Meeting of the Morrisville State College Council  
Whipple Administration Building – Board Room  
Friday, September 24, 2010

Council Members Present:  Chairman Matthew Morgan; Lawrence Baker; Susan Dietrich; James Dunne; Arnold Fisher; Steven Jones; Judith Noyes; Hugh Riehlman; Stephen Paravati, student representative

Morrisville State College Staff Present:  Jean Boland; Christine Cring; Ray Cross; Jo Ann Godfrey; Roberta Sloan; Tom VerDow

Chairman Morgan called the Morrisville State College Council meeting to order at 10:06 a.m.

Minutes:

The minutes of the May 15, 2010 meeting were approved. Motion to approve by Mr. Steven Jones; seconded by Mr. Hugh Riehlman.

President’s Report:

Dr. Cross introduced Jean Boland and Christine Cring to the members of the College Council. Ms. Boland replaced Mr. Richard Carreno and serves as the Vice President for Administrative Services and Information Technology. Ms. Cring replaced Mr. James VanRiper and serves as the Interim Vice President for Academic Affairs.

Dr. Cross indicated that the implementation of The Power of SUNY has begun. Teams have been developed around the six Big Ideas (SUNY and the Entrepreneurial Century, SUNY and the Seamless Education Pipeline, SUNY and a Healthier New York, SUNY and an Energy-Smart New York, SUNY and the Vibrant Community, and SUNY and the World). Dr. Cross is a co-Chair of the SUNY and the Vibrant Community Committee.

Issues with the New York State Budget have held up the start of the Equine Rehabilitation project on Route 20. Work on this project should begin this week.

Morrisville State College took over responsibility for Equine Drug Testing on July 1. The laboratory is being moved into a different facility in Ithaca and the horses will be moved to Morrisville. Originally the horses were going to be housed at the new Equine Rehab Center, but these horses need to be in a separate facility so 51 acres has been purchased near Morrisville - utilizing funding through Equine Drug Testing - to house these horses. Mr. Fisher asked whether or not the laboratory would be moved to Morrisville. Dr. Cross responded that it might.
Work on the Administrative Quad should be completed in mid-December.

Lettuce is being grown in the Controlled Environmental Agriculture greenhouse.

Dr. Cross indicated that he has been studying the feasibility of taking over the former Homer Oil Plant and using it as a research and production site for biodiesel. Although Dr. Cross indicated that he thought it would be possible to control the odor which had been a real concern in that community, he wasn’t sure it would be possible to do so within the limits of the $4M in total funding. Mr. Morgan commented that he had attended the Town meeting that was held in Homer to discuss this project. He commented that Dr. Cross did a great job talking with the community members and explaining this project.

The Hop Harvester is here and is set up at Owens Barn. Dr. Cross indicated that this machine should be up and running next year. Mr. Morgan commented that local brewers have a great interest in NY hops. He indicated that there are 150 brewers in NYS looking for home grown hops.

Tom VerDow and Amy Roberts did a great job coordinating and running the State Fair displays. Dr. Cross commented that the Fair is an engaging and tiring job. Mr. VerDow responded that the State Fair provides an incredible exposure for the College as a whole. Mr. Morgan commented, “well done!”

**Strategic Goals**

Goal #1 – no new programs were added last year. At least one, maybe two, will be added this year. Enrollment in new programs continues to go up.

Goal #2 – Maximize Institutional Effectiveness – big jump last year and Dr. Cross commented that he thinks we will be right on target, if not exceeding it, next year. Retention needs to be improved. The key is to attract a better quality student. Mr. Morgan questioned whether or not the decline could in part be due to the current state of the economy. Dr. Cross agreed that the state of the economy could have something to do with it. He indicated that he anticipates that with the number of baccalaureate students we should be above our target next year. Dr. Cross stated that it takes longer than one year to turn this around.

Goal #3 – Students are excited about all of the changes on campus. The graph starts with spring 2000 and our goal was never met until this year when we exceeded our goal! Mr. Baker asked if Dr. Cross thought the increase was due to the construction on campus. Dr. Cross responded that he didn’t know for sure, but that the construction was probably part of it. Also Commons 2 came on line and other dorms have been remodeled.

Goal #4 – exceeded our goal this year. The drop last year probably had to do with the internet. We have just increased our band width again.

Goal #5 – students are more satisfied with student activities and moving the Academic Excellence Center and EOP to the Library was also a good move.

TAP

TAP guidelines are changing and this change will impact a large number of our students. The number of credits a student must carry as well as their overall GPA requirements has increased. Morrisville has a large number of first generation college students and it takes longer for them to adjust to college. Dr. Cross indicated that only one waiver is allowed and he would like to see that changed to two waivers. Students in poor academic standing cannot recover in one semester. Dr. Cross indicated that he will be writing a letter to HESC about how the change in TAP guidelines will impact students.

Enrollment

Mr. VerDow indicated that Admissions has had a good year. The number of overall applications has steadily been increasing and we are being more selective. Dr. Cross commented that there were about 49% more denials than the year before. Mr. VerDow responded that about 300 students were denied that might have been accepted previously. The response to the new marketing materials has been very good. About half of the SUNY schools are using Common App., but Morrisville is the only Tech school. As of this date, there is a 3% increase in applications as compared to 2009, a 16% increase as compared to 2008 and a 31% increase as compared to 2007. 158 SUNY applications and 132 Common Applications have already been received for 2011.

Budget Update

Dr. Cross presented an overview of the budget situation. $1.7M cut in 2008-09 plus an additional $.4M in 2009-10 and $1.8M in 2010-11 brings the total cut to $3.9M since 2008-09. 36 people took advantage of the early retirement incentive which did help offset a good portion of the budget shortfall. However, at this point, there is still $455,100 left to be cut. Some positions will be kept vacant and responsibilities shared by others, fewer sections and larger class sizes, low enrolled classes will not be run, limited electives will be offered, limited trash removal, travel will be limited are just a few of the ways that the campus will feel these cuts in the budget. Dr. Cross emphasized that a tuition increase is needed next year. A lot of the budget savings are one-time savings or not sustainable long-term savings.

Dr. Cross indicated that six task forces have been developed to look at cost savings/revenue generation in the areas of utilities, scheduling efficiencies, revenue generation, service and support, environmental and purchasing.

Priorities and Personal Goals

Dr. Cross updated the Council on the status of his 2009-10 priorities and personal goals. Most were accomplished, a couple were ongoing and only one was not complete. He then presented his 2010-11 priorities and personal goals.

Marketing Launch

Ms. Amy Roberts, Director of Public Relations, provided a copy for each College Council member of the new College magazine - *momentum* – which replaces the *Alumni News* publication and will be produced two times a year. She indicated that this magazine will be online and is part of the new marketing campaign – Morrisville in Motion! A photo contest will be run for the cover of the next magazine.
Ms. Roberts explained how the new brand – *Morrisville in Motion* – came about. In February 2009 Faculty Congress recommended that an Ad Hoc Marketing Committee be formed to help develop a broad marketing plan for the College and to help engage the college community in the process. A questionnaire on the perception of the College’s image was administered to faculty, professional staff and administration in the Spring of 2009. The committee also compared peer institutional websites for styles of marketing prospective students. All of this information was evaluated and then shared with the faculty and the professional staff at the end of the year meeting in May. In the fall of 2009 the Committee compiled information gained from the survey and Ms. Roberts conducted branding sessions with groups on campus. The result of all of these efforts is Morrisville’s new brand – *Morrisville in Motion!*

The first new TV commercial has been launched on line. A local band, Honor Bright, provided the music for the commercial. Using Honor Bright helps to capture local interest and Ms. Roberts commented that she hopes to do more of this kind of advertising to promote the college. Mr. Jones asked if the College selects the news stories that appear on the website. Dr. Cross responded that since this is a U-Tube site, we cannot control the content.

There are a couple of marketing efforts through text messaging. Once we have student information we can text them and encourage more action and “motion” on campus. A mobile marketing game will be initiated where students will have to go around campus and find certain things and then they are entered to win $25 of Mustang Money.

*e-motion* is a newsletter that is going to be produced once per month replacing MOCHA.

Mr. Morgan asked whether or not more than two publications a year of *momentum* would be considered. Dr. Cross responded that the College is doing all of this new marketing effort within the existing budget and if another publication were added that might drive up the costs.

Ms. Roberts indicated that there are over 1500 people following Morrisville’s Face book site. This is a great way to communicate with prospective students and also let our current students know what is going on. Dr. Cross commented that it is interesting to watch the interaction between students applying to Morrisville and other students that have already been accepted. Mr. VerDow indicated that current students answer a lot of questions too.

The traditional view book has been updated to look more like face book. This publication makes a great travel piece for the Admissions counselors.

