

**HERKIMER COUNTY COMMUNITY COLLEGE
BOARD OF TRUSTEES**

Regular Meeting – September 24, 2014

Madam Chair Crandall called the meeting to order at 6:20 p.m. in the Hummel Corporate and Professional Education Center, Room 282/283.

Trustees Attending: Mr. Ackerman, Mr. Barbato, Mr. Brenchley, Mrs. Clark, Mrs. Crandall, Ms. Cwiertniewski, Mr. Gregory, Mr. Roche, Mr. Testa

In Attendance: Mr. Laino, Dr. Hawes, Mr. Oriolo, Mrs. Ruffing

Also Present: Attorney Thad Luke, Ms. Rebecca Kohler (Director of Admissions)

Madam Chair Crandall introduced and welcomed new student trustee, Toni Cwiertniewski.

CONSENT AGENDA

Madam Chair Crandall presented the following consent agenda items for Board approval:

1. Minutes
 - a. June 26, 2014 Regular Meeting
 - b. July 30, 2014 Special Meeting
2. Campus Reports
 - a. Academics
 - b. Student Affairs
 1. Enrollment Report – September 2014
 2. Admissions Data – September 2014
 - c. Foundation Board
 - d. Housing Corporation
 - e. Public Relations

Mr. Laino gave a Foundation Board and Housing Corporation report. Housing occupancy is close to 618 students.

Mr. Roche asked about the Open SUNY topic referred to in the Academics Report, as this was a significant topic at the recent NYCCT conference. Mr. Oriolo reported that Herkimer College's Paralegal (A.A.S.) and Quality Assurance-Business (A.S.) programs were nominated as the pilot programs for Open SUNY Plus in wave 2.

Mr. Ackerman moved that the consent agenda items for the September 24, 2014 regular meeting be approved.

Mr. Roche seconded the motion.

Vote-Unanimous

Since competition with other colleges is fierce, Herkimer College excels in the areas of on-line learning, student housing and athletics. The College has stronger academic policies in place. Since 2008, there have been fewer major incidents.

PRESENTATIONS

Dr. Hawes gave a presentation on Admissions and Enrollment. The average high school GPA of accepted students is 80.75, and the average GPA of enrolled students is 80.39. Twenty-nine

percent of students enrolled are from Herkimer County. Rejections are based solely on GPA. Dr. Hawes gave an overview on: policy changes to improve academic culture on campus; results of Fall 2010-14 cohorts; academic dismissal data for 2009-2014; new and revised admissions initiatives and strategies; and enrollment analysis and observations. The College needs to do better in retaining our students. Ms. Kohler spoke about PTR (Placement Testing and Registration) Days and about recruiting at charter and private schools. The Admissions staff is also establishing relationships with faculty at high schools.

Mr. Mezik spoke to the board about the Ecuador initiative to bring in students. Mr. Mezik reported that results should be seen very quickly.

Mr. Barbato left at this juncture of the meeting.

Ms. Ruffing gave a presentation on marketing and spoke about Herkimer College's new marketing initiatives, including marketing objectives, the marketing and advertising mix for the College, public relations/publicity, the fast-evolving digital environment, the College website and its traffic, search engine marketing, and connecting with Gen Z.

PRESIDENT'S REPORT

Mr. Laino spoke about the capital project and reported that the work on the tunnels has been completed. The College's Periodic Review Report (PRR) is extremely important. Mary Ann Carroll, Assistant Dean of Academic Affairs for Assessment and Institutional Effectiveness, is now working on the Middle States reaccreditation process, and the Director of Institutional Research is working with her on this. Monthly campus meetings have been reinstated to address the PRR.

The College is working on the academic plan, the strategic plan, the enrollment and marketing plan, and the facilities master plan.

A major topic at a recent president's meeting was "Recharge and Assessments" to fund a \$5 million deficit for SUNY Central Administration.

Mr. Laino reported that Herkimer College has been selected for a solar incentive program through NYSERDA.

Madam Chair Crandall was congratulated for being selected to receive the Marvin A. Rapp Award for Distinguished Trustee Service, given by the New York Community College Trustees (NYCCT). The award was presented to Mrs. Crandall on September 20th during the Trustee Awards Banquet at the 60th Annual NYCCT Conference. Mrs. Crandall thanked her fellow trustees for the nomination and felt honored to have received the award.

CAMPUS REPORTS

Academics:

Mr. Laino presented Resolution 14-1: Memorandum of Understanding – Herkimer County Community College Online Mini Academy. This MOU was developed in coordination with the Professional Association and outlines the criteria for Professional Association members to participate in an Online Mini Academy pilot program. If approved, the Understanding will be in effect September 29, 214 and will expire on June 30, 2016.

Mr. Roche made a motion to approve Resolution 14-1 as presented.
Mr. Ackerman seconded the motion
Vote-Unanimous

Mr. Laino thanked the Professional Association and Mr. Oriolo for bringing the proposal together and moving it forward.

MISCELLANEOUS

Mr. Roche asked that *Resolution 10-09A, Revision to 2011 Change in Academic Standards and Regulations*, which was rejected at the June 26, 2014 board meeting, be brought back to the table for a revote by the board. A discussion followed. It was mentioned that for the Fall 2013 semester, 27% of first semester dismissals were Herkimer County students, and 23% were Oneida County students. Mr. Steele, a member of the Academic Senate, was invited to speak to the board regarding this resolution. He said that this resolution was initially supported by the Academic Senate but that there were some concerns, which he addressed. Mr. Ackerman supported the resolution but would like it amended to include that the policy be reviewed and voted upon again at the end of the academic year.

Mr. Roche made a motion to approve Resolution 10-09A as amended.
Mr. Ackerman seconded the motion
Vote-7 in favor, 1 opposed. Motion carried.

Mr. Roche stated his belief that the board needs to start looking at the College's strategic plan and how it relates to budget, and also holding the president accountable. Mr. Laino would like to discuss Middle States at the November regular board meeting.

Mr. Roche shared that he was informed by a SUNY attorney at the NYCCT conference that if a board member participates by skype for a board meeting, the College must publish the skype address as a meeting location.

Mr. Roche moved to adjourn the meeting.
Mr. Ackerman seconded the motion.
Vote-Unanimous

The meeting adjourned at 9:11 p.m.

slh