

SUFFOLK COUNTY COMMUNITY COLLEGE
SUMMARY MINUTES OF THE BOARD OF TRUSTEES MEETING
HELD VIA ZOOM AND IN-PERSON
JUNE 17, 2021

The meeting was held on Thursday, June 17, 2021 at 10:00 a.m. via Zoom and In-Person.

PRESENT:

E. Christopher Murray	Chair
Shirley Coverdale	Second Vice Chair
Gordon Canary	Secretary
Theresa Sanders	Trustee
Belinda Pagdanganan	Trustee
Kevin O'Connor	Trustee
Gemma deLeon-Lopresti	Trustee
Priscilla Zarate	Trustee
Kaitlyn Gambina	Student Trustee
Louis J. Petrizzo	Interim President
Alicia O'Connor	Deputy General Counsel
Ashley Pope	Deputy General Counsel
Dr. Mark Harris	V.P. for Business and Financial Affairs
Dr. Paul Beaudin	V.P. for Academic Affairs
Mary Lou Araneo	V.P. for Institutional Advancement
Shady Azzam-Gomez	V.P. for Information Technology Services
Angelica Rivera	A.V.P. for Employee Resources

The meeting of the Board of Trustees was convened at 10:02 a.m.

The Pledge of Allegiance was led by Trustee Canary.

Chair Murray called for a motion to adjourn the Board of Trustees meeting and convene the Board of Directors meeting at 10:04 a.m. Trustee Canary so moved, Trustee Coverdale seconded and the motion was approved unanimously.

Chair Murray called for a motion to adjourn the Board of Directors meeting and reconvene the Board of Trustees meeting at 10:08 a.m. Trustee Canary so moved, Trustee deLeon-Lopresti seconded and the motion was approved unanimously.

Chair Murray requested a motion to approve the minutes of the May 13, 2021 Board of Trustees meetings. Trustee O'Connor so moved, Student Trustee Gambina seconded. The motion to approve the minutes was approved unanimously.

Chair Murray introduced Dr. Mark Harris, Vice President for Business and Financial Affairs, to present the College Budget and Financial report. The financials presented are for the month ending May 31st, representing transactions from September 1, 2021 through May 31, 2021. Dr. Harris reported that tuition and fees were down approximately \$5.2M. The State asked the College to resubmit its FY'20 budget, with a reduction of about \$2.6M. However, the College was able to recoup that lost revenue as part of HEERF. Additionally, the College estimates it will be able to recoup approximately \$9M in net loss revenue once it determines what the eligible expenses and reimbursements are through HEERF. Based on that, the projected revenue for fiscal year '21 will be above the adopted budget by about \$2.2M. The excess is a result of the summer session doing much better than the College had budgeted and also because it was able to recoup some lost revenue through HEERF. The College continues with its cost mitigation efforts, which are still yielding positive financial results to the budget. Personnel-related expenses are down about 11.9%, supply items are lower by about 13.5%, and contractual expenses are down about 8%, with an overall expense reduction of about 8.5%. The cost-reduction factors are also contributing to the College's projected end of year fund balance. The College is estimating a very healthy close-out to the fund balance for fiscal year '21. VP Harris said he would be able to give a more definitive number in August once they have had an opportunity to look at outstanding items for the preceding months.

In regards to cash flow, he stated that the initial cash flow payment schedule from the County provided the College with \$1M weekly payments. They have since revised that amount and are now paying \$5M on a weekly basis, with the last residual payment to be received on July 16th. He noted this was a significant shift over prior years.

VP Harris reviewed the two resolutions with financial impact. Resolution number 1 is for the monthly service payments to Suffolk County for employee health insurance in the amount of \$2,803,759.86. With the Medicare credit excluded, the May invoice is about \$78,000 lower compared to April. The primary reason for that is based on how the County bills the College for the employee portion of the contribution. Last month, the College had one employee payment contribution and this month, we had two. Item number 5 is approving the budget transfer in the amount of \$60,540 for the scientific waste removal, as well as to pay for the ticketing system, Team Dynamix. There was also a COVID-related transfer for computers that the College is buying to continue with remote learning, which also helps employees to support students wherever they are.

