

**Buffalo State
State University of New York
COUNCIL MEETING
February 25, 2014, 4:00 PM
Cleveland Hall 518
MINUTES**

COUNCIL MEMBERS PRESENT: Chairman, Mr. Howard Zemsky; Mr. Jim Brandys (by conference call); Mrs. Melissa Brinson; Mr. Gary Brost; Ms. Linda Dobmeier; Mr. Mylous Hairston; Mr. Charles Naughton (conference call); Mr. Robert Zak; and Student Representative, Mr. Muhammed Sumbundu.

FACULTY & STAFF PRESENT:

Interim President Howard Cohen; Vice President for Finance and Management, Michael LeVine; Vice President for Student Affairs, Hal D. Payne; Vice President for Institutional Advancement, Susanne Bair; Chief Diversity Officer, Karen Clinton Jones; Chief Information Officer, Don Erwin; Chief of Staff and Secretary to the College Council, Bonita R. Durand; Associate Provost and Dean of the Graduate School, Kevin Railey; Dean, University College, Scott Johnson; Dean, School of Arts and Humanities, Benjamin Christy; Dean, School of Natural and Social Sciences, Mark Severson; Interim Dean, School of Professions, Rita Zientek; Dean of Students and Associate Vice President for Student Affairs, Charles Kenyon; Associate Vice President for Student Success, Daniel Velez; Associate Vice President of Housing and Auxiliary Enterprises, Tim Ecklund; Associate Vice President and Comptroller, James Thor; UUP Chair and Associate Professor of Technology, Richard Stempniak; Director, Corporate and Foundation Relations, Mary Dwyer; Associate Professor, Business, John DeNisco; Staff Assistant, Melissa Slisz.

CALL TO ORDER

Mr. Zemsky called the meeting to order at 4:05 pm.

CHAIR'S REPORT

Mr. Zemsky welcomed all to the Council meeting.

ACTION ITEMS

Mr. Zemsky called for a motion to approve the minutes from the December 3, 2013 meeting. Ms. Dobmeier moved that the minutes be approved; Mr. Hairston seconded the motion. The motion carried by unanimous vote.

Chairman Zemsky reported that on January 2nd Governor Cuomo appointed Robert Zak as a member of the Buffalo State Council for a term that ends June 30, 2020. Bob replaces Alphonso O'Neil-White, whose term expired in June, 2013. Also on February 5th Governor Cuomo appointed Todd Brason as a member of the Buffalo State Council for a term that ends June 30, 2019. Todd replaces Bill Bissett, whose term expired in June, 2012. Both Bob and Todd are leaving their positions as members of the Buffalo State College Foundation to join the Council. Chairman Zemsky congratulated Bob and Todd to the Council and thanked them for their past, present and future service to Buffalo State.

Chairman Zemsky also announced that the executive search firm of Academic Search, Inc. has been engaged to support Buffalo State's search for its ninth president. The search committee met on February 20th with Dr. Jessica Kozloff, president of the search firm. Mr. Zemsky reported that we are off to an excellent start. He will provide regular updates on the progress of the search via email. A dedicated email address of PresidentSearch@buffalostate.edu has been established if anyone would like to provide feedback or input for the search committee.

PRESIDENT'S REPORT

The President highlighted a few of the items that may be of particular interest to the Council: (see attached)

- The campus has surpassed its \$20 million Transforming Lives campaign goal in January 2014 – 5 quarters early!
- We have completed \$3.6 million in budget reductions from state general purpose accounts
- Buffalo State's Start Up NY plan has been approved by SUNY Chancellor Zimpher. It is now under review by Empire State Development Corporation
- In January the campus reestablished tabletop exercises for Emergency Response Resource Group
- As part of our enrollment growth strategies, Buffalo State revised several

admissions practices: automatic accepts; transfer student registration; etc.

