

**Joint Planning and Budget Committee  
Meeting Minutes  
Thursday, November 7, 2019  
8:30 – 10:30 a.m., 220 Seymour**

**ATTENDEES:**

**Voting Members**

Mike Andriatch  
Frances Dearing  
Kandie Gay  
Scott Haines  
Katy Heyning  
Sara Kelly  
Jose Maliekal  
Pat Maxwell  
Dave Mihalyov  
Kathy Peterson  
Summer Reiner  
Craig Ross  
Ed Ryan  
Susan Stites-Doe  
Elliot Weininger  
Katy Wilson  
Jim Zollweg

**Non-Voting Members**

Denise Copelton: Co-Chair  
Crystal Hallenbeck  
Cathy Houston-Wilson  
Karen Riotto  
Jim Wall: Co-Chair  
Melissa Wight

**Guests**

Lorraine Acker  
Deb Birkins  
Lynda Cochran –  
*attending on behalf of  
Tom Hernandez*  
Thomas Chew  
Steve Cook  
Bob Cushman  
Michael Harrison  
Anna Hintz  
Brad Menear  
Monique Rew-Bigelow  
Kevin Rice  
Jamie Scheid  
Cheryl Van Lare  
Robert Wyant

**REGRETS:**

**Voting Members**

Sondra Aman  
James Cordeiro  
Thomas Hernandez  
Meaghan Irving

**Non-Voting Members**

President Macpherson

The meeting was called to order at 8:33 a.m.

**Approval of the Minutes**

Dr. Copelton asked the committee to review the minutes from the October 24, 2019 meeting. Dr. Peterson motioned the minutes to be approved, Ms. Maxwell seconded the motion and all present voting members were in favor. Therefore, the minutes were approved.

## Announcements

Dr. Copelton made the following announcement:

- There is a Budget Town Hall today at 11:00am-12:15pm in the Seymour Union Ballroom.

### **Campus Based Fee Review Committee Update – *presented by Karen Riotta, Assistant Vice President for Finance and Management***

*(Note: Materials are available on Blackboard)*

Ms. Riotta provided a review of what the Committee accomplished last year and an update on what will be completed this year. Events of note are:

- Student Fee Forum – November 13, 2019 from 4:00-6:00pm in the McCue Auditorium.
- Broad-Based Fee Budget Presentations – February 27, 2020 from 8:30-10:30am in Union 220.

### **Recruitment & Retention Presentation – *presented by Dr. Sara Kelly, Assistant Vice President of Enrollment Management; Jamie Scheid, Associate Director for Institutional Research; and Robert Wyant, Director of Undergraduate Admissions***

*(Note: Materials are available on Blackboard)*

Dr. Kelly, Mr. Scheid and Mr. Wyant presented an update on recruitment and retention at the College. The following questions, answers and discussion points occurred:

- The question was raised why there was such a big change from 2015 to 2016 for the “\$10,000 and Over Unmet Need” when 2016-2018 seem to be close in numbers. Dr. Ross stated that the change could have been that the Perkins Loan Program ended in 2017.
- Clarification was requested on how unmet need is calculated. Mr. Scheid stated it is the cost of attendance, which includes tuition, fees, room and board, and subtracting out any financial grants like Pell or Tap, scholarships offered from our institution, loans and work study and whatever is left is the unmet need.
- The question was raised if the typical predictors like SAT scores and GPA are not proving to be a consistent or reliable indicator of retention in the general student population. Mr. Scheid stated that they are.
- The question was raised if there has been a pattern of students leaving Brockport to go to other four-year schools. Dr. Kelly stated that there has not been a clear pattern.
- The question was raised why there has been an increase with students depositing late. Mr. Wyant stated it could be multiple different reasons but two that come to mind are Excelsior delays and students who go to other schools for orientation and decide last minute they don’t want to go to that particular school and come here instead.
- The question was raised regarding retention and if the high school average was changed to include the 70s and 80s, would that change the retention percentage. Mr. Scheid stated that he has looked at the other high school averages and it did not change the percentage significantly.
- The question was raised regarding retention rates of commuters versus students that live on campus. Mr. Scheid stated that it was not reviewed for this cohort, but last year’s cohort there was not a significant difference. Dr. Kelly stated that there are a small number of commuters as first year students are required to live on campus.
- The question was raised regarding the percentage of undergraduate students that are commuters. Dr. Kelly stated she believed that a third live on campus, a third live in the village and a third live further out.

- The question was raised regarding the pictures that are displayed in the custom view book and how students may connect more with pictures of other students versus pictures of buildings. Mr. Wyant stated that he would run a test when the mailings go out to the juniors to see if they like the pictures of students versus a combination of students and buildings. Potential students do like to see what our facilities look like because many times other schools will use picture of people that are not actual students.
- The suggestion was made to recruit in New Jersey, as the in-state tuition in New Jersey is higher than our out-of-state tuition. Mr. Wyant stated there are attempts to recruit in New Jersey and he recently went to three high schools there to meet with students.
- The suggestion was made that with the increased interest in the Physician's Assistant major, we should add this as a major as an item to review with the Academic Master Plan.
- The question was raised if SUNY schools are offering in-state tuition as incentive for out-of-state students as some of the private schools are. Mr. Wyant stated it is being piloted with a couple of SUNY schools.
- The question was raised regarding how we market ourselves. Mr. Wyant stated he customizes it based on what the student states they are interested in when they speak and the view book is customized based on their answers, but as far as general print items it is more pictures than text.
- The question was raised if the number of accepted emerging scholars will increase as it has recently decreased and we have seen the success of the new APS course and other supports. Mr. Wyant stated we might need to increase the amount accepted.
- The suggestion was made to find ways to incentivize early deposits from students with higher GPAs so that we could offset the need for extra support. Mr. Wyant stated that there is only so much that can be done especially with the format of the Excelsior program and the delays of their awards.
- The suggestion was made that given that students in Downstate do not have the opportunity to succeed with the SAT, but have high GPAs, maybe we should think about not looking at the SAT scores. Mr. Wyant stated that there are advantages and disadvantages to that and it will be interesting to see what SUNY's decision will be on it.
- The suggestion was made that we should look at recruiting from community colleges in New Jersey, as community college students are more sensitive to tuition rates and being that our out-of-state tuition is lower than New Jersey's in-state tuition, we could really market that to those students. Mr. Wyant stated that it was a good idea and would look into it. Dr. Wilson added we need to be cautious with where we recruit or we need to add recruiters as the staff in Admissions cannot add more areas to their recruitment efforts as there were six to eight weeks this year that there were only support staff and one staff member running the office.
- The question was raised as to which charter schools in the area we receive the most students from. Mr. Wyant stated that we do well with all of them.

### **Other Items from the Committee**

Dr. Copelton stated that our next meeting agenda would include an update from Mr. Wall on the productivity projects and managed print services.

The meeting was adjourned at 10:26 a.m.

Next Meeting: November 14, 2019; 8:30-10:30 a.m.

DC/JW/mw