Chair Murray said that prior to the vote on the resolutions, Trustee deLeon-Lopresti would give the Personnel Committee report, since item 6, Resolution 2021.40, involves the presidential evaluation process which the Personnel Committee had been working on. Trustee deLeon-Lopresti began by giving some background. The committee consisted of herself, Chair Murray, Trustee Coverdale, and Student Trustee Kaitlyn Gambina. She said they took a holistic approach at looking at the current performance

evaluation system and wanted to ensure that it met the needs of the trustees in evaluating its only employee, the College President.

The committee looked at several places for guidance, such as ACCT, SUNY Guidelines and best practices from other community colleges. They kept the basic structure of the current system in place and put in some tweaks after discussing what they thought would be beneficial to change and modify. One of the things the Committee wanted to include was that there be more objective measures of performance. The committee also wanted to make sure they could capture a true 360 degree look at how the president is viewed, both internally and externally. Some of the changes recommended include ensuring the annual presidential survey that is sent out externally captures a wide range of constituents and that those constituents be relevant to the College and the President. She then asked Deputy General Counsel Ashley Pope to share more of the details in terms of the presidential evaluation process and the changes the committee recommended.

DGC Pope said some of the more objective measures that were added into the evaluation process incorporate data that the College is already collecting through the Office of Planning and Institutional Effectiveness (OPIE), including progress against goals under the College's strategic plan, key measures and performance indicators and metrics of organizational effectiveness. The existing policy didn't reflect the stakeholder feedback that was solicited as part of the process. The committee looked at data that had been collected and feedback, and updated the stakeholders to include robust internal stakeholders, including the Cabinet, and the existing stakeholders, such as the County Executive's Office, SUNY, and County legislators. The student feedback was updated to include more students and to include a more representative group of students, including students from Workforce Development, career and technical education, a representative of the accredited professional programs, a representative from each campus, and representatives from the College's programs that serve economically disadvantaged students and nontraditional students. This was done so that the feedback wasn't just from the students who are more likely to participate, such as students involved in student government.

Chair Murray thanked both Ms. Pope and Trustee deLeon-Lopresti for their hard work on the presidential evaluation, noting the goal was achieved, which was to have it in place when the new president started so that he would be aware of how he would be evaluated. He noted one thing that wasn't mentioned was that the Board would have to follow specific time frames in completing the evaluation. Chair Murray also thanked Student Trustee Gambina and Trustee Coverdale who were also part of the committee and put their time and input into the work, as well. Trustee deLeon-Lopresti also thanked the entire committee as well as DGC Pope and AVP Rivera for all their hard work.

Chair Murray called for a motion for the approval of College Resolutions 2021.35 through 2021.40. Trustee Canary so moved, Trustee Coverdale seconded and the motion was approved unanimously.

RESOLUTION NO. 2021.35 - Approving Monthly Sponsor Services for Suffolk County Community College

WHEREAS, the State University of New York Regulation No. 602.7 requires the Suffolk County Community College Board of Trustees to review and approve all Sponsor provided services and their estimated value in advance of the service being rendered, and

WHEREAS, the regulation also requires the approval of the payment of each Sponsor Service satisfactorily performed, and

WHEREAS, health insurance is considered a Sponsor Service, be it therefore

RESOLVED, that the health insurance payment to the County of Suffolk in the amount of \$2,803,759.86 for the month of May 2021 (*Attachment I*) is hereby approved by the Board of Trustees.

RESOLUTION NO. 2021.36 - Authorizing the Acceptance of a Gift from the Suffolk Community College Foundation

WHEREAS, the Suffolk Community College Foundation, Inc. is the recipient of a donation of equipment from American Honda Motor Corp., Inc., consisting of the items set forth on *Attachment II*, valued at approximately \$120,000, in total, and

WHEREAS, the Foundation wishes to further donate this equipment to Suffolk County Community College for use in its Automotive Technology Program, and

WHEREAS, the Academic Chair of the Automotive Technology Program has been consulted and has indicated a need for this equipment for instructional purposes in its general program, be it therefore

RESOLVED, that the Board of Trustees hereby authorizes the College's acceptance of the items set forth on *Attachment II*, with a total value of approximately \$120,000, from the Suffolk Community College Foundation, Inc., for use in the College's Automotive Technology Program.