- The President's Cabinet authorized wireless network installation for all student housing to be completed by Fall 2014.
- The President's Cabinet authorized purchase of scholarship tracking software to speed up award process.
- The Strategic Planning Council revised the campus mission, vision, values, strategic positioning and strategic directions statements for strategic plan
- President Cohen established a mid-term evaluation process for cabinet members
- An *ad hoc* committee of professional staff and faculty with marketing expertise established three marketing committees to develop plans for target audiences: parents; guidance counselors; and graduate school for current undergraduates
- The President held a discussion forum for issues in higher education for Council members, vice presidents, deans and department chairs at the president's house
- The President's Cabinet has initiated external assessment of campus police to be conducted by a national consulting firm, Margolis Healey
- Associate Vice President Mark Petrie has left Buffalo State for another position; Professor Bradley Fuster has been appointed Interim Associate Vice President while a search is being conducted to fill the position.

The President provided updates on the college's top six priorities for 2013-2014.

1. Enrollment Growth

Progress Update

- The Strategic Enrollment Steering Committee has taken some short-term steps, including:
 - Automatic acceptance for high school GPA of 85 or higher
 - Expedited review for GPA of 75-84.9
 - Increasing Compass program by 50 students

- Improved registration timeline for transfer students
- Intensified marketing of graduate programs to Buffalo State seniors
- Establishing 3+2 articulation agreements with Chinese universities
- Intrusive advising in University College
- Planning for expanded use of Map-Works early warning system

2. Strategic Planning

Progress Update:

The framework of the strategic plan has been developed and approved by the Planning Council:

- Mission, Vision, Core Values, Strategic Positioning and Strategic Directions statements have been approved by the College Planning Council
- Proposals for specific activities for each strategic direction have been circulated to the campus community for review and comment. Responses are due March 14.

3. Academic Program Array and Institutional Sustainability

Progress Update

- A report from the Academic Program Array Advisory Committee is due March 1.
- The Online Oversight Committee has produced a document specifying policies, procedures, protocols and best practices for on-line learning.

4. All Funds Budgeting

Progress Update

- A process and timeline for all state appropriated funds is in place for 2014-15 and 2015-16
- Our Business Intelligence System is now functioning with all state purpose accounts assigned within a reporting structure. First expenditure reports have been distributed to the president and vice presidents for reconciliation.

5. Economic Development

Progress Update

- Buffalo State's Start Up NY proposal has been approved by SUNY and is under review by ESDC
- We are exploring the possibility of leasing space close to campus to locate potential Start Up clients.
- We are also in conversations with around a dozen businesses that are interested in partnering with Buffalo State in this venture. Three businesses are in the application preparation stage

6. Facilities Planning for the Southwest Corner of Campus

Progress Update

- We are in conversation with the owner of the property on the Letchworth/Grant corner to secure a lot that will be required to build the Alumni House/Visitor Center
- We have raised \$1.5 million for the Alumni House
- We are engaged in a student housing master planning process to supplement the campus master plan
- We have deferred a decision to build additional student housing until we know whether private developers will be constructing student housing in the vicinity of campus

The President mentioned the following upcoming dates of events

- Spring Break Monday, March 24 thru Friday, March 29th
Classes will not be held but administrative offices will be open.
- Annual Honors Convocation Thursday, April 17th 12:15 pm Rockwell Hall
Buffalo State Scholarship Gala Saturday, April 26th - Campbell Student Union Social Hall
- Student Awards Ceremony Thursday, April 24th 4 pm Burchfield Penney Art Center
- Runway 6.0 Student Fashion Show Saturday, May 10th 3 pm and 8 pm
Campbell Student Union Social Hall

- Commencement Saturday, May 17th 10 am and 2 pm (undergraduate) and 6 pm (graduate) Sports Arena

Dean Kevin Railey provided the academic presentation on Carnegie Engaged Campus (see attached).

COMMITTEE REPORTS

Naming of Building and Grounds

Council member Gary Brost presented a resolution: to name the proposed Alumni House/Visitor's Center to be built on campus in honor of Jacqueline V. LoRusso (see attached).

Mr. Zemsky called for a motion to approve the resolution. Mr. Brost moved that the resolution be approved; Ms. Dobmeier seconded the motion. The motion carried by unanimous vote.

