At 4:30 pm, Trustee Hamlin called the FLCC Board of Trustees Education & Planning Committee meeting to order.

Business
Review February 2015 committee minutes
No revisions

SUNY Distinguished Professor status
Provost Fragnoli introduced a SUNY program that community colleges are eligible to opt into.

Created by the State University Board of Trustees as a prestigious system-level distinction, the Distinguished Faculty Rank (DFR) programs recognize and reward SUNY’s finest and most accomplished faculty. The Distinguished Professorship (DP), Distinguished Service Professorship (DSP), Distinguished Teaching Professorship (DTP), and Distinguished Librarian (DL) are designations that constitute this highest system tribute conferred upon SUNY faculty.

Distinguished Faculty Rank programs encourage ongoing commitment to excellence, kindle intellectual vibrancy, elevate the standards of instruction and enrich contributions to public service. They demonstrate the State University’s pride and gratitude for the consummate professionalism, the groundbreaking scholarship, the exceptional instruction and the breadth and significance of service contributions of its faculty. In addition, Distinguished Faculty are automatically members of the SUNY Distinguished Academy, which encourages a renewed commitment to quality instruction, service to our campuses and the State, and strong leadership development for newer faculty.

All SUNY Community College campuses may nominate faculty. In a SUNY Community College’s first year of participation, its Board of Trustees and President must sign a letter indicating their willingness to participate. The letter must also state their college’s intention to designate these Professorships as either an honorific distinction or a change in faculty rank.

Provost Fragnoli explained that the nomination process is quite rigorous. The primary reason for FLCC to opt in is because the college has exemplary full professors who are viable candidates to receive this distinguished award. She further explained that this honorary distinction, if awarded, would be accompanied by a one-time monetary award (not added to base salary) of $5,000, the same level as the state operated campuses.
In response to a question from Trustee Sheppard, Provost Fragnoli explained that opting in to the program versus submitting a nomination demonstrates the college’s commitment to the faculty member and the rigorous nomination process. She also stated that there are other SUNY community colleges that have opted into this program.

Dr. Risser commented that FLCC has outstanding faculty who deserve the opportunity to apply for this award. She plans to present a resolution at the April meeting for trustees’ consideration that would approve the College’s participation in the Distinguished Faculty Rank program.

**Viticulture Center articulation agreement w/Cornell**
Provost Fragnoli reported as an item of information that FLCC and Cornell University, College of Agriculture and Life Science (CALS), have entered into a memorandum of understanding (MOU). The purpose of this MOU is to formalize and expand a framework of cooperation between FLCC and CALS in order to develop mutually beneficial collaborations and exchanges as well as to enhance opportunities for students. Provost Fragnoli stated that, among the benefits of this MOU, FLCC Viticulture & Wine Technology students have the opportunity to transfer to Cornell with full junior status.

**Civil Rights Compliance Review**
Dawn Hess, Director of Enterprise Risk Management and EHS, presented an overview of the timeline and activities for the Civil Rights Compliance Review process.

**Discussion:**
- The number of classrooms impacted by this review
- How/if the Geneva facilities will be included in the review
- Anticipated expenditures to correct identified deficiencies

**Resolutions**

**Adjust the Professional Service Positions Roster**
Provost Fragnoli presented this resolution to revise the professional service positions roster as follows:

<table>
<thead>
<tr>
<th>New Title</th>
<th>Previous Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinator of the Writing Center (2.23.15)</td>
<td>Director of the Writing Center (9.2.09)</td>
</tr>
</tbody>
</table>

**Discussion:**
Trustee Sheppard:
- Explanation of the process to approve adjustments to the professional service positions roster
- Does the Ontario County Board of Supervisors need to approve these adjustments (No)
- Is there a change in salary (No)
- Is the current employee contract affected (No)
- Were position adjustments vetted through the Professional Association (Yes)

Trustee Hicks
- No increase in salary
- Improves efficiencies and services to students
Trustee Blazey

- In addition to SUNY, is the State Education Dept. notified? No, not necessary to communicate with SED

There being no further business, at 5:02 p.m., on motion by Trustee Hicks and second by Trustee Sheppard, the Board of Trustees Education & Planning Committee adjourned.