RESOLUTION NO. 2021.37 - Accepting Toyota Automotive Training Equipment from the Suffolk Community College Foundation

WHEREAS, the Suffolk Community College Foundation, Inc. is the recipient of automobiles and automotive training equipment loaned by Toyota Motor Sales USA, Inc. (Toyota), valued at approximately \$140,000, as reflected on *Attachment III*, and

WHEREAS, the Foundation wishes to permit these automobiles and training equipment to be utilized by Suffolk County Community College in its Toyota Technician Training & Education Network (T-TEN) Program, pursuant to an agreement between the College and Toyota, be it therefore

RESOLVED, that the Board of Trustees hereby authorizes the acceptance of the items as set forth on *Attachment III*, with a total value of approximately \$140,000, loaned by Toyota Motor Sales USA, Inc. for use by Suffolk County Community College in its Toyota Technician Training & Education Network (T-TEN) Program.

RESOLUTION NO. 2021.38 - Accepting a Grant Award from the State University of New York (SUNY) Office of Diversity, Equity and Inclusion to Participate in a Program Entitled “PRODiG – Promoting Recruitment, Opportunity, Diversity, Inclusion and Growth”

WHEREAS, Suffolk County Community College has received a grant award in the amount of \$244,737 to participate in a program entitled “PRODiG - Promoting Recruitment, Opportunity, Diversity, Inclusion and Growth” for the period September 1, 2019 through August 31, 2022, and

WHEREAS, the funding of this project is to foster and demonstrate measurable improvement in decreasing ethnic disparities within its instructional and non-instructional faculty and staff for pan-cultural groups within Suffolk County Community College, and

WHEREAS, matching funds are not required, be it therefore

RESOLVED, that the College Interim President or his designee is authorized and empowered to execute any necessary documentation, including a contract, in such form as shall be approved by the College’s Office of Legal Affairs, accepting a grant award in the amount of \$244,737 from the State University of New York (SUNY) Office of Diversity, Equity and Inclusion to participate in a program entitled “PRODiG - Promoting Recruitment, Opportunity, Diversity, Inclusion and Growth” for the period September 1, 2019 through August 31, 2022.

Project Directors: Christina Vargas, Chief Diversity Office/Title IX Coordinator
Dr. Paul Beaudin, Vice President for Academic and Student Affairs

RESOLUTION NO. 2021.39 - Approving Budget Transfers

WHEREAS, the Board of Trustees has established a policy on the authorization of budget transfers, and

WHEREAS, according to said policy, budget transfers must be authorized by a resolution adopted by the Board of Trustees, and

WHEREAS, the Vice President for Business and Financial Affairs recommends the budget transfers on *Attachment IV* as necessary for the operation of the College, be it therefore

RESOLVED, that the budget transfers shown on *Attachment IV* are hereby authorized and approved.

RESOLUTION NO. 2021.40 - Amending the Presidential Evaluation Policy

WHEREAS, the Board of Trustees' Personnel Committee has reviewed and recommended for the Board of Trustees' consideration updates and amendments to the Board's Guiding Principles for the Presidential Evaluation Process Policy to reflect current and best practices with regard to the Board's evaluation of the College President, and

WHEREAS, the Board wishes to amend the Guiding Principles for the Presidential Evaluation Process Policy as recommended by the Personnel Committee, be it, therefore

RESOLVED, that the Board of Trustees hereby adopts the Guiding Principles for the Presidential Evaluation Process Policy, as amended, effective June 17, 2021 (see, as *Attachment V*).