ADJOURNMENT

Mr. Zemsky called for a motion to adjourn. Mr. Zak moved for adjournment of the meeting and Mrs. Brinson seconded the motion. The motion carried by unanimous vote. The meeting was adjourned at 4:40 p.m.

Respectfully Submitted,



Bonita R. Durand, Ph.D.
Secretary to the Council

SUNY Buffalo State
Spring Quarter Report 2014
Howard Cohen, Interim President
Progress Updates to the Buffalo State Council
February 25, 2014

Since the Council last met there have been several activities and events at the college that are of interest:

- The campus has surpassed its \$20 million Transforming Lives campaign goal in January 2014 -- 5 quarters early!
- We have completed \$3.6 million in budget reductions from state general purpose accounts
- Buffalo State's Start Up NY plan has been approved by SUNY Chancellor Zimpher. It is now under review by Empire State Development Corporation
- In January the campus reestablished tabletop exercises for Emergency Response Resource Group
- As part of our enrollment growth strategies, Buffalo State revised several admissions practices: automatic accepts; transfer student registration; etc..
- The President's Cabinet authorized wireless network installation for all student housing to be completed by Fall 2014.
- The President's Cabinet authorized purchase of scholarship tracking software to speed up award process.
- The Strategic Planning Council revised the campus mission, vision, values, strategic positioning and strategic directions statements for strategic plan
- President Cohen established a mid-term evaluation process for cabinet members
- An *ad hoc* committee of professional staff and faculty with marketing expertise established three marketing committees to develop plans for target audiences: parents; guidance counselors; and graduate school for current undergraduates
- The President held a discussion forum for issues in higher education for Council members, vice presidents, deans and department chairs at president's house

- The President's Cabinet has initiated external assessment of campus police to be conducted by a national consulting firm, Margolis Healey
- Associate Vice President Mark Petrie has left Buffalo State for another position; Professor Bradley Fuster has been appointed Interim Associate Vice President while a search is being conducted to fill the position.

I am also pleased to provide the Council with the following progress updates on the college's top six priorities for 2013-2014.

1. Enrollment Growth

Buffalo State's enrollment peaked in fall 2011 and then declined in 2012 and 2013. The college must find ways to stem the decline and recapture the revenue that was lost along with student enrollments.

Buffalo State's task this year is to bring revenue and expenses back into balance, and the most productive way to do that is by growing enrollment. This project will be placed under the direction of a newly constituted Strategic Enrollment Steering Committee (SESC), but to be successful it will need to be an all-campus effort.

Immediate steps will be taken to address retention during this academic year and campus leadership will propose strategies to be more effective at recruitment and retention for next year and the years to follow.

Progress Update

- The Strategic Enrollment Steering Committee has taken some short-term steps, including:
 - Automatic acceptance for high school GPA of 85 or higher
 - Expedited review for GPA of 75-84.9
 - Increasing Compass program by 50 students
 - Improved registration timeline for transfer students
 - Intensified marketing of graduate programs to Buffalo State seniors
 - Establishing 3+2 articulation agreements with Chinese universities

- Intrusive advising in University College
- Planning for expanded use of Map-Works early warning system

2. Strategic Planning

Buffalo State's current strategic plan concludes this year, so it is time to once again create a plan that clearly articulates our strategic directions and that will position the college distinctively in regional higher education. The college needs to identify the value it offers and work to make that value a reality that is well understood.

Progress Update:

The framework of the strategic plan has been developed and approved by the Planning Council:

- Mission, Vision, Core Values, Strategic Positioning and Strategic Directions statements have been approved by the College Planning Council
- Proposals for specific activities for each strategic direction have been circulated to the campus community for review and comment. Responses are due March 14.

3. Academic Program Array and Institutional Sustainability

To build on Buffalo State's success, the college is at a stage of development where it needs to take a comprehensive look at its range of majors and minors, and to consider rebalancing the array of academic programs. In the context of strategic planning and enrollment declines, we will assess program opportunities in light of faculty expertise, student demand and regional needs.

