

**Meeting of the Morrisville State College Council
5th Floor Board Room, Whipple Administration Building
Friday, February 29, 2008 – 10:00 a.m.**

Council Members Present: Chairman Arnold Fisher; Lawrence Baker; Susan Dietrich; Judith Noyes; Matthew Morgan; Hugh Riehlman; Alexander Herzog, student representative

Excused: James Dunne

Morrisville State College Staff Present: Ray Cross; Richard Carreno; Jessica DeCerce; Jo Ann Godfrey; James VanRiper; and Jason Zbock, Faculty Congress Speaker.

Chairman Arnold Fisher called the meeting to order at 10:05 a.m.

Introduction of New College Council Members:

Chairman Fisher introduced the new members of the College Council.

- Judith Noyes – Ms. Noyes served as the University Librarian at Colgate University for nineteen years. She just returned from overseas working with the Brackett Foundation. Ms.Noyes explained that the Brackett Foundation provides tuition and scholarships for children that otherwise would never have an opportunity to get an education. The Brackett Foundation funds 150 scholarships per year. Chairman Fisher welcomed Ms. Noyes to the Morrisville State College Council.
- Lawrence Baker – Mr. Baker has been a member of the Morrisville State College community for several years having served as an Instructor in the Business Division, Professor and Chairman of the Business Division, Vice President for Administration, Acting President and Assistant to the President for Special Projects. Chairman Fisher welcomed Mr. Baker to the Morrisville State College Council.

Minutes:

The minutes from the December 7, 2007 meeting were approved. Motion by Mr. Matt Morgan; seconded by Ms. Susan Dietrich.

President's Report:

Enrollment Management Report – Mr. Tom VerDow:

Mr. VerDow indicated the enrollment for spring looks good. Fall projections look quite optimistic. Applications are up 16.2% as compared to last year and almost 17% from two years ago. Acceptances are up a little, but deposits are up as well. Little increases all the way across. Mr. VerDow indicated that the admissions staff is working hard to turn applications into paid deposits. We are coming up on the spring recruiting season. Dr.

Cross noted the percent change 2007-08 on the *Fall Applications YTD Colleges of Technology* report. Mr. VerDow indicated that the Transfer Counselor, Heather Jones, is going out to community colleges. It looks like we are moving in the right direction. Mr. VerDow noted that Morrisville is up third in the State with New Paltz and Delhi still out performing us a little. Chairman Fisher told Mr. VerDow that he was “doing a great job and we are very proud of you. You have turned the whole thing around and that took a lot of work and a lot of traveling.” Mr. VerDow responded that he could not take all of the credit. Ms. Jessica DeCerce has done an excellent job with marketing and public relations. Three-quarters of the admissions staff are brand new, but they are great people. Mr. VerDow indicated that the faculty has really stepped up as well. Mr. Matt Morgan thanked Mr. VerDow for providing the update on admissions and asked that the Council be kept informed as time goes on. Dr. Cross acknowledged that the college has struggled for a couple of years with a change in recruitment strategy that did not work and obviously needed to be changed. Tom VerDow has made over 100 high school visits plus programs and the admissions office as a whole has done over 600 high school visits and 400 programs. Mr. VerDow indicated that there is a feeling out there that something is going on at Morrisville, but we haven’t done a good job telling people what it is. We are now taking that message out there. We are doing different types of visits now. We are also meeting with high school counselors and letting them know what is happening at Morrisville. Dr. Cross acknowledged that the College did suffer a little from the loss of personal contact as well as not having as many bachelor degrees ready to go as we had hoped. Bachelor degrees are the kinds of degrees that students want in the future. Dr. Cross indicated that in just five more years this institution will be quite different. Ms. Susan Dietrich asked if it was the courses that Delhi has that makes them more successful, or is it the model that Delhi has? Mr. VerDow responded that Delhi has a good team, they work together well, and they work hard on the road. They let people know about the changes they have made. Dr. Cross commented that Delhi was flat for a few years; they made changes, and now are a little ahead of us in that spike.

Strategic Plan, Operational Plan and Dashboard Indicators

Dr. Cross reviewed the *Statement of Mission* and indicated that we are trying to keep this statement as succinct as possible. He reviewed *Our Vision* for the future and the *Seven Strategic Goals* that will be followed to achieve that vision.