Chairman Murray moved to the committee reports and called for the Student Success Committee report. Trustee Pagdanganan reported the Committee met on June 8th. The guest speakers this month were Marlana Titus and Dylan Miller, two of the three student commencement speakers representing the graduating class of 2021. Marlana Titus attended the Eastern Campus, studying communications. She started out as a peer mentor, then became involved in the Honors Club, the SAGA Club, the LGBTQ Task Force, and she also became enrolled in events through the Multicultural Affairs office. During her first semester, she did not want to get involved in anything, but through encouragement from faculty and other students she really came out of her shell. Her reason for choosing Suffolk was because she felt she wasn't ready to leave the Island yet. Marlana is transferring to Hofstra in the fall and will major in mass media with a minor in rhetorical studies. She is concentrating on cultural media and seeing how the

various types of media affect different cultures. Marlena suggested that Suffolk should emphasize the Writing Center, tutoring, and computer labs as valuable resources at the College.

Dylan Miller, who attended the Ammerman Campus, is a student who did not want to go to college. He planned on becoming a police officer and withdrew when his grades fell. Two months later his brother passed away from an overdose and Dylan emerged from this tragedy with a different life view. He started working out and getting healthy because it was something his brother always wanted him to do. He then started working at Stony Brook University as a patient transporter. He decided to return to school part-time, at first retaking the classes he had failed. By the time he graduated, Dylan went from a 1.4 GPA to a 3.8 GPA. He was involved in the Phi Theta Kappa (PTK) Honor Society, the Italian Club, and peer services as an Orientation Leader. Through his participation in groups and clubs, Dylan gained confidence and became a positive influence for his peers. He suggested that Suffolk should continue to emphasize its clubs and scholarship opportunities, as his involvement in PTK and his Get There From Here scholarship ended up being very important to his success. Dylan is transferring to Stony Brook University to study to become a pediatric physician assistant.

Chair Murray called for the Governance Committee report. Trustee Canary reported the committee met on June 14th, at 4:00 p.m. via Zoom. The committee discussed the possibility of starting to rent out the Suffolk Federal Credit Union arena as COVID restrictions are beginning to be significantly lifted. Deputy General Counsel Alicia O'Connor advised the committee that all events start with the filling out of the facilities use application which is then submitted to the Specials Event Office which prepares a draft license agreement together with a cost estimate for rental and the staffing fees. DGC O'Connor advised the Committee that the contract with the Law Offices of Thomas Volz who provides legal services on an as-needed basis to the College's Board of Trustees will expire on September 9, 2021. The Committee can elect to renew the contract as the original contract allowed for four one-year options to renew. If they choose to renew it, it would be the third of the four options. The alternative would be to send out a new RFP for services. The Committee discussed the choices and agreed that they would like to renew the contract with Thomas Volz. DGC O'Connor will reach out to Tom and start the renewal process. DGC O'Connor also advised the Committee that a member of the Board of Ethics Committee for the trustees is currently a hold-over. The Committee discussed the options and has asked Ms. O'Connor to reach out to see if the member is interested in renewing her term. If they do not wish to renew, the committee will consider other options to find a new member. There were no new business items brought to the Committee's attention and the meeting was adjourned at 4:35 p.m.

Chair Murray called for the Foundation report. Trustee Pagdanganan said that thanks to the College's Guild of Administrative Officers led by President Sean Tvelia, the College successfully raised more than \$10,000 for the Jane Shearer Memorial Scholarship. This scholarship provides support to students in the Licensed Practical Nursing program at the Eastern Campus. During her lengthy career at Suffolk, Jane

served as Vice President and the President of the Guild. The Foundation is grateful for the Guild's generous support and for the long list of donors who provided meaningful gifts as part of this challenge.

Suffolk's most promising nursing students will each receive a \$1,000 grant to use for tuition, books, testing fees, or professional licensing expenses thanks to a gift from United Way of Long Island.

The John and Kevin Foley Family Student Hardship Fund is assisting students facing financial crisis while enrolled at the College. Funded through generous gifts from the Foley family and the College community, students needing support or facing challenges such as homelessness, food insecurity, transportation woes, health care crisis and more can apply to the fund for support.

