



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK
OFFICE OF THE PRESIDENT

COLLEGE COUNCIL MEETING MINUTES
DECEMBER 10, 2019

Present: Mike Andriatch, Andrea Guzzetta, Elaine Leshnower, Heidi Macpherson, David Mihalyov, Scott Turner, Jim Wall, Bridgette Wiefling, Chris Wiest, Katy Wilson, Jim Zollweg

Absent: Emma Chilson-Cline, Lauren Kelly, Lesli Myers-Small, Ken Pink

I. Chair's Report [Mr. Turner]

A. Welcome and Introductions

Mr. Turner called the meeting to order at 4:40pm, and welcomed everyone.

He shared the good news that Dr. Lesli Myers-Small has accepted a new job with State Education. He also shared the good news that President Macpherson is an Athena Award finalist, and she will be honored at the dinner on 1/23.

- B. Mr. Turner passed out copies of the agenda and a list of attendees from the ACT conference that was held in Cooperstown on 10/18-20. He provided highlights from the presentations at the conference, including the Chancellor's remarks to the attendees. He recommends attendance at next year's conference to any Council member; the conference will be held at Turning Stone in October 2020.

II. President's Report [President Macpherson]

- A. President Macpherson provided information from both the 10/23 and the 12/4 SUNY Presidents' meetings. From the 10/23 meeting, she shared information on the number of current presidential searches, as well as information on the numbers of students attending SUNY schools, which has dropped from 470K to 417K in 10 years. She said SUNY is being proactive regarding mental health needs for students, and a new SUNY-wide task force is reviewing the issue. The College will be focusing on this topic at the College Leadership Summit on 1/22. She shared information on national alcohol and drug use trends by college students, along with smoking/vaping statistics. She shared this information so that College Council is aware of the issues facing students. The 12/3 SUNY meeting focused in part on race relations, and SUNY had extensive conversations about how to address issues and develop better communication skills. SUNY also discussed budgets and enrollments at all campuses.
- B. President Macpherson shared information from the AASCU meeting 10/27-29, including information on a session on careers offices and trends. She is working with Dr. Wilson on creative and effective ways they can offer career services to students and incorporate this with other engaged learning opportunities.
- C. President Macpherson thanked everyone who attended the Winter Gala and said \$177K was raised for student scholarships. She gave kudos to Advancement for their hard work in decorating and planning, and she thanked Scott Turner and Mary Worboys-Turner for their work as the honorary chairs.

- D. President Macpherson passed out two pieces of information that relate to the Middle States accreditation and said that the Middle States team will want to meet with members of College Council during their visit in 2022.
- E. Mr. Dave Mihalyov shared information on the rebrand study report facilitated by Dixon-Schwabl. Mr. Chris Wiest asked for information on the original transition from SUNY Brockport to The College at Brockport, and Mr. Mihalyov said the change took place in 2007. At the time, the SUNY system brand wasn't perceived to be as strong as it is now, and there was an effort to separate the College from SUNY in marketing terms. Mr. Mihalyov said that many people now think that the College is a private school, or not affiliated with SUNY, so they pass up on opportunities to attend because they do not recognize the connection with SUNY. Ms. Guzzetta asked if the other SUNY schools use "SUNY" in their names, and Mr. Mihalyov said that most do, and even the community colleges are going by that as well. Dr. Wiefeling asked if the other SUNY schools have had decline in enrollments, and Mr. Mihalyov said that Dr. Wilson would provide more information during her presentation. President Macpherson said this is the first year the College has been affected by the state-wide downturn in enrollment because EMSA works so hard at recruiting, but there is a decline in applications across the SUNY comprehensive colleges. Mr. Mihalyov shared that the website is the top place potential applicants go to look for information, and that college fairs are the second place they go. College Communications is hosting open office hours so faculty, staff, and students can drop in and share their thoughts about rebranding. Mr. Wiest asked if there are guidelines about how to rebrand, and President Macpherson said she reached out to the Chancellor prior to the project commencing, and at that time, the Chancellor indicated that she would be in favor of rebranding. President Macpherson has also forwarded the report to the Chancellor. Mr. Mihalyov said if the College does rebrand, it will take place beginning July 2020, and before the next academic year begins. Mr. Mihalyov said rebranding will help the College take control of the brand. Ms. Guzzetta asked if there will be an announcement, and Mr. Mihalyov outlined the proposed timeline for notification to the campus and the community.
- F. President Macpherson shared more campus news. The Governor approved the Doctor of Nursing Practice program, and recruiting will begin for classes beginning in fall. A new dean has been hired for the School of Business; Dr. Dan Goebel will join the College on 1/9. There was a mobile mammography unit on campus today, and they will be returning to campus sometime next year. President Macpherson attended a dinner honoring Mr. Carvin Eison with an ICON award. She provided fall athletics highlights, and said the College has achieved the designation of NASPA LEAD Initiative Consulting Institution for 2019-20. This designation recognizes the College's commitment to educating engaged students who will make a difference to the world, particularly our focus on civic learning, political engagement, and voter participation. She also provided national rankings for three academic programs: sports management, journalism, and health studies.

III. Enrollment Management and Student Affairs Report

- A. Dr. Wilson provided an enrollment and retention update, and said that all members will receive a copy of this report following the meeting.
- B. Mr. Wiest asked about demographics for non-traditional students, and Dr. Wilson and President Macpherson discussed strategies for attracting them. Dr. Wilson discussed the use of Campus Logic to assist students by focusing on additional and specialized

assistance with financial aid documents. Mr. Wiest asked if this is for the students or the parents, and Dr. Wilson said it is for both and then she identified how the program works, and said that the financial aid office gave up a position in order to invest in this program. Dr. Wiefeling asked how this program would be rolled out, and she said it would be good for the College to consider how to map this for all demographics and education levels. Mr. Wiest asked if the College participates in the FAFSA fest, and Dr. Wilson said we do. Mr. Mihalyov reminded Council that the FAFSA fest is not held until the spring and by then it is too late. Dr. Wilson said quicker packaging of financial aid should assist with boosting enrollment.

- C. Dr. Wilson provided information on new approaches for advising for academic planning that will help students stay on track with their program of study.
- D. Dr. Wilson shared information on retention trends at the College, and she said a new committee was developed to review retention and the best way to keep students on track so that they stay and graduate. She reached out to the other comprehensive colleges to ask them about their strategies to see what can be used at Brockport, and there have been over 35 new strategies deployed over the past year.
- E. Dr. Wilson provided some handouts that show what is happening regarding enrollments at community colleges, which are the feeder schools for the College, and she said their numbers are dropping as well. She also discussed the latest enrollment targets and provided Council with a copy of the latest report.
- F. Mr. Wiest asked about international students, and Dr. Wilson noted that numbers of international students were low; however, the College is considering stepping up recruitment efforts in other states, such as Texas.

IV. College Communications Report [Mr. Dave Mihalyov]

- A. Ms. Darcy Porter joined the meeting to discuss the College's social media strategy, and identified the number of followers on various social media platforms.
- B. Ms. Porter provided the social media strategic plan, and talked about social media usage by Generation Z students. She said the College has created a strategic, curated feed that is prospective student focused. She provided information about the YouTube influencer program, and said she has five students who post VLOGs on the Brockport channel. She showed how the College utilizes Instagram feed and stories, and how it is used as part of a recruitment and retention campaigns.

V. Next Meeting

The next College Council meeting is scheduled for February 25, 2020.

VII. Adjournment

The meeting adjourned at 6:10 pm.