

FARMINGDALE STATE COLLEGE
College Council Meeting - In person Quintyne Hall room 100
or
Virtual via TEAMS
September 20, 2023

Councilmembers present in person: Patricia Hill Williams, Jim Durant, Ralia Polechronis, David Curry, Destini Buchanan

Councilmembers attending virtually: Randi Shubin Dresner

Excused absences: Bob Sweeney, Paul Caroleo

College Administration: John Nader, Laura Joseph, Greg O'Connor, Matt Colson, Chris Maio, Carolyn Fedder

College Administration attending virtually: Kevin Jordan, Kevin Murphy

Guests: Frank Rampello, Lloyd Makarowitz, Sarah Gross, Brett Southard

Chair Williams called the meeting to order at 10:00am. She thanked all for attending and entertained a motion to approve the minutes from April 12. Councilmember Curry made a motion and councilmember Dresner seconded.

Motion carried.

Chair's Report: Chair Williams welcomed Destini Buchanan, the new SGA president, and student member of the Council. Destini is a senior majoring in Bioscience with a minor in Business Management. She is member of several clubs and organizations on campus and has served as VP of the SGA and the Afro Caribbean club and secretary of NAACP chapter. She is an immigrant, and therefore wants to foster inclusion and diversity on campus. Her goals are to advocate for scholarships and research opportunities for students. She will also work on Aramark issues, campus beautification, making clubs more active and increasing awareness of organizations that exist on campus. She hopes to have a black sorority or fraternity at FSC before she graduates. The SGA will use Instagram to communicate resources for students around mental health, health and wellness and create a pipeline to get more freshman, transfers and sophomores engaged in Greek life. Ms. Buchanan initiated a Grand Assembly which groups similar clubs meet to combine their budgets to hold successful events including ones that encourage philanthropy and civic engagement.

Chair Williams reminded that councilmembers play a major role in advocacy for FSC an SUNY. She encouraged all make their voices heard and by participating in the ACT conference on October 13-14 in Albany. Panels have been selected to provide valuable information for what is going on in the next year. This year, there will be an EOP panel and an EOC panel. The Chancellor will speak about his vision for SUNY on Friday evening. Chair Williams asked that Carolyn share the link to the Chancellor's State of the University address to all councilmembers.

Dr. Williams said that Theresa Regnante, an Old Westbury councilmember, will serve on the ACT scholarship committee and the FSC scholarship recipient will attend the conference with his family.

Dr. Williams said that she was impressed by Dr. Nader's presentation at Convocation which detailed the accomplishments of the College over the past year. She encouraged councilmembers to attend campus events to gain a better understanding of what's going on and to show your interest to students, faculty and staff.

President's Report: President Nader said that FSC received the single largest Transformation Fund award across the entire SUNY System ---\$1.28M. Provost, Laura Joseph explained that the award will support two initiatives. The first is shaped around the Accelerate, Complete and Engage (ACE) Program which will supply allowances for tuition, transportation, and textbooks. Funding will provide for advisement, success coaches, and programming around career readiness, leadership, and community building. The ACE Program has been successful at CUNY. The second initiative will be around inter-institutional seamless transfer between Farmingdale and Nassau Community College at their campus for Applied Psychology and at Suffolk County Community College for a Business Management program starting fall 2024. The programs will begin with small cohorts of 24 and funding will be used for staffing, advising and \$1000 scholarships for students to stay on at the community colleges to complete their bachelor's degree after attaining the associates degree.

Dr. Nader reported that enrollment for fall 2023 was 9604, which exceeded our target, and more scholarships were awarded than ever before. In addition, the residence halls have a wait list. Our scholarship awards have greatly increased. Dr. Nader shared a chart of retention data from across SUNY and added that Chancellor King is promoting the concept of retention as enrollment. Dr. Nader showed projections of revenue gained by percentage point increases in retention over multiple years. The provost's office has been working on identifying and addressing problem areas to improve retention.