One element of Buffalo State's program offerings that is growing in importance is the development of courses and programs delivered online. This is particularly important as it relates to SUNY's system-wide commitment to Open SUNY, an effort to extend the reach of our campuses to attract new students to a Web-based learning environment.

Progress Update

- A report from the Academic Program Array Advisory Committee is due March 1.
- The Online Oversight Committee has produced a document specifying, policies, procedures, protocols and best practices for on-line learning.

4. All Funds Budgeting

As Buffalo State works toward streamlining its budget processes, this year the college will build an “all funds” report for the college’s State General Purpose and fee accounts, with other accounts (i.e. Buffalo State and SUNY Research Foundation) to be added the following year.

Progress Update

- A process and timeline for all state appropriated funds is in place for 2014-15 and 2015-16
- Our Business Intelligence System is now functioning with all state purpose accounts assigned within a reporting structure. First expenditure reports have been distributed to president and vice presidents for reconciliation.

5. Economic Development

Buffalo State has a role to play in the economic development of Western New York, and SUNY has provided an important vehicle for the college’s participation in Start-Up NY.

Start-Up New York is an initiative of Governor Cuomo and the State Legislature designed to foster entrepreneurialism and job creation on a large scale through tax-free zones associated SUNY campuses (among others). Buffalo State will participate as a host to new and relocated businesses through a “launch” center providing space, services and opportunities for students and faculty to participate in the economic growth of participating businesses.

Progress Update

- Buffalo State’s Start Up NY proposal has been approved by SUNY and is under review by ESDC
- We are exploring the possibility of leasing space close to campus to locate potential Start Up clients.
- We are also in conversations with around a dozen businesses that are interested in partnering with Buffalo State in this venture. Three businesses are in the application preparation stage

6. Facilities Planning for the Southwest Corner of Campus

The southwest quadrant of the campus is a natural second front door for Buffalo State. The campus has a variety of needs and opportunities that could be situated there – additional student housing, an alumni and visitor center, additional parking, and community partnership spaces, to name the most obvious.

Buffalo State needs to determine the best use of that space and fit projects together so they complement one another. However when these plans take shape, it will allow the college to better serve the entire campus and outside communities and to help meet aspirations for the future.

Progress Update

- We are in conversation with the owner of property on the Letchworth/Grant corner to secure a lot that will be required to build the Alumni House/Visitor Center
- We have raised \$1.5 million for the Alumni House
- We are engaged in a student housing master planning process to supplement the campus master plan
- We have deferred a decision to build additional student housing until we know whether private developers will be constructing student housing in the vicinity of campus

**College Council Meeting
February 25, 2014**

**Carnegie Foundation - Elective
Classification for Community
Engagement**

**Background to process: The
historical contexts**

1. Central defining commitments of this institution since its inception:
 - Service to society
 - Commitment to opportunity and access
 - Commitment to social justice
2. At least a decade long extension of those commitments beyond the classroom, into the community, in partnership with agencies, community groups and organizations.
 - West Side Community Collaborative
 - The BELL Network
 - Learn and Serve Grant

**Background to process: The most
recent developments**

- President Podolefsky and Provost Ponton breakfast meetings.
- Provost Ponton—Series of meetings with group of interested people (CDC, VSLC, CEURE, SBDC)
- Group given charge to explore directions.
- Community Academic Center.
- Organized series of meetings with folks across campus.
- Coordinator of Community Engagement appointed – Gary Welborn.
- Recommendation to apply for classification

WORKING GROUP:

Gary Welborn, Laura Rao, John Siskar, Nancy Paschke, Debbie Renzi, Maureen McCarthy

- Submitted intention to apply – April 2013.
- Meeting every other week
- Travelled to Duquesne.
- Campus Compact Conference.
- Gathering information from all across campus
- Meeting with many people to gather information and clarify relationships.
- Application now in final stages.