The Operational Plan shows what we are attempting to do to achieve our goals. Anything in red has been completed. Anything in blue has been added since we originally drafted the Operational Plan. Target dates and responsibility are included.

The Dashboard Indicators have been extracted directly from the Operational Plan. There will be about 50 new programs by 2012. Dr. Cross noted that underneath each goal there is an indication of where we are and where we hope to be. Dr. Cross noted that Goal #4, *Intensify the Integration of Technology into the College Culture*, the student opinion of technology and the integration of technology on campus declined a little overall in spring 2007. The students became used to the network and it was slower. We have a new network now and it is the fastest – no one else has it yet. Mr. Morgan agreed that the

College has moved forward so fast with technology that student expectations are higher. As far as social activities, Dr. Cross acknowledged that there is not a lot to do in Morrisville. Goal #5 speaks to that. We have to compensate by having a lot of activities. The College has not been rated very highly in that category on the Student Opinion Survey. We are aggressively trying to change that and we hope that rating goes up in the spring. Mr. Morgan acknowledged that for many years, Morrisville was known as the “suitcase college.” Is that a statistic that is the same and should be included to see if opinions of support services really have changed? Dr. Cross responded that he wasn’t sure since it is very difficult to determine because each weekend that changes. He acknowledged that Morrisville has traditionally been known as the “suitcase college” and we want to change that so that students won’t want to go home and actually want to stay here. This is an issue that we are trying to deal with. Mr. Morgan acknowledged that Morrisville is a very diverse campus which is also a contributing factor.

Potential Florida Partnership

KESMARC is an Equine Sports Medicine and Rehabilitation Center run by Hub and Kirsten Johnson. They are the number one equine rehabilitation center in the world. Dr. Cross indicated that what they are doing is remarkable. We have a student there on internship and we would like to build a partnership with KESMARC. KESMARC is building a facility in Ocala in Marion County. Marion County has more horses than any other county in the world. Hub and Kirsten Johnson want to partner with Morrisville State College at this new facility. We would like to offer one year of our B.T. in Equine Science down there. They have a major donor, Robert Miller, who owns some property to the west of Ocala. He has indicated that he will build anything else we need in Florida. Hub and Kirsten want to work with us and utilize our students at this facility.

There is also the possibility that the owner of Charlotte Valley Farms near Ocala would like to donate his property to us. We are looking at this possibility too. This is a modern facility, 20 acres, 14 stalls, two apartments and an office. We are trying to assess what conditions would be attached to this transaction. It is possible that this could become more of a horse training center. This property is worth about \$1M. We are trying to determine how much it will cost the College maintain and operate this facility.

Jose Aybar, President of the Universidad de Caribe, located at Santo Domingo has approached us regarding the possibility of some equine training for Spanish speaking adults who have come to Florida. They want to partner with us. Dr. Cross indicated that we are also trying to evaluate this possibility.

Dr. Cross indicated that there are a lot of potential opportunities here, but at the same time, we are being cautious.

Chairman Fisher noted that he thought that Robert Miller was coming up here at the end of March to meet with the College Foundation. Dr. Cross acknowledged that he was not aware of that. Dr. Cross indicated that Robert Miller is the real estate developer in Florida that is very interested in developing the equine industry.

Update on Projects:

Dr. Cross indicated that he was still working on obtaining the \$4M that is to be invested in the biodiesel project by the Dormitory Authority. It is coming along well, but it is just a very slow process. It is very difficult in the state of New York to understand how the bureaucratic system works. We are also looking at changes that affect the operation of this and looking at some other ideas based on the type of system we develop. We still expect to break ground in June or July and we expect to be producing something by the end of the year. Three or four companies are trying to locate around our site. Chairman Fisher commented that NBT Bank is very involved in this project.

We are growing algae in partnership with Eltrex out of Rochester, New York. We are attempting to do that in an environment with elevated CO2 levels. The Controlled Environmental Agriculture – Smart Farming Project uses the outflow from the fish tanks to fertilize plants grown hydroponically. The plants and associated bacteria act as a biofilter to clean the water that is returned to the fish tank system. This is referred to as aquaponics. We are building a small greenhouse and are partnering with O'Brien & Gere and ESF. We would like to locate a pilot project at the State Fair.