Lastly, she reminded everyone that Monday, August 30th, is the Annual Foundation Golf Classic. Premiere sponsor, Suffolk Federal Credit Union, announced that this year's honoree is a distinguished member of the Foundation's Board of Directors and is also the founder, president, and CEO of the U.S. Mortgage Corporation, Dr. Steven Milner.

Chair Murray moved onto the Student Trustee reporting, announcing that this would be Ms. Gambina's last report as Student Trustee. Student Trustee Gambina said she had just a few updates. She congratulated all the recent 2021 graduates, and said there was a change in the executive board for Student Government.

Chair Murray moved onto the Chair's report. He said he had two bittersweet presentations to make. He first addressed Student Trustee Kaitlyn Gambina, noting that this was her last meeting after serving as Student Trustee for two years. He said he spoke for the entire Board in saying she has been an absolute pleasure to work with, and has been a very zealous and effective advocate for the students, ensuring that the Board understands and is respectful of the students when making its decisions. He wished her all the best and great success going forward as she moves onto Albany University. He then presented her with a plaque on behalf on the trustees that read "The Board of Trustees of Suffolk County Community College extends its appreciation to Kaitlyn Gambina, Board of Trustee member, July 1, 2019 through June 30, 2021. The College is grateful for your expertise and leadership as a valued member of the Board of Trustees." The Trustees all thanked Student Trustee Gambina for having served the College and wished her well in her future endeavors. Student Trustee Gambina said it had been a pleasure working with everyone and was grateful, and that she would be available to the College community if ever needed.

Chair Murray then addressed Interim President Louis Petrizzo. He noted that about two years ago they had a very difficult situation which led to a vacancy for the President of the College. The Board turned to Mr. Petrizzo to fill that vacancy which originally was thought to be for a few months. The Board felt confident and comfortable with the

situation because of his experience, judgment and steadiness. He added that when the first presidential search didn't work out and then COVID hit and the difficulty created by the pandemic, the challenges to the school, both for the students, for the faculty, for the trustees, the financial situation with the school, it was just a perfect storm of difficult and challenging times. He said that without Mr. Petrizzo's presence they would have had a really tough situation. Thankfully, Mr. Petrizzo was there and provided leadership, a steady hand, a calmness, to get through the difficult time. Chair Murray said he knew the Chancellor felt the same way and has spoken how highly he appreciates and respects Mr. Petrizzo and his contributions. He added that over the years, the College has weathered the storm very well thanks to Mr. Petrizzo's leadership, and the College is in good financial standing where the new President has the opportunity to do some wonderful things for the College. He thanked Mr. Petrizzo for his service not only as the Interim President, but also for all the prior years of service to the College. He presented Mr. Petrizzo with a plaque which read "In recognition of your dedicated service to Suffolk County Community College, Board of Trustees 2021."

The Trustees all commented and thanked Mr. Petrizzo for his years of service to the College and having served as Interim President. President Petrizzo thanked the Board of Trustees and Chair Murray for having the confidence in him, and said it was a great privilege to be able to serve as the College's Interim President. He added that he has said many times that the great work that is being accomplished at the College is really being done in the trenches by the faculty, both inside and outside the classroom, by administrators who direct the work, and by the great AME staff, the folks who answer the phones and greet the families when they come in on enrollment days, the employees who are out there mowing the lawn and planting the flowers and keeping the buildings safe and clean. He said all of that is possible because of the cooperation of the Faculty Association, the Guild and AME. Over the last two and half years, he would have preferred other circumstances, but they had to play the hand that they were dealt. Nevertheless, in that time they replaced chaos with calm and were able to put the College on firm financial footing. They've reformed the hiring and overtime process, restored a collegial working relationship not only within the College community but also with all of the elected officials. He said they did this all while keeping the campuses, the employees, the students as safe as was humanly possible in the middle of a global pandemic.