Prepared by, Submitted by,
Karen A. Hopkins Trustee Barbara R. Hamlin
Assistant Secretary of the Board Member, Education & Planning Committee

Next meeting: Wednesday, April 1, 2015; 4:30 p.m.; Carpenter Board Room

Trustee committee members
Dr. Karen Blazey, Joan Geise, Barbara Hamlin, John Hicks, John Sheppard, Gabrielle Wilkins

FLCC staff liaisons
Kristen Fragnoli, Grace Loomis, Carol Urbaitis
At 5:02 p.m., Trustee DeVaney called the FLCC Board of Trustees Finance & Facilities Committee meeting to order.

Business
Review February 2015 committee minutes
No revisions

FLCC 2014-2015 operating budget
Mr. Fisher presented a comparison of operating budget revenues and expenses to the prior year. He made specific mention of Gemini tuition revenue and the chargeback billing cycle, and noted that fall and winter tuition revenue is above budget projections. Mr. Fisher also mentioned the estimated fund balance projection as of August 31, 2015.

Facilities update
FLCC Viticulture and Wine Center:
- A ribbon cutting ceremony is scheduled on Friday, March 6, 2015
- Tank installation is underway
- Vineyard equipment out to bid
- The College is working with the County to obtain a Certificate of Occupancy for the Winery.

Geneva Campus Center:
- Electrical and plumbing work is underway
- Steel work will start on March 16, 2015

Main campus first floor bathrooms project:
- Renovations are underway
- Project is scheduled for completion by May 1, 2015

CMAC stage renovation:
- Demolition began today
- Project will be completed by the end of April 2015
Resolutions

Bid Acceptance: Restroom Supplies

Mr. Fisher presented this resolution to accept the following low responsive/responsible bidders that met specifications for the purchase of restroom supplies as follows:

- Items #1/1A hand towels with coordinating dispenser: The Westcott Group, Inc, 225 Mushroom Blvd., Rochester NY
- Items #2/2A bath tissue with coordinating dispenser: Economy Paper Co., Inc., 1175 E. Main St., Rochester NY
- Items #3/3A hand soap with coordinating dispenser: Regional Distributors, Inc., 1281 Mt. Read Blvd., Rochester NY

Approve the addition of roadway lighting behind CMAC

Mr. Fisher presented this resolution to approve the addition of lighting along the roadway behind CMAC by the Friends at the sole expense of the Friends of the Constellation Brands–Marvin Sands Performing Arts Center, Inc.

There being no further business, at 5:16 p.m., on motion by Trustee Mihalik and second by Trustee Hamlin, the FLCC Board of Trustees Finance & Facilities Committee meeting adjourned.

Prepared by, Submitted by,
Karen A. Hopkins Trustee James DeVaney
Assistant Secretary of the Board Chair, Finance & Facilities Committee

Next meeting: Wed., April 1, 2015, Carpenter Board Rm., immediately following the Education & Planning Committee meeting

Trustee committee members
James DeVaney, Donald Cass, Barbara Hamlin, Stephen Martin, Donna Mihalik

FLCC staff liaisons
James Fisher, Joseph Delforte
Finger Lakes Community College Board of Trustees  
Wednesday, March 4, 2015  
Presiding: Trustee M. Joan Geise, Chair

Trustees Present: Donald Cass, James DeVaney, Joan Geise, Barbara Hamlin, John Hicks, Stephen Martin, Donna Mihalik, John Sheppard, Gabrielle Wilkins

Trustees Excused: Dr. Karen Blazey

Staff Present: Dr. Barbara Risser, Joseph Delforte, James Fisher, Kristen Fragnoli, Karen Hopkins, Milton Johnson, Grace Loomis, Mary McLean-Scanlon, Dr. Joseph Nairn, Amy Pauley, John Taylor, Carol Urbaitis

Guests: none present at this meeting

Media Present: no representatives present at this meeting

At 5:30 pm, Trustee Geise called the FLCC Board of Trustees meeting to order.