Over 1500 people signed up for the Tim McGraw ticket give away at the State Fair. Now we have 1500 people that we can send information to about Morrisville State College.

The members of the College Council indicated that they were impressed with the new marketing strategy which is more in line with what students are looking for.

**Mustang Weekend**

Dr. Cross reminded members of the College Council that Mustang Weekend was September 24-26. All College Council members are welcome to attend. The Stadium Grand Opening and the University Tailgate Party will be on Saturday just before the football game against Montclair State. The Hospitality
Suite will be open at 11:30 am. There will also be a field hockey game in the evening. The Equine Horse Sale is on Monday, September 27 with the showing the day before. Ms. Boland commented that there will be a shuttle running from the parking lot at the elementary school and also parking areas around campus.

**Student Government Report:**

Mr. Morgan welcomed Stephen Paravati to the College Council meeting and mentioned to the members of the College Council that both of his parents attended Morrisville State College, and Stephen’s father currently serves on the Morrisville College Foundation Board of Directors.

Stephen indicated that the SGO Executive Board is complete for the 2010-11 academic year. The members are:

Vice President – Oladipo Famuyiwa  
Director of Budgets – Megan Collins  
CAB Chair – Kristin Clark  
Secretary – Rebecca Barlow  
Director of Public Relations – Hans Keller

The Student Assembly is stepping up requirements for Community Service for all clubs. More clubs are attending so the member-at-large membership has increased. The two new clubs added last year – BSNA (Bachelor of Science Nursing Association) and CJC (Criminal Justice Club) – are becoming active. Since there are more students in bachelor degree programs, SGO is looking at a 4th semester gift. The SGO Club Fair and SGO Tips were held on September 9th. About 400 students attended the Club Fair which is up about 100 students over last year. Attendance was really good at SGO Tips where lectures were given on how to become student leaders.

**Cabinet Reports:**

**Interim Provost and Vice President for Academic Affairs:**

Mr. Morgan welcomed Ms. Christine Cring to the College Council meeting. Ms. Cring is the Dean of the School of Science and Technology but she is currently serving as the Interim Vice President for Academic Affairs. Ms. Cring commented that she was one of Larry Baker’s students when he was a faculty member here, and both her mother and her father-in-law graduated from Morrisville State College. While Ms. Cring serves as the Interim VPAA, Ms. Patricia Elko will be serving as the Interim Dean. Ms. Elko has been a mathematics faculty member at Morrisville since 1985.

Ms. Cring acknowledged the previous discussion regarding the number of staff taking advantage of the early retirement incentive. All of the retiree positions were left vacant for the fall semester and back filled with temporary people as a cost savings. The Deans spent considerable time reviewing the budget and worked hard to trim costs as much as possible. Ms. Cring indicated that the faculty are very willing to help as we face a budget shortfall.

Ms. Cring noted that in addition to cost savings, revenue generation opportunities are also being sought. The High Needs funding from the State was renewed this year. This grant was submitted by the Nursing and Business faculty four years ago and brings $248,000 to the campus each year for salaries in those areas. A NYSERDA grant was obtained this summer for LEEDS training and insulating equipment totaling $245,000.
The Middle States Self-Study Design was approved by Middle States over the summer. The campus self-study process has now begun. The fourteen standards by which Middle States measures its member institutions will be reviewed and we are required to give evidence that we are in compliance with each of them. A Steering Committee of 18 faculty, staff, administrators and a student representative, co-chaired by Paul O’Neil (Math Department) and Roxanna Pisiak (Humanities Department), have been meeting regularly since last January to oversee the process. The Steering Committee has established seven working groups involving about 143 faculty and staff members. The working groups are now in the process of conducting surveys, reviewing existing documents and interviewing administrators and others across campus to gather the data that will be needed. The first working draft of the self-study document should be completed in early 2011. The working draft will be reviewed by all campus constituencies, including College Council. The final report will be sent to Middle States during the summer of 2011. The campus visit will be in October 2011. The Middle States team will want to meet with the members of the College Council during their visit.

Ms. Cring indicated that the changes to TAP guidelines will create a number of problems for both the students and the college. If the new requirements had been imposed last year, 712 Morrisville students would have lost their TAP funding. Approximately half of our students have FAFSA information noting that their families cannot afford to pay anything toward their education. The average TAP award is $4000 to $5000. Losing that award would mean that many of our students could not pursue an education. Approximately 40% of this group of students would be first generation college students.