The New York City public school system uses Styrofoam food trays and serves 850-880,000 meals per day – which is four million trays each week that are ending up in the landfill. We have been approached by Senator Krueger to see if we can determine if there is a way to use biodegradable trays instead of Styrofoam. Many of the biodegradable products are made in China and shipped to the US. We will be working with one or two New York City Schools in a pilot project using trays made out of potato starch. Dr. Cross indicated that he hopes to bring a manufacturer of biodegradable serviceware to New York so the cost of shipping to New York City will be reduced. Dr. Cross indicated that he believes that by using the biodegradable trays instead of Styrofoam, tipping fees will be reduced and ultimately the schools will save money.

Dr. Cross introduced Jo Ann Godfrey to the members of the College Council. Joyce Malloy retired in December and Jo Ann has accepted the Executive Assistant to the President position.

Dr. Cross introduced Mr. Jason Zbock to the members of the College Council. Mr. Zbock is an Assistant Professor of Mathematics and is currently serving as the Speaker of Faculty Congress.

Cabinet Reports:

Vice President for Administrative Services

February 26 was SUNY Day in Albany. Dr. Cross, Mr. Carreno and Ms. DeCerce attended and met with several legislators.

Governor Spitzer has proposed creating an Endowment for Public Higher Education. To make this possible the Governor has proposed an initial investment of \$4 billion to create the Higher Education Endowment. The Governor has proposed unlocking the value of the New York State Lottery as a method to fund the Endowment for Public Higher Education.

Mr. Carreno indicated that he was fairly confident that Morrisville will get \$4M in Maintenance and Repair money. The first meeting to discuss the renovations to STUAC was last week. We are currently looking at replacing the gym floor and doing something with the fitness center and the pool area as well as reconfiguration of some common spaces to address student, athletic and community needs. Classrooms and the Technology Center need to be upgraded in Charlton Hall as well as the classrooms in Bailey Hall.

The Strategic Initiatives are fluid and have already increased. Upgrades to the Athletic Fields, a new Diesel Technology Center and a campus beautification (improvements to drainage, updating landscaping, reconfiguring campus traffic by repositioning and repaving sidewalks and repairing damaged sidewalks) are planned.

Dr. Cross commented that we have to be able to do these things, but at the same time we cannot overextend our budget. We need to invest wisely. Mr. Morgan commented that the cost of materials and construction costs are increasing, so it is better to invest in the infrastructure now rather than waiting. Dr. Cross agreed and cited the increase in the cost of renovating Galbreath Hall. He indicated that 80% of SUNY's buildings are over 30 years old. Dr. Cross encouraged the Council to help persuade our legislators of this need across SUNY.

Mr. Carreno explained that the Audit and Internal Control Act of 1987 requires that all state-operated campuses of SUNY establish and maintain a system of internal controls and an ongoing Internal Control Program. We are in the process of making sure we are in compliance with these regulations. Certain departments are doing risk assessments and are completing an internal audit. Mr. Carreno indicated that the college needs to certify compliance by the end of March.

Mr. Carreno indicated that the CSEA and UUP contract negotiations have reached an agreement with a 3%-3%-3%-4% increase over the four year period of the contracts.

Mr. Carreno indicated that he had met with the Architect and a representative from the Construction Fund to discuss the new Applied Design Center and the renovations to the dairy barn. We are trying to retain as much of the existing barn appearance as possible by preserving the roof and including a silo structure. Construction should start in about a year with the projected occupancy of fall 2011, but we are hopeful that it will be ready in 2010. Mr. VerDow commented that the prospective students and parents will have a different perception of this college when they see this new building along with the upgrade to the athletic fields. The addition of football at Morrisville increased the FTE's

by almost 150 and Mr. Morgan commented that he was pleased to hear about the planned upgrades to the athletic field.

Mr. Carreno outlined some additional projects:

- Commons II – construction should begin late March to early April. This building should be completed by Spring 09 with a Fall 09 occupancy.
- Auto Tech II – this building should be completed this spring and we plan to move into it over the summer.
- Cayuga Hall has been going through a \$4.5M renovation and should be ready for Fall 08 occupancy.
- Oneida Hall will be going through renovations this fall.

