AGENDA ORANGE COUNTY COMMUNITY COLLEGE

**BOARD OF TRUSTEES MEETING**

WEDNESDAY, SEPTEMBER 22, 2021 5 PM

GREAT ROOM, KAPLAN HALL

NEWBURGH CAMPUS

Present: R. Martucci Jr., T. Weddell, F. Watson, M. Bruni, F. Hannes, T. Hunter, W. Vacca, K. Pedicini

1. ***CALL TO ORDER: Chair Watson called the meeting to order at 5:03 PM. Chair Watson highlighted that anyone who would like to speak to please sign up on the sheet, there is a time limit of 2 minutes.***

Chair Watson administered the oath of office to the newly appointed student trustee Ms. Kira Pedicini.

Trustee Hunter presented the Board Slate Officers

|  |  |
| --- | --- |
| **Position** | **Trustees Name** |
| Chair | Ralph Martucci Jr. |
| Vice Chair | Thomas Weddell |
| Secretary | Florence Hannes |

***II. CONSENT AGENDA (Items A through E)***

# Approval of Regular Meeting Minutes of June 2, 2021

1. Approval of Financial Statements for June, July, August 2021
2. Appointments Memo

**STAFF:**

Name Discipline Effective

|  |  |  |
| --- | --- | --- |
| Dorian DeBlasio | Human Resource Coordinator  Human Resources | 6/21/2021 |
| George Dusenberry | Facilities Maintenance Manager  Facilities | 8/2/2021 |
| Josh Lavorgna | Acting AVP BMST  Business, Math, Science and Technology | 7/19/2021 |
| Christine LeRoux | Interim Chair, Mathematics  Mathematics | 8/18/2021 |
| Leland Hach, Jr. | Chief Information Officer  ITS | 8/2/2021 |
| Raymond Torres | Director of Financial Aid  Financial Aid | 9/7/2021 |
| Gabriella Ammiano | PROSPERAR Program Director  Title V PROSPEAR | 9/2/2021 |
| Marie Lopez-Colon | Admissions Recruiter  Admissions | 8/2/2021 |
| Margo Simmons | Technical Lead  Financial Aid | 8/2/2021 |

1. Retirement Memo

**FACULTY:**

Name Discipline Years of Service Effective

Steve Winters Business Department 58 End of spring 2021

\*At the same time, I recommend that the Board grant the approval of the status of Professor Emeritus for his **58 years** of dedicated service to the College and the students throughout his career.

**STAFF:**

Name Discipline Years of Service Effective

Steve Harpst\* Student Services 22 July 31, 2022

\*At the same time, I recommend that the Board approve the early retirement incentive.

Cynthia Richichi Business Office 15 September 10, 2021

Carol Murray Presidents Office 18 March 31, 2022

1. Acceptance of Trustees Slate of Officers for AY 2021-2022

Chair Martucci requested a motion to approve the consent agenda.