Work is continuing on new program development. The BArch degree is waiting comment at the State Education Department as is the Applied Psychology BS degree. Faculty are currently working on the following new programs: Nutrition BS, Baccalaureate in Food Production, Associates in Food Production, Technical Theater BS, Residential Construction AAS, Interior Design AAS and an Automotive Engineering BS.

Mr. Morgan asked Ms. Cring to convey to the faculty and staff that the College Council is very appreciative of their moving forward with program development and “thinking outside of the box,” which will certainly help the College survive in the years to come.

Vice President for Administrative Services

The Steering Committee on the Facilities Master Plan has been working. A study of the use of each facility on campus is being done – what size rooms are needed, etc.

The Sheila Johnson Design Center should be completed by mid-November. This facility has geothermal heating and the College is applying for Gold LEEDS certification. Mr. Baker asked if the equipment for that building would all be new. Dr. Cross responded that it would be. The Grand Opening of this facility will be on March 4 and Dr. Sheila Johnson will be here for the ceremony.

Additional space is needed in the Student Activities building for the new Technical Theatre degree program. An area behind the stage will be renovated for this need. Ms. Boland indicated that the renovations are currently in the design stage. The preliminary designs should be finalized on October 6. The renovations should be out for bid in the spring, but hopefully the renovations to the gym can be moved up in this process. Mr. Morgan suggested that the footprint for STUAC must be just about maxed and asked where a second pool could be built at some point in the future. Dr. Cross responded that a new pool could be built between the Rec Center and the Ice Rink and that area would be easily accessible to the community. He commented that the cost of maintaining the swimming pool has been
about $50,000 a month. Ms. Boland indicated that since the existing pool was not the proper length for competitions, the swim team was not able to utilize it.

The basement of Hamilton Hall (where Architecture is currently located) will be renovated for the Video Journalism program. This project is currently in the design phase. It should be going out for bid in late January 2011 and completed in July 2012.

Renovations to Bailey Hall should start soon and should be completed by August 2012.

Ms. Jean Boland is the Chair of the VPAA Search Committee. A nationwide search has been conducted and 30 applications have been received. Telephone interviews will begin in October and on campus interviews will be scheduled in November.

Ms. Boland outlined changes in the way that the Morrisville College Foundation is managed. The Morrisville Auxiliary Corporation has been contracted to perform the accounting function which will result in a more transparent and accountable financial management system for the Foundation and for the College.

The State Department of Health has rented laboratory space in Charlton Hall to study mosquitoes and ticks. They will pay an annual fee of $25,000 for use of this space.

Ms. Amy Barsha is now the person responsible for Grants, Placement and Workforce Development. Her office is currently located in Brooks Hall.

The third dorm renovation is beginning. Mohawk Hall is in the design phase with asbestos abatement beginning next summer and renovations complete by fall 2012. Ms. Boland indicated that continually upgrading of facilities helps to attract and retain students.

**Faculty Speaker Report:**

Speaker Sloan indicated that the Faculty Congress Executive Committee includes new representatives - Vice-Speaker: Al Muss, Parliamentarian: Sara Mansfield, Secretary: Sharon Boyce and the Interim Vice President, Christine Cring serve on the Executive Committee along with Speaker Sloan.

Speaker Sloan presented an overview of items that Faculty Congress is currently working on. An Ad Hoc Committee is being created to study the current Code of Academic Honesty and make recommendations on a more detailed procedure/policy. The purpose of each existing Standing committee of Faculty Congress is being reviewed to ensure the relevance of the committee and new committees are being created as appropriate. Faculty Congress is working with SGO to review the way that student reps are put on standing committees.

**Other Business:**

Mr. Morgan encouraged the members of the College Council to attend the October 15-16 ACT meeting being held at the Desmond in Albany. The ACT will be paying for all meals and the College will pay for one overnight and travel. The SUNY Chancellor will be attending along with some SUNY Trustees.
Mr. Jones asked for an update on the Honors House. Dr. Cross responded that the Honors House project was on hold waiting for the Alumni Board to raise the necessary money to start. He commented that this project probably will not get started until next year. The Alumni Board is extremely excited about this project and about raising the necessary funds. Mr. Jones asked about the status of the permit process. Dr. Cross responded that Mr. Gaslin was working on that.

Adjournment

Motion to adjourn by Mr. Arnold Fisher; seconded by Mr. Steven Jones. Meeting was adjourned at 12:14 pm.

Respectfully submitted,

Jo Ann Godfrey
Temporary Secretary to the College Council