Chairman Fisher explained to the Council that with the construction of Commons I, we are able to shut down one dorm for renovations.

Mr. Carreno asked the members of the College Council to let Jo Ann Godfrey know if they are going to be participating in the Commencement ceremonies on Saturday, May 17. Dr. Cross advised the Council that the Commissioner of Agriculture, Mr. Patrick Hooker, has agreed to be our commencement speaker. Mr. Hooker is a graduate of Morrisville State College.

Interim Provost and Vice President for Academic Affairs

Update on New Academic Programs:

- BT Information Technology: Cybersecurity – *SUNY approved pending hire*
Mr. VanRiper indicated that he hopes to have this approved by fall 2008. However, it will be a full year before we see a lot of growth because of timing. We do need to hire a Ph.D. We have had a search but it is a difficult area to fill with a Ph.D.
- B.B.A. Video Journalism – *Internal & External Review completed*
Mr. VanRiper indicated that this is an expensive program to start, but he thinks that it will be a good program for Morrisville. It is a very technology-based program so it fits well with our mission.
- B.T. Criminal Justice – *currently in local review*
Mr. VanRiper indicated that some of these courses are already being offered on campus and they are in high demand.
- B.T. Technology Management – *currently at SUNY*. This curriculum is for students who most likely will work for someone else providing some type of technology that the business needs.
- Autobody AAS proposal is being reviewed by the State Education Department.
- Applied Psychology BS – the External Review has been completed.
- Nutrition Management BT – is undergoing local review.
- Business Administration BBA – is undergoing External review.
- Equine Science and Physiology BS – is undergoing local review.

- Working on a new curriculum in wooden boat building and restoration. This will be a nice addition to our Wood Technology program.
- We are planning to add an AAS Residential Construction Program which will be in addition to the AOS program.
- As we develop Bachelor degrees, it gives us an opportunity to go back and review existing associate degrees. Now that we are going to have a Journalism Bachelor's degree, it has become clear that it would be better for students to have an A.A. degree in Journalism rather than an AAS degree.
- The Sports, Nutrition and Fitness Management program is being revised to fit better with the Human Performance and Health Promotion degree.
- New program ideas being considered: Some type of Event Management (either an option or a degree). There would be a need for graduates at equine events, flower shows and the State Fair, for example. Technical Theatre will probably be something we will pursue. Optical Technician (AAS) at the Norwich Campus and Aquaculture or Aquatic Science (BS or BT) on campus have also been suggested.

Morrisville State College is partnering with SUNY Oswego, Cayuga Community College, the Institute for the Application of Geospatial Technology (IAGT), and the Auburn/Cayuga Development Corporation (A-CDC) to form the Center for Energy Education and Economic Solutions (CEEE). We have received a \$300,000 grant for a project to provide a better understanding of alternative energy projects and their capabilities to promote both economic development and emergency preparations. The Center will be involved in two separate but related projects:

1. The development of guidelines and best practices to promote energy independence as a tool of economic development and as a viable alternative in times of disaster, and
2. The creation of educational and training modules for businesses, governmental agencies and education, utilizing sophisticated geospatial technologies to advance understanding and skills on the value of energy independence for economic development and disaster preparation.

The Library has undergone some renovations to accommodate the Academic Enrichment Center (EOP, CSTEP and the Academic Skills Center). These services have not been available all in one place before. This move is expected to be accomplished during the spring break in March. Dr. Cross suggested that at the next College Council meeting in April, he will plan to take the Council to the Library to show them the new Academic Enrichment Center.

Emergency Response Plan

Ms. DeCerce indicated that the Emergency Response Plan is currently being reviewed and updated. The recent Virginia Tech incident is certainly weighing heavily on everyone's mind. We have participated in a tabletop exercise with some outside law enforcement agencies, with our University Police, and campus administrators.

Communication in a time of emergency is critical. We plan to talk with the faculty and staff before the end of the spring semester, give them an idea of what we have discussed and obtain feedback. We also plan to have a tabletop exercise with the faculty and staff at some point.