**A motion was made** to accept consent agenda.

**III. REPORTS**

1. **Presidents Report - Dr. Kristine Young**
   * Congratulated Trustee Martucci on his new position and acknowledged Trustee Watson for contribution to the Board, always available and more importantly taking a stance for the students.
   * Welcomed the new student trustee and looking forward to her inputs and representing the student body.
   * Acknowledged Monday September 27th as the last day that on campus students can participate with in person lectures if you are not vaccinated. This has already been communicated with the students and they are aware of the consequences for not following this policy namely de-registration of classes.
   * Attended a meeting called by the Chancellor which stated that it will issue written guidance about September 28 being the beginning of the deregistration process but does not mean it needs to be completed by September 28th. The meeting briefly discussed extensions for those who are trying to make the deadline but couldn’t perhaps to circumstances beyond their control. For example, they got COVID and had to quarantine, and their physicians advised that they wait before taking the vaccine.
   * Scheduled an EMT (Emergency Management Team) meeting to create a de-registration plan by Friday. We intend to remove students quickly and efficiently as possible.
   * SUNY as a system has 92% of student population vaccinated. While Binghamton has 97%. Community Colleges are in a range between 65-80%. SUNY Orange is at about 73%.
   * The goal is to de-register about 300-350 out of the 2500 on campus students which means, they may only be taking one class on campus and the rest are online. So, they will only be de-registered for their in person classes.
   * Staff continue to serve the goals of the Strategic Plan.
   * Data collection is ongoing although it is not yet centralized and has not been put in a place where it can better serve us.
   * There have been extensive conversations with national centers and other firms, and we have identified one that specifically services community colleges. The plan is to have a series of workshops with cabinet members that will follow a train the trainer model. We would also think it would be beneficial if we could have a board member be a part of the workshops.
   * The firm will be there to support SUNY Orange leadership in identifying KPI’s (Key Performance Indicators), improve our capacity building, and use evidence-based practices to grow SUNY Orange. This will all be done using SUNY Orange data.
2. **Governance President –****Paul Basinski**
   * Congratulated the new Chair and thanked Trustee Watson for his work and support.
   * Shared governance has met twice and all committees are up and running.
   * In October there is an anticipated vote coming up to amend the constitution and it’s by laws that will allow full time staff to serve as members on the board.
   * Pleased to see students and faculty back on campus.
   * Thanked Dr. Young and the Vice Presidents for their leadership throughout the pandemic.
   * This will be my last year as president after serving two 3-year terms, and a new election will be held to find a new president.
3. **Student Trustee – Kira Pedicini**
   * Involved in both colleges attending classes on both campuses.
   * President of the Business club as well as part of the CSTEP program.
   * Looking forward to representing the students.
4. **College Association –Paul Martland**
   * Auditors completed their work this week and will be able to share their report and findings by November.
   * The fiscal budget was adopted in the June meeting.
   * We’ve been in the red for some time but with the 2 non-recurring events this should bring us in the black.
   * 3 Things that are back:
     + Book store and micro markets back on both campuses
     + Will reconsider having the food trucks next spring depending on the COVID situation.
   * Lab school has partially rebounded.
   * We received $278,000 relief from NY state
5. **Foundation Board – Dawn Ansbro**
   * Thanked Trustee Watson for his work and welcomed Chair Martucci.
   * The leadership awards will take place October 28th at the Newburgh Armory noting several alumni who will be receiving awards.
   * The foundation had a little under $450,000 worth of scholarships awards that have been distributed. There’re still more funds available to distribute to students.
   * Foundation received a check of $20,000 from Helen Richards towards scholarships.
   * Met with AVP Torres-Diaz to discuss the implementation of the strategic plan. There is a meeting with the full board in October and will be able to provide a report in November.
6. **Middle States Self-Study Update-** **Michele Iannuzzi-Sucich, Dena O’Hara-Whipple, Christine Work**
   * Gave an overview of past years work, forming a self-study steering committee, working groups and a student working group.
   * Past summer collaborated with co-chairs and cabinet members to collect information.
   * Co-chairs are managing evidence inventory and organizing it according to set standards.
   * Working groups are focusing on analyzing the data collected by, evaluating the findings, identifying gaps, and considering any improvements.
   * Follow up and clarification requests will be coordinated by working groups for more information either through interview, focus groups or surveys.
   * This year’s staff survey draft has been circulated and we are waiting for feedback.
   * Looking ahead, by spring 2022 we will have a first draft of the Self -study completed, we will also have identified the areas of improvement. By fall 2022 we should have feedback on the draft and hope to have sent that draft to the team chair.
   * The finalized self-study report should be completed by spring 2023.
   * Chair Martucci thanked the team for their hard work and the update.
7. **Special Report-** **Preliminary Fall 2021 Enrollment Update- Gerianne Brusati & Mike Albright**
   * Covered different areas regarding Enrollment including marketing.

*Impact of COVID*

* + - VP Brusati noted that community colleges had the most dramatic decline across the country with a -9.3% decline in fall and -11% in spring.
    - Those hit the hardest were students from low income, First generation and people of color. Additionally, support systems were weakened and students struggled to adjust to remote learning.

*Challenges for continued learning*

* + - VP Brusati noted that some of the main challenges that students faced with remote learning was motivation, getting proper instructions and the limited access to be able to ask questions with teachers.

*Who did we lose?*

* + - We lost a lot of students with low GPA’s (>20% had1.99 GPA or lower) and the ability to receive financial aid. In regards to gender 37% were female and 63% male.
  + Headcount for this year was down 15% and17% decline in Credit hours.
  + Taking steps to improve consistency among continuing students. We cannot continue to rely on high school students to fill the gaps of enrollment. Noted that new concepts and areas to improve on included:
    - Introducing Financial Aid workshops,
    - Address residency issues.
    - Aggressively promote priority registration.
    - Deploy enrollment specialist.
    - Schedule and offer virtual and on campus engagement opportunities.
  + Enrollment specialists play a significant role in helping students with paperwork. Students are more fragile and we need to provide more support moving forward.
  + Found that students were engaging more online than in person.

*Marketing*

* + Mr. Albright presented on the marketing that SUNY Orange has done during the year with just over $190k.
    - Hired a marketing consultant in 2020 to help with digital marketing as they decided to put more emphasis and work in digital marking and social media space, like Facebook, Twitter, and TikTok.
    - The focus was during the months of May to August.
    - Marketing goals were to increase leads, positively impact enrollment and increase awareness
    - The analytics showed that there was increased web traffic on specific pages. 130% on the get started page, 22% admissions (adults), and 83% on admission (regular).
    - The analytics allowed us to see how much time people spent on the page. For example, we found that with some changes on the website, it showed that bounce rate reduced. This meant that people who just came and left reduced by 14%.
    - Google analytics really helped us understand the trends. The most significant change was in the “how did you hear about us” side. Traditionally it’s been word of mouth, but last year the number 1 place was google, followed by word of mouth and lastly, high school.
  + Geofencing was a big area we explored as well, which is essentially location-based marketing that lets you know who was looking at SUNY Orange within a particular geographic area.
  + Lessons learned included:
    - Digital marketing generated more traffic and leads, while more data led to more refinements.
    - Partnering with experts yielded results.
    - Data reinforced we were on the right track.
  + Next step is to try and get more funding for digital marketing so that we can hire a marketing consultant, and create program specific digital campaigns.
  + Larger recruitment efforts will be to implement a more efficient intake or communication for admission, retargeting our leads with relevant content, support recruiters’ efforts, as well as offer bilingual Financial Aid workshops, and offer virtual and on campus engagement opportunities.

***IV*. OLD BUSINESS**

1. Enrollment Task Force
   * No Update

***V.* NEW BUSINESS**

1. **Resolution No. 1: Resolution to Name College Building**

* Motion made by Trustee Weddell, seconded by Trustee Hannes
* Approved with 6 Yes, 0 No, and 2 Abstain.
* Chair Martucci made the following statement: “It is with great disappointment that the Board felt obligated to take this unprecedented action tonight. Trustees past and present have appreciated the support Ed Diana provided to Orange County Community College during his tenure as Orange County Executive. But, we hold our public servants to a high standard of ethics and conduct. The shared commitments by our Trustees and the College community to the values of excellence and integrity have led the Board to the decision that it is no longer in Orange County Community College’s best interests to have Ed Diana’s name affixed to our Physical Education Center.”

1. **Resolution No. 2: Resolution to Nominate Sister Margaret "Peggy" Murphy for the NYCCT 2021 Donald M. Mawhinney Jr. Trustee Leadership Award**

* Motion made by Trustee Hunter, seconded by Trustee Vacca
* Unanimously approved.

***VI.* CHAIRMAN’S COMMENTS *–*** Chair Martucci

* + Highlighted the NYCCT event in Saratoga taking place in November and invited the board to attend if they can.

***VII.* COMMITTEE REPORTS AND/OR RECOMMENDATIONS**

**Audit and Finance**

Trustee Weddell provided an update stating the committee held workshops over the summer. The budget was approved by the county and has been submitted to the state.

**Policy**

Trustee Hannes thanked AVP Martinez-Davis and Mr. Albright for all the work they did with establishing a clearer policy handbook. Procedures to the policy will come later.

**VIII. COMMENTS FROM THE PUBLIC**

* No comments from the public

**IX**. **BOARD DISCUSSION**

* No board discussion

**X. ADJOURN TO EXECUTIVE SESSION**

At 7:06 PM, a motion was made by Trustee Watson and seconded by Trustee Tom Hunter to adjourn the regular session and the board entered into an Executive Session for the purpose of discussing two matters: 1) collective negotiations pursuant to article fourteen of the civil service law and 2) the medical, financial, credit or employment history of a particular person or corporation, or matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal or a particular person or corporation. Trustee Hannes later reported that the Executive Session began at 7:27 PM and ended at 8:03 PM.

**XI. BOARD ADJOURNMENT**

The Board adjourned at 8:04 PM.

Meeting minutes submitted by Colleen Obino, Temporary Executive Assistant to the President and Secretary to the Board, and later edited lightly by President Young for consistency with previous board minutes style and content