He noted that by any measure, the team of professionals at the College, from the Vice Presidents right on down to the folks that are mowing the lawns and cleaning out the bathrooms, all of them have performed flawlessly and have a great deal to be proud of. He also thanked the Executive Deans of each campus for all of the great work that they have been doing.

Chair Murray moved to the President's report. President Petrizzo reported the College reached an agreement with New York State to vacate the vaccination POD on the Brentwood Campus. The State has agreed to vacate by July 14th. Once they vacate, the College will be doing some refurbishment to the field house due to all of the traffic

that's been in and out of there. The College has also begun talking with the County regarding vacating the POD at the Ammerman Campus and has a tentative agreement. The Lindsay building will also need some minor refurbishment. President Petrizzo said the Governor made a large announcement on Tuesday and they are trying to shift through that with the Chancellor. Apparently, there are still some issues with respect to what the Governor said that apply to most of the private businesses in the State of New York, but doesn't necessarily apply to some of the school districts and institutions of higher education. This is because the CDC requirements kind of supersede what the Governor is doing. He expects to have it sorted through by the beginning of next week.

Mr. Petrizzo said he was very happy to announce that the College may reach an arrangement with the Suffolk County Department of Social Services. He thanked Ms. Carol Wickliffe-Campbell for her work on that. DSS will be having a representative on each campus one day a week beginning with the fall semester to make the services of the DSS available to the College's students. Many of the College's students qualify for assistance in various programs but they are not aware of it. This is going to be putting a representative on each campus, one day a week and hopefully this will be a great benefit to students.

The College is working to try to use some of the HEERF funds to try and wipe out some of the student debt for the students who were with the College from spring of 2020 through the spring of 2021. The new guidance that has come out from the Department of Education seems to give the College an avenue to approach some of the student debt that was incurred during that time for students who were struggling, either financially or otherwise.

The College has completed its reapplication to the American Bar Association to maintain its accreditation of the paralegal program for three years.

Since the last Board meeting, there have been two meetings on offshore wind and that process is advancing. The College is close to engaging a company to provide a train-the-trainer type of service where they will be training staff so that the College can have a global wind organization certification. The certification is the health and safety certification that is needed for anyone working on global wind before they can go out on a boat and do any work on any of the facilities.

Mr. Petrizzo added that thanks to Trustee Pagdanganan the College had a meeting with National Grid. National Grid is doing some work in the roadbed of Wicks Road. The College had a little concern about that because of its access points - one of the College's major access points to the Grant Campus is on Wicks Road. However, thanks to the information provided by Trustee Pagdanganan, they could see that the work will proceed without too much interference with the College.

The College was informed yesterday that it has been designated once again by the *Military Times* as a "Best for Vets" college. He thanked Ms. Shannon O'Neill and her team at the Veterans' Affairs office, adding that this is a certification that many veterans

look at before they decide to select where they want to continue or resume their education. Mr. Petrizzo then congratulated Trustee Zarate on her new appointment to the Port Washington School District as director of English as a New Language and wished her best in her new endeavors.

President Petrizzo asked Ben Zwirn, Director of Government Affairs, to give an update on the recent meeting of the County legislature. Mr. Zwirn said that he and VP Harris attended the meeting of the working group of the Education Committee that was examining the operating budget of the College. The College had asked for a 3% increase in the County's contribution. The County Executive recommended only half of that, 1.5%. In his conversations with the County Executive, Mr. Zwirn told him the College was going to address the legislature to see if they could get their support for it, and the County Executive said he understood and indicated also that he would not fight the legislature if they felt that they could give the College the extra money. Mr. Zwirn said the day before the Budget and Finance Committee met, they did a review of the finances of the County, and the County will end this current year with a budget surplus, a fund balance surplus of \$356 million, and projected a surplus for next year of over \$560 million. He noted that last year the College did not receive an increase in the contribution because the pandemic hit. The College dealt with it, and, in addition, made pay cuts, lag pay, and deferred longevity payments. Mr. Zwirn said something very unusual happened at the working group meeting. After they sat there for two hours answering questions, they decided to take a vote of the nine members on the working group committee to amend the College budget resolution to increase it to a 3% contribution from the County. Now the resolution has to go before the general meeting of the legislature. Mr. Zwirn noted that in the twenty years he has been with the County, he has never seen the working group say they would not meet a second time, and all nine members signed as cosponsors of the resolution. This means that of the nine remaining members of the legislature, the College would need one more vote to make that happen which he is cautiously optimistic that that will be the case. He added that the working group recognized how much the College really contributes to the community, especially during the pandemic, where the campuses were open and hundreds of thousands of vaccines were given. When the police department needed a place for promotions to be done during the pandemic, the College stepped in and did it. The College's IT department worked with the State and with the County to make sure the computers would work while everyone was getting their vaccines. They recognized that the College is an investment that paid big dividends during the pandemic.