SUNY has provided everyone on campus with the opportunity to sign up for New York Alert by providing their contact information (telephone number, cell phone number, email). This system provides the ability to contact people in a number of different ways in the event of an emergency.

We will have the capability of taking down the front page of our web page so that we will be able to get messages out to the campus community quickly.

Mr. Morgan commented that the State Fair has table top exercises every year and they are very important. The Department of Ag and Markets is working on something that would be very useful to the College with all of the livestock that are here. Mr. Morgan indicated that he would have “Joe” get in touch with the college.

Student Government Report:

Mr. Alex Herzog is the current President of the Student Government Organization replacing Ahmed Rafiq. Mr. Herzog is an Engineering Science major from Cooperstown, New York who will be graduating this coming May. Mr. Herzog indicated that he has been a member of the Student Government Organization and had just recently moved up to the position of President. SGO had been functioning with only three of the six members, but now all positions are filled. The new Vice President is Armando Franco; Budget Director is Calikatherin Kukenberger; Cab Chairperson is Kyle Russ; Secretary is Kristin Clark; and Public Relations Chairperson is Ryle Watson. Elections are coming up soon. There will be open forum style debates between the applicants for the elected positions of President, Vice President and Director of Budgets.

There are seven new clubs interested in starting up. Mr. Herzog indicated that the process of accepting new Clubs has been redesigned.

More events have been scheduled for students on the weekend. During the fall of 2006, 112 events were put on during the weekend by SGO and Clubs and Organizations with 5858 students attending. During the fall of 2007, 200 events were put on with 10,520 students attending. Mr. Herzog indicated that the previous CAB Chairperson did a great job with this.

The Assembly has been active this semester with good attendance and good discussion.

Faculty Speaker Report:

Mr. Jason Zbock, Speaker of Faculty Congress, updated the members of the College Council on the different issues that have been under discussion in Faculty Congress.

Faculty Congress has been reviewing the existing academic review options and an Early Dismissal Policy. Voting on these drafts will take place on March 4. The Ad-hoc committee on Academic Review Options is continuing to compile a list of recommendations to be considered by Faculty Congress. Operational definitions of Academic Warning, Academic Probation, Conditional Semester, and Structured Semester have been established.

Faculty Congress has been working on developing the 2009-10 and 2010-11 academic calendar proposals. Information has been requested from Ms. Whitney regarding what other institutions do at the end of the semester specifically with the length of final exam week, academic review, and other end of the semester academic activities.

Faculty Congress will be considering proposed revisions to the promotion procedure. These revisions will help clarify what information should be presented to the promotion committee for consideration.

The faculty and the General Education Assessment Committee are working hard to meet the state mandate while at the same time developing a process that is useful.

Mr. Zbock announced that in January 2009 Morrisville State College will be hosting the University Faculty Senate 151st Winter Plenary. There will be 50-75 Faculty Senators here from other SUNY campuses. This will provide Morrisville with a great opportunity to show off our campus.

Mr. Matt Morgan suggested that Mr. Zbock remind the faculty that planning for internships needs to start early in the semester. He explained that he had attempted to secure internships last year for some students, but he was unable to get in touch with the appropriate individuals at Morrisville. Mr. Morgan suggested that as Speaker of Faculty Congress, Mr. Zbock could remind everyone that it is important to return phone calls regarding internship possibilities.

Council Item:

Resolution to approve curriculum advisory committee appointment of Paula Ford to the Business Administration Advisory Committee -

The members of the College Council considered the appointment of Paula Ford, Branch Manager at Key Bank in Morrisville to the School of Business, Business Administration Advisory Committee. Key Bank has been a supporter of Morrisville State College for many years. Motion by Matt Morgan; seconded by Hugh Riehlman.

Other Business:

Mr. Morgan encouraged the new College Council members to join the Association of Council Members and College Trustees (ACT).

Dr. Cross indicated that pictures of the new Council members will be taken at the conclusion of today's meeting.

Dr. Cross indicated that the resolutions for the outgoing Council members will be ready for consideration at the next College Council meeting in April.

Adjournment:

The meeting was adjourned at 12:04 pm. Motion by Mr. Matt Morgan; seconded by Mr. Larry Baker.

Respectfully submitted,

Jo Ann Godfrey
Temporary Secretary to the College Council