Privilege of the Floor (Public Comment)

No speakers

Approve the Consent Agenda

Trustee Geise called for a motion to approve the following consent agenda items:
- February 4, 2015 committee/regular meetings minutes
- Bid acceptance: Restroom Supplies
- Approve the addition of roadway lighting behind CMAC
- Adjust the Professional Service Positions Roster

There being no discussion, on motion by Trustee Hamlin and second by Trustee DeVaney, the FLCC Board of Trustees unanimously approved the aforementioned consent agenda items.

Chair’s Report

Trustee Geise referenced the written Chair’s Report included in trustees’ meeting packet.

Trustee Geise asked trustees to forward names of prospective Foundation Board members to her attention.

Trustee Martin provided the following update on the activities of the ad hoc committee:
- Convened meetings on February 4 & 5 and on March 3
- Plan to recommend that that Board follow the Modern Rules of Order manual for Board operations

Trustee Geise asked Karen Hopkins to order the Modern Rules of Order manual and send to all trustees as soon as possible. She thanked Trustees Martin and Hicks for their expedient actions on behalf of the Board of Trustees.

President’s Report

Dr. Risser referenced the written President’s Report included in trustees’ meeting packet.

Trustee Hicks asked if there will there be additional issues to address in future Middle States reaccreditations. Dr. Risser explained that, yes, there will be additional areas of focus because of the newly revised Middle States Standards of Excellence. She announced the Mary McLean-Scanlon, the college’s Middle States liaison, will attend a conference focused on the Periodic Review Report and the new standards of excellence.
Dr. Risser stated that the college would begin an audit of each standard by breaking them down into individual elements and identifying the person/s responsible for each element.

Trustee Sheppard asked who selects the final strategic plan projects. Dr. Risser explained that because these projects are funded through a Board-designated fund, trustees have final approval.

**2015-16 Legislative Priorities for SUNY Community Colleges**

Dr. Risser reported that she is discussing this document in one-on-one meetings with state legislators. She encouraged trustees to contact their state legislators to stress the necessity of increasing base operating aid by $250 per FTE student from the current funding level of $2,497/FTE for this year.

Dr. Risser also shared her poll of community college presidents on the SUNY assessment bill. The majority responded that their trustees are uncomfortable with the SUNY assessment and are concerned about local control, but will probably decide to pay the bill, or that their trustees are looking for a middle ground – perhaps agree to pay this year with a letter stating they expect the chancellor to negotiate before a second bill is sent, as she has promised.

**Committee Reports**

*Education & Planning Committee: Trustee Blazey*
No report

*Finance & Facilities Committee: Trustee DeVaney*
No report

*Audit & Enterprise Risk Management: Trustee Mihalik*
No report

**Trustee Liaison Reports**

*FLCC Association: Trustee Hamlin*
Written reports in packet

Carol Urbaitis added that the housing refinancing project closed on March 2, 2015, and that Stephanie Carpentier did an extraordinary job of bringing this project to a satisfactory resolution.

*FLCC Foundation: Trustee Geise*
Written reports in packet – no discussion

*FLCC Projects Committee: Trustees Blazey, DeVaney*
No report

*FLCC Student Corporation: Trustee Sheppard*
Written reports in packet – no discussion

*Student Perspective: Trustee Wilkins*

FLCC mascot:
- A survey is currently underway and closes on March 14, 2015
- Top three choices will be submitted to a graphic designer who will create three different designs for each choice
- The official college mascot will be announced on May Day

Student Corporation elections:
• Process begin next week – applications available beginning March 13
• The campaign ends on April 13
• Voting will be open from April 13-17

Other announcements:
• A multicultural celebration will be held from March 23-26 in Stage 14
• Early College Awareness program applications are available in Student Life
• The Women’s Leadership Program at Midlakes HS begins on March 9

Discussion Item: Enrollment Management: Challenges & Opportunities
Carol Urbaitis introduced this month’s discussion topic, and provided a brief overview of the four articles provided to trustees in advance of this meeting.

The first article, *Enrollment Management in Community Colleges*, provides an overview of how enrollment management differs at community colleges in comparison to four-year institutions and the specific challenges we face in managing enrollment as an open access institution.

The second article, *New Data Show Slowing National Enrollment Decline*, speaks to national trends regarding postsecondary enrollment at two- and four-year colleges, both public, private, and for profit.