President Petrizzo thanked Mr. Zwirn for his work with the legislature and elected officials on behalf of the College. He then introduced VP Beaudin and VP Araneo for a presentation on enrollment efforts for summer session and the fall.

Dr. Beaudin said that as of today the summer semester, which is offered almost completely online, is the College's strongest summer session in the past nine years with over 5,000 unduplicated students generating about 1,700 FTEs. With nineteen days left before summer session two begins, they anticipate that the College will surpass and have the highest number of FTEs and students enrolled in ten years in a summer

session. Dr. Beaudin attributes this to the adjustment of the class schedule, the outstanding advertising created by Institutional Advancement, the work of the Early College Program counselors, and the number of visiting students taking courses with the College over the summer. Currently the fall head count is 10,200 students, generating about 7,400 FTEs. Year to date, the College is trending at 85% on head count and 82% on FTE. For the fall, 50% of classes are scheduled for on campus and 50% online. At the beginning of the registration period, the College was seeing its continuing students opting for online classes at a 2:1 ratio. Within the past few weeks though, they are seeing a shift with new students opting for both online and on-campus classes fairly equally, and this has driven the number of on-campus seats to about 13,000. In order to accommodate this shift, the College opened an additional 5,000 on-campus seats ten days ago. Campus and central Student Affairs leaders, counselors, and personnel are working incredibly hard to help diminish the gap between last fall and this fall's numbers. The campuses are providing advising appointments both online and face-to-face to meet student needs. They have extended the hours to include an opportunity for new students to receive an appointment from 5:00 to 7:00 in the evening. Student mentors have been recruited and trained to help new students to build schedules once they have been advised. Thirty-two faculty volunteers are calling over 3,000 continuing students who have not yet reregistered. Outreach is being made regularly to not only the students from spring '21, but to those who were with the College in spring '20 and fall '20 who did not return. In addition, academic chairs are reaching out to students in their own departments who have yet to re-register.

Chair Murray asked if there were efforts to translate what has been a very strong summer session to the fall, any way to recruit the summer students to register for the fall. Dr. Beaudin replied, absolutely, however one thing to keep in mind is that many of the summer students are visiting students from other colleges. Many of the summer students are also in the Early College Program and they are high school juniors and seniors taking courses here. Both the Beacon and high school Early College programs do generate future students for the College at about 29%. He said they would certainly send something out to summer students encouraging them and letting them know that the College would welcome them back, noting that about two-thirds of summer students are students who are continuing with the College.

Trustee Canary asked Dr. Beaudin to talk a little bit about the changes and improvements that are happening in some of the classrooms in order to enhance the online experience of the students. Dr. Beaudin said VP Azzam-Gomez and his team have been instrumental in bringing high tech classrooms to the College. The classrooms will allow the College to have students in the classroom and remotely. They will be functional for the spring session and will be set up on all three campuses.