Application

- I. Foundational Indicators
 - A. Institutional Identity and Culture
 - B. Institutional Commitment

Supplemental Documentation

- II. Categories of Community Engagement
 - A. Curricular Engagement
 - B. Outreach and Partnerships

54 questions, 46 pages, plus partnership grid highlighting 15 partnerships.

Highlights of organization

- Volunteer and Service Learning Center (VSLC)
- Community Academic Center (CAC)
- Center for Excellence in Urban and Rural Education (CEURE)
- Anne Frank Project (AFP)

- Burchfield Penney Art Center (BPAC)
- Professional Development School Consortium (PDS)
- Great Lakes Center (GLC)
- Center for Health and Social Research (CHSR)
- Small Business Development Center (SBDC)
- Center for the Development of Human Services (CDHS)

Highlights of findings

- Community engagement supported at all levels of the institution and all across institution.
- References to community engagement and to service learning exist throughout all our campus publications.
- Service Learning is represented in all four academic schools: 90 courses had SL components in 2012-13; 18% of freshman and 52% of seniors participated in service learning or volunteerism; 1,761 students in SL courses.
- Buffalo State supports a wide array of centers whose missions include substantial engagement with external constituents.
- In 2012-13, almost \$2 million in state dollars committed to community engagement work.
- And, almost \$2 million in external funding identified to support this work.

Why apply?

- Institutional identity.
- A prestigious benchmarking tool.
- Legitimacy and external validation.
- Focused reflection.
- Recognition of faculty and staff.

**What would the classification
mean?**

A deep and significant commitment:

- To our students.
- To the community and the public.
- To our faculty and staff.

QUESTIONS?

Contact information:
Kevin Railey
Associate Provost
Dean, Graduate School
raileykj@buffalostate.edu
878-5609

Naming of Building and Grounds Committee Report

**Buffalo State Council Meeting
February 25, 2014**

In accordance with the Guidelines for Naming Opportunities on State University Campuses; and in recognition of a gift to Buffalo State from Jacqueline V. LoRusso, '62, '64; the Buffalo State Council and Interim President Howard Cohen recommends the naming of the proposed Alumni House/Visitor's Center to be built on campus in honor of Jacqueline V. LoRusso.

Buffalo State will record this transaction in the record of named spaces maintained at the university pending approval by the SUNY Board of Trustees. Arrangements will be made to dedicate the Jacqueline V. LoRusso Alumni House and Visitor's Center in honor of Jacqueline V. LoRusso at a date to be specified.

Respectfully submitted,

William Bissett
Chair, Naming of Building and Grounds Committee

RESOLUTION

At its February 25, 2014 meeting, the Buffalo State Council recommended; and Interim President Cohen approved the recommendation to the SUNY Board of Trustees that the proposed Alumni House/Visitor's Center to be built on campus be named in honor of Jacqueline V. LoRusso.

Jacqueline V. LoRusso received a Bachelor of Science degree in Elementary Education from Buffalo State in 1962; she received her Master of Science degree in Elementary Education in 1964. Ms. LoRusso is a long-standing supporter of the college, both financially and in her generous use of time and talents.

A member of the Peterson Society, Ms. LoRusso's original bequest is designated to the Buffalo State Scholarship Fund. Her love of Buffalo State and music prompted her to make a significant gift to name a recording studio, which is part of the new state-of-the-art recital hall complex on the third floor of Rockwell Hall. It was officially named the Jacqueline V. LoRusso Recording Studio and Control Room in 2012.

Ms. LoRusso is a member of the Transforming Lives Campaign Cabinet, and also serves as a member of the Buffalo State Foundation Board of Directors. Her financial giving has supported scholarships, international education, and the Alumni Association. Through these gifts and scholarships, she hopes to bring the same to joy to other Buffalo State students that she has had as a student and alumna.

Pending approval by the SUNY Board of Trustees, this honor is given in consideration of a gift made to Buffalo State by Jacqueline V. LoRusso, '62, '64, and in recognition of many years of service as a member of the Buffalo State Community.

Howard Zemsky, Chair, Buffalo State Council

Bonita R. Durand, Secretary to the Buffalo State Council