to new students. He continued by saying that our Sports Management program received COSMA (Commission on Sport Management Accreditation) accreditation, and a press release on that is imminent. He reminded the group that one of Dr. Szafran’s goals when he came to the College was to make sure every program we offer is accredited to its highest potential. Dr. Szafran interjected that all our business programs are now accredited by IACBE (International Assembly for Collegiate Business Education).

SUNY Online has officially begun their \$5M marketing campaign after a few bumps in the road. We hope to gain some students from that this spring semester.

Dr. VanderZee asked whom they are working with for marketing. Mr. Smith is not sure, as the process started later than planned, and there has not been much communication on coordinating marketing campaigns. There was further discussion regarding online advertising by various colleges.

Mr. Rich inquired about the scope of eSports at SUNY Canton.

Dr. Szafran stated his main focus is our academic programs. Various colleges are successfully advertising their institutions individually. SUNY is attempting to do the same for the entire system, not just a single institution. Our question is whether they are going to invest enough money to get the enrollment needed to keep the effort afloat.

Here, we would like to improve the quality and involvement of our online students in the entire college experience, and offering more experience for no additional cost. This is where we excel.

Mr. Smith added that our edge is that we have academic programs (Game Design & Development, Graphic and Multimedia Design, Technological Communications, and soon eSports Management) which support the eSports program – it does not stand alone.

Dr. De Cooke mentioned that although Dr. Wolfe needed to leave the meeting early for an advising appointment, her research program is centered on the experience of our eSports athletes compared to typical athletes, discovering that they experience many of the same psychological pressures.

Dr. Szafran concluded his report with an emphasis that we are continuing to move forward in all aspects of our online and eSports programs, maintaining our lead in these areas.

Chairman O'Neill thanked everyone for attending the meeting. He mentioned that his term has now expired, meaning that all the Council members are hold-overs. In the future, if we know ahead of time that we do not have a quorum, the meeting will be cancelled.

Mr. Rich inquired whether a telephone conference would be considered for future meetings. Chairman O'Neill said in this case, it was a last minute change.

Dr. De Cooke pointed out that this issue is system-wide. The only thing that seems to get the wheels moving is a presidential search, which we are unlikely to wish for. There was further discussion on the issue of lack of appointment of new Council members.

Chairman O'Neill thanked Debbie Flack for filling in for Michaela Young as secretary for today's meeting. Ms. Young is busy serving on a search committee for three different positions today. He thanked the rest of the group for attending.

As today's meeting was informational only, a motion to adjourn was not needed. The meeting ended at 10:41 a.m.

Respectfully submitted,

Debbie Flack
Acting Secretary to the College Council

DRAFT