VP Araneo then addressed the Board and gave an update on the College's enrollment management efforts. The Office of Institutional Advancement develops communications and marketing materials that support the College's enrollment management efforts. Their creative efforts are led by Associate Dean Drew Fawcett who works closely with Academic and Student Affairs staff, as well as Enrollment Management and Admission

staff to create and implement the College's messaging across a variety of platforms in order to reach very targeted audiences. The goal is to generate and drive inquiry from potential and returning students and parents of students, and they have been successful in generating those responses. The College begins to market summer and fall starting early in the spring. This year the summer messaging emphasized the College's new 6-week and 8-week summer options that appeal to students who want to quickly secure college credits that advance them towards completion. For the fall, the theme is centered on a welcome back message that emphasizes the fact that the College has more on-campus classes available. Using a consistent visual approach, the fall marketing is meant to appeal to a growing desire to return to normal, including a return to on-campus experiences. In March, they produced a modified *Career Focus* publication that helped to share more detailed information with Suffolk County households. The magazine was also mailed to all regional high schools, libraries, and BOCES facilities in Suffolk County. It's also available on the College's website as an online magazine. Externally the College's messaging platforms include digital, radio, TV, and print. Digitally, the College is running 24-7 through August. This includes ads on Facebook and Instagram, as well as ads displayed on consumer websites that align with content that target audiences are seeking. In print, the College is currently running full-page ads in *Newsday*. The radio campaign places spots across the Island's stations that target a diverse core audience. These spots are scheduled to run through August. On cable television, the College is currently running across Altice and Fios networks, as well as News 12 through August. This includes video billboards sponsoring News 12 and the News 12 traffic and weather. They are currently promoting fall enrollment, summer session, and instant decision on the College website, and they are also periodically issuing e-blasts to parents of high schoolers. As an example of her department's work to generate inquiry, they have tracked the digital engagement from January to May. In total, they have had more than 17,000 people click through the ads seeking to learn more, up to and including completing an application.

VP Araneo said that the outreach that Dr. Beaudin mentioned is also supported by Institutional Advancement. They work with various departments to create the postcard and messaging that is being utilized as part of the outreach campaign to students who have applied but not enrolled, who withdrew or who were previously enrolled but have not re-registered or graduated. Internally, they work to create a robust web presence and dynamic home page outreach and generate a series of postcards, text messages, and weekly e-blasts to reach those cohorts of students and their parents. Currently, they are starting to conclude summer marketing. The fall welcome back approach will continue through mid-July when they will shift to promotion of the College's in-person Arena registration and Enrollment Days through August.

Trustee Canary commented that once again, as the College often does, they are setting the bar for other SUNY institutions on this incredible effort. He thanked VP Araneo, VP Beaudin and their teams for the great work.

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Chair Murray asked for the update from the Ad-Hoc Nominating Committee. Trustee deLeon-Lopresti said she interviewed all of the trustees to see if there was any interest

in serving as an officer of the Board of Trustees for the next term of one year. No other trustees expressed an interest in serving other than the current officers. As such, for the term of office beginning September 1, 2021, the slate of officers are as follows: Chair: Chris Murray, Vice Chair: Trustee Shirley Coverdale, Vice Chair: Trustee James Morgo, and Secretary: Gordon Canary. She noted the support was unanimous from the trustees in supporting the current officers.

Chair Murray called for a motion for the approval of the slate of officers beginning September 1, 2021. Trustee deLeon-Lopresti so moved, Trustee O'Connor seconded and the motion was approved unanimously.

Chair Murray said it was a pleasure to work with the other officers, and the Board reflected the strength and health of the College. Trustee Canary thanked his fellow officers for their vote of confidence. Trustee deLeon-Lopresti said that on behalf of her fellow trustees, she wanted to express thanks to the officers of the Board for their leadership and for their guidance throughout the year. She added they truly are a board that reflects the needs of the students and the College community, and she looks forward to working with them for the next term.

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Chair Murray moved onto Roundtable. With no comments for Roundtable, Chair Murray requested a motion to adjourn the meeting of the Board of Trustees. Student Trustee Gambina so moved, Trustee Coverdale seconded, and with all in favor, the meeting of the Board of Trustees was adjourned at 11:27 a.m.

The Board of Trustees next meeting is August 19, 2021 at 9:00 a.m.

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Respectfully submitted,
Gordon Canary
Secretary