

**FARMINGDALE STATE COLLEGE**  
**College Council Virtual Meeting - In person Quintyne Hall room 100**  
**and**  
**Virtual via Google Meets**  
**February 23, 2022**

Council members present in person: Patricia Hill Williams, Jim Durant, Robert Sweeney, Jake Iaccino

Council members attending virtually: Randi Shubin Dresner, Kathleen Ferrell, Paul Caroleo

Excused absences: David Curry, Ken Card

College Administration: John Nader, Sunil Samuel, Greg O'Connor, Kevin Jordan, Laura Joseph, Pete Grizzaffi, Carolyn Fedder

Virtual Guests: Orla LoPiccolo, Lloyd Makarowitz, Brett Southard

Chair Williams called the meeting to order at 10:05am. Dr. Williams confirmed that all were in receipt of the December 1 minutes and entertained a motion to approve them. Council member Sweeney moved to approve, and council member Caroleo seconded the motion.

**Motion carried.**

Chair's report Chair Williams thanked Dr. Nader for the message he sent out related to Black History Month which acknowledged inclusion on campus. She said that she was very proud of all the accomplishments made by FSC in recognizing international, national and local individuals. She mentioned Dr. Ralph Bunche, Ambassador to the United Nations, for whom Bunche Plaza was dedicated, and Dr. Kathryn Johnson, a major contributor to science, who was a Commencement speaker here and was bestowed an Honorary Doctorate from FSC. More recently, Delores Quintyne, a local community advocate, was honored with the naming of Quintyne Hall. Dr. Williams said she also appreciated the Alumni Association for recognizing students, alums and others that are part of the Farmingdale family throughout the month.

Chair Williams informed that since the final draft of the ACT Strategic Plan was sent out to council members a lot has occurred in SUNY. At the last ACT executive committee meeting, as Chair of that Board, she suggested that based upon changes occurring within SUNY administration, rather than it go to council members for a vote, it be sent to SUNY legal counsel for review to ensure that it is correct legally and in its interpretation of the law. It remains in that office for approval. The next ACT executive meeting will be the first week in March. An in-person ACT conference in October will be considered as there has been a contract in place with Turning Stone in Verona, New York since before the pandemic. The approval of dues for the campuses and changes to the bylaws will be discussed.

President's Report Dr. Nader was pleased to report that BHBