

Cabinet Retreat Meeting Notes September 6, 2013

Discussion of the Four Ps: Persistence, Performance, Principles, Pride:

Persistence:

- o What can we do to help students to persist?
- o Gateway courses – correlation for success, correct placement, engagement, advisement.
- o Educate parents/students of responsibilities & obligations of financial costs of higher education.
- o Student Success, Recruitment Activities, Admissions Counselors are speaking with all areas of campus (get stories to share with students).
- o Meet with department chairs, champions, study abroad groups, student affairs, business office, strengthsquest.
- o We need to define who we are.
- o Stress the importance of completing degree.
- o Build student employment opportunities.
- o Meaningful engagement of students.
- o Messaging – more education on philanthropy to campus.
- o CobyNow Messages – do a better job telling people how they can participate.

Performance:

- o Set high standards for ourselves and our students.
- o More professional development for supervisors.
- o Develop training – HR.
- o HR to be considered as a resource partner.
- o Continuous improvement ethos – how is it helping college & students?
- o Formalizing undergraduate research - get credit for research?
- o New program development.
- o Attention to on-line development.
- o CUR – Council on undergraduate Research.
- o Always be mindful of goals.
- o Consequences to actions.

Principles:

- o Group being formed by overarching principles – expectations - customer service.
- o Campus-wide training.
- o Lynn Berger will be helpful.
- o Increased focus on ITS.
- o Serve in a courteous manner.
- o Respect and support coworkers and students.

Pride

- o Take pride in mission of college.
- o Celebrate accomplishments.
- o Attend campus events such as Orange Carpet Reception.
- o Take pride in appearance.
- o Dress for Success?
- o Develop a Pride Task Force?

Have Campus Coffees to discuss the four Ps.

Enrollment Growth

- o 2468 now, 2512 last year.
- o 46% overall bachelor seeking, 42% last year.

- o Growth in new student enrollment; decline is in continuing students (impact of transfer mobility).
- o Losing at associate degree level.
- o Maintaining out-of-state level.
- o Decrease in new out-of-state students.
- o Gender ratio – pretty even.
- o Hired regional recruiters.
- o Hired downstate alum to work out of house.
- o Enhance NYC/LI – growing markets.
- o Western NY – decrease – no full-time recruiter needed.
- o Hired Social Media Enrollment Counselor.
- o Decrease in local area.
- o Re-emphasize marketing in local area.
- o Counselors have done a great job with open houses and ASDs – increase in available information.
- o Lower enrollment impacts budget.

Strategic Plan:

- o Status?
- o Integrate better with WeaveOnline.
- o 1st goal is student success.
- o All information was due to Sue by September 3.
- o Be specific in highlighted areas.
- o Academic Affairs sends information to FASP by September 10.
- o FASP will review and make recommendations by September 17.
- o FASP will forward response to Amy by September 24 for distribution to cabinet.
- o Deb and Carol attending FASP Committee Meeting on October 1.
- o The cabinet will review with the Strategic Plan Update and the FASP report; approved changes/priorities – October 2.
- o Final version of the Strategic Plan Update will be presented to the College Council and be posted on Sharepoint.

Other Guiding Documents:

Middle States:

- o Main concern – measurability outcomes, building targets/things to measure.
- o Developing a well-defined process for orienting faculty.
- o Collection & data of outcomes based assessment plans for student programs.
- o Middle States Standard 7 Report due now.
- o Middle States Standard 5 due next September.
- o 5-year reviews not what they used to be – every standard needs to be addressed.

Great Colleges to Work For Survey:

- o 27.7% response rate.
- o 311 surveys sent/86 respondents.
- o Respect and appreciation are overarching areas for improvement.
- o Focus on collaboration, communication, & respect – dovetails with the four Ps.
- o Concentrate on mid-managers to enhance.
- o Identify strengths – give assignments that speak to those strengths.

- Collective will – be part of the solution (Orange Carpet, Professional Development, Coffee Hours).

SOS Survey:

- Administered every three years.
- Last administered in Spring 2012.
- How can this fit with strategic initiatives?
- Instill pride in students (ie., Ag. Dinner).
- Help support student initiatives.
- What have we learned?
- Acceptance of differences.

June 30 Cash Analysis:

- IFRs, SUTRA – revenue generators.
- SUNY has a policy on unrestricted funds.
- 10 – 25% - SUNY considers allowable.
- 2012-13 - \$30 million.
- We have \$10 million.
- State controls funds; we have to “apply” for funds.
- Capital \$ - No new capital plan: 2013 – 2018 (\$11 million left – not able to spend).
- They gave us \$250,000 to spend until April; we can ask for more.
- Federal Financial Aid Audit could impact campus.
- Farm continues to lose money.
- We have to pay tuition credit gap.
- Budget requests will be going out in near future.