The third article, *With Enrollment Low, Stakes are High, a Community College Learns*, provides a brief case study of Patrick Henry Community College, which is part of the Virginia community college system and is a rural community college. The article focuses on the critical link between enrollment projections and the budget development process.

The fourth article, *As Prices Rise, Colleges are Offering Students Steeper Discounts, Again*, relates to private colleges’ practice of discounting their tuition rates, a common practice utilized to recruit new students.

Challenges
• National enrollment data
• Competition
• Economy
• Changes in high school demographics through 2019
• Cost of attendance comparison
• Declining resources for FLCC

Strengths
• High level of market awareness
• Signature programs unique to FLCC
• Partnerships with service area high schools: Gemini
• Retention initiatives
• Data driven decision making
• Marketing and recruitment strategies
• Strong media coverage
• Community events held on campus provides broader public exposure to the college

Discussion: focus on enrollment, retention, graduation rate; factors that resulted in a six-year enrollment increase of 21%
In spite of challenges, FLCC continues to outperform the market
Provost Fragnoli facilitated a discussion of the following questions:

**From your perspective, what are the College’s strengths that have allowed us to outperform the market in terms of maintaining enrollment?**
- Niche markets with unique programs (Viticulture, Conservation, Music Recording)
- Ensure that there are plans in place to expand unique programs and build on the strength of these programs
- Online degree programs
- Gemini
- Act on opportunities for new programs (i.e., Casino Lago)
- As the north shore project is developed, identify academic opportunities for the population that will occupy the new housing; react to significant economic influxes
- State of the art facilities
- Opportunities for students to be involved in clubs, leadership roles

**From your perspective how can we effectively communicate those attributes?**
- High schools invite alumni to speak as an ambassador from their college

**What are some strategies we might consider in order to capture more of the untapped adult market in our service area?**
- Market to senior community
- Develop programs geared toward people in their 30s and 40s (would need to provide daycare and financial assistance)
- Need to market while addressing barriers to enrollment (i.e., space, cost, etc)
- Offer additional classes at non-traditional hours (evenings, weekends)
- Certificate options – update skills – especially business-related, i.e., non-credit workforce development, credit bearing; link to current programs (New Media, Business, etc)
- Nursing continuing education credits (for certification requirements)

**Discussion:**
- College does not receive state aid for non-credit bearing course offerings
- Brand exposure to non-credit offerings would provide visibility to credit-bearing course offerings
- Benefit of word of mouth about exceptional experiences at FLCC
- Responsiveness by the college to the need for changes to a curriculum; discussion of the process to obtain SUNY approval
- Experiential learning is a major curricular change to all programs; difficult to identify all internship opportunities within Ontario County

**How do we influence the perception of the college in the marketplace to communicate our value to students as opposed to the competing 4 year schools who are offering deep discounts?**
- Articulation and transfer agreements
- Accelerated Nursing program

Dr. Risser thanked Carol Urbaitis, Mary McLean-Scanlon and Kristen Fragnoli for their efforts to prepare for a robust discussion of enrollment management-related issues.

Dr. Risser also acknowledged the creativity across campus regarding proactive enrollment strategies.

**Announcements**
No announcements at this meeting
Executive Session
The Chairman of the Board of Trustees called for a motion to convene an executive session to discuss collective negotiations pursuant to article fourteen of the civil service law. The FLCC Board of Trustees will not return to public session. At 6:43 pm, on motion by Trustee Martin, and second by Trustee DeVaney, the FLCC Board of Trustees entered into executive session for the above stated purpose.

At 7:02 pm, on motion by Trustee DeVaney, and second by Trustee Cass, the FLCC Board of Trustees moved out of executive session.

There being no further business, at 7:02 pm, on motion by Trustee DeVaney and second by Trustee Cass, the FLCC Board of Trustees meeting adjourned.

Prepared by,               Submitted by,
Karen A. Hopkins               Trustee M. Joan Geise
Assistant Secretary of the Board         Chair, FLCC Board of Trustees

Next meeting:  Wednesday, April 1, 2015, Carpenter Board Room
               Immediately following the Finance & Facilities Committee meeting