The new Student Code of Conduct has been circulated for the Council to review. It has been worked on over several years, and has had multiple edits from campus counsel and SUNY counsel as well as input from VP for DEI Kevin Jordan, Executive Dean Kevin Murphy, and Dean of Students Frank Rampello, and external input from the NYS Sexual Assault Victims unit and the Crime Victim Center. Mr. Rampello reported that a thorough look was necessary to make revisions that represent the age we are living in today, addressing circumstances such as zoom bombing and stealthing. It was written in a way that students can understand and includes definitions. It allows for some discipline to be resolved at lower level that is more empathetic and not a lengthy process. Dr. Nader asked that once Council has had time to read through it please share any comments, suggestions or questions that you may have. It will require action on the Council's part as it is a student life policy.

Dr. Nader informed that we have started making significant investments in raising the profile of the institution in this very competitive environment. Chief Communications Officer Chris Maio

said that as a result of the study with Simpson Scarborough, we have a new brand promise- Reimagine What's Possible- which is being incorporated to our messaging and advertising. A new template will be used for printed materials and the website to be consistent and uniform in our look so that people can associate with the brand. A list of talking points has been created to support our four brand pillars. A video was shown that will be on YouTube and on the admissions page. A social media campaign will be rolled out. Ms. Maio would ideally like to have a new mantra each year. This campaign is not about facts and figures it evokes a feeling. More advertising is being done, a trestle ad on Route 110, mall advertising, bus wraps with Suffolk Transit and Newsday's College Admissions Guide. Chair Williams said that at forums she attends audiences ask legislators what is being done about education and jobs and many times Farmingdale is mentioned. The plan and vision of working and engaging with the community is recognized. Councilmember Polechronis said that she would be willing to amplify messaging on social media across her network. Ms. Maio said that she could supply some key points to share.

Dr. Nader asked VP Administration and Finance, Greg O'Connor to update the Council on the VP for Enrollment Management Search. Mr. O'Connor said that the current challenges with enrollment and the philosophy regarding higher education we must think about how to position ourselves moving forward. We are in a good position to recruit as the admissions team has worked very hard to hit target enrollment numbers. Along with that, our strong financial position allows us to reinvest in programs and infrastructure with assists in recruiting talent. Academic Search has been hired to run the search and there are 31 applicants thus far. Dr. Nader will hope to have someone in place by the new year.

Dr. Nader said he wanted to mention that FSC received the single largest boost in operating support funds across all 64 SUNY campuses, which is a reflection of the confidence that SUNY system has in the work being done here.

Chair Williams mentioned in attending White House presentations around community engagement she learns of things that may be of interest to our students. For example, there is an initiative to reduce payments on student loans based on their incomes. She thought that some alumni might like know about this program and that an application is necessary. She added that Farmingdale is usually ahead in doing things to prepare our students for success after graduation.

Chair Williams informed of an upcoming Governance meeting that is open to the entire campus community. VP for and Alumni Engagement, Matt Colson, said that the Gala on November 8 will honor Enzo Biochem, alumnus Joe Rothenberg, who is a former engineer for NASA, faculty members Michael and Lori Goodstone, and staff member Dylan Garafian. He asked for participation from the Council as the funds raised are critical unrestricted dollars. Chair Williams asked for a motion for the council to contribute jointly in placing journal ad for the Gala. Ms. Dresner made a motion and Councilmember Curry seconded.

Motion carried.

Mr. Curry said that his firm, Farrell Fritz, intentionally does not fill the table so that councilmembers and students can be offered seats. If you would like to attend please reach out to him.

Ms. Dresner said that she has been on the Council a long time and found today's reports were excellent especially the branding presentation and messaging that will continue to move forward. She congratulated all on the grants that have been awarded and the hard work that has been done. Chair William added that at the donor event at the President's Residence many positive comments were made by student scholarship recipients and their sponsors. Dr. Nader said that the fundamental purpose of having the donor event is to thank people and recognize students, but it has paid off in terms of fundraising and getting additional scholarships. Councilmember Durant asked about the aviation scholarship that alumnus and NYC Assemblyman Clyde Vanel is sponsoring. Mr. Colson said that \$250,000 has come from the assemblyman's budget to reduce flight fees for our students, help with the pilot shortage, and diversify the field. Dr. Williams added that Mr. Vanel was SGA President and that she hoped to engage him as a speaker for ACT.

As there was no further business, Chair Williams entertained a motion to adjourn. Ms. Polechronis made a motion and Ms. Dresner seconded.

The meeting was adjourned at 11:12am.

Respectfully submitted,

Carolyn Fedder

Approved December 6, 2023