

University Council Minutes

August 25, 2023

*Three publicly noticed locations were used:

4 Park Ave. New York, NY 10016

2875 Union Road, Suite 34, Cheektowaga, NY 14227 (AppleTree Business Park)

2 Union Ave, Saratoga Springs, NY 12866

Presiding Meeting: John Maggiore, Chair and President Lisa Vollendorf

Members Present: John Maggiore, Roberta Reardon, Arlene González-Sánchez, Donna Luh, Patricia Salkin

Administrative Staff: Rebecca Flinker, Andrea Hennessy

- I. Call to Order 1:02pm – Chairman John Maggiore
- II. Patricia Salkin made a motion to approve the minutes, motion passed unanimously.
- III. Report from the President Vollendorf
 - a. Dr. Vollendorf thanked the members of the Council for the continued opportunities to position Empire State University for success.
 - b. SUNY Empire ended the fiscal year with \$2.4M in the black. Strong fiscal position, as well as robust marketing and partnership strategy, has Empire State University poised for growth.
 - c. Enrollments are already 8% up from last year. Projections are based on 6% enrollment growth.
 - d. Patricia Salkin posed a question about SUNY policy for funding when institutions project growth:
 - i. SUNY Empire receives only 1.48% of total available State support, but we keep our revenues and are always thinking about how to best invest our reserves.
 - ii. SUNY Empire is in an almost unique position (projecting flat or growth) amidst four-year institutions in NYS
 - e. There is a possibility of turning 111 West into a conference center, which would be revenue generator and allow us to host constituents at a large location we own.
 - f. John Maggiore posed a question about whether there are recent internal strategies that have created waves:
 - i. Marketing as SUNY's leading online university – there is nostalgia for how Suny Empire used to identify, but we are leaning into how we are expanding and increasing access.

- ii. Students are increasingly showing us that they are less interested in meeting in person. When we close a location, we are often co-locating with community colleges.
- IV. Report from Senate, Thalia MacMillan – see attached.
- V. Report from Student Government President, Em Wasserman – see attached.
- VI. New Business:
 - a. Discussion of Empire’s role in driving education attainment and workforce development across NYS:
 - i. Andrea Hennessy (VP for Enrollment Management and Marketing) described how workforce development is made up of opportunities for, recruitment, upscaling, and retention.
 - 1. Plumbers Union on Long Island – location is being used to recruit. Internship, get college credits, complete your degree at SUNY Empire
 - 2. Northwell acquired smaller Doctor’s offices and are creating a cohort for office managers to have shared experience/mentorship and upscale skills.
 - 3. Giving benefits to organizations so their members can receive scholarships – we are Union Plus’s preferred educational provider.
 - ii. SUNY Empire/Union Plus did a press release Monday and we are thinking about how else we can push out our stories to the media.
 - iii. Patricia Salkin mentioned that Touro has experienced, over the last year, companies/organizations giving funding for scholarships for students to do internships and field placements with them in an effort to increase recruitment (primarily to underserved populations).
 - iv. Patricia Salkin also mentioned that HRSA is building grants that focus on Health Sciences
 - v. OASAS – there is funding for students to complete their bachelor’s in addiction studies.
 - vi. Starting this Fall, ACE-evaluated courses and credits will be able to be transferred to SUNY Empire. This is being extended to DOL employees. These are opportunities for adults learners to continue growing and for young learners to start their advanced learning.
 - vii. Dr. Vollendorf welcomed advice on prioritizing our resources and getting better networked across the state.
 - viii. Dr. Vollendorf will be going to 4 Park regularly to strategize in New York City and welcomes advice, help, and meetings.
 - ix. SUNY Empire’s graduate program makes up about 20% of the total portfolio and we are paying attention to the growth, primarily in Education.
 - b. Discussion of Next University Council dates. – Rebecca will send out proposed dates. Please send her any large conflicts for October and December.
 - i. John Maggiore reiterated policy to notice public locations (see below)

- c. Commencements dates for Winter 2023 and Spring 2023 have been set. Council is invited to attend.
 - i. Graduated 2200 students in the last year and approaching 100,000 alumni.

VII. Adjournment

- a. Motion to adjourn meeting made by Patricia Salkin seconded by Roberta Reardon. Motion passes unanimously.
- b. Meeting adjourned at 1:53p.m.

*Council meeting note:

The Executive Order that governed open meetings laws has expired, however, based on updates to the Open Meetings Law, we can now hold University Council meetings in multiple locations, if they are open to the public and noticed ahead of time.

“Any member who participates at a physical location that is open to in-person physical attendance by the public (and which location has been included in the meeting notice) may count toward a quorum and may fully participate and vote in the meeting. If there is a quorum of members at a physical location open to the public, the public body may properly convene a meeting.

A member who is participating from a remote location that is not open to in-person physical attendance by the public may not be counted toward a quorum of the public body (but may participate and vote if there is a quorum of members at a physical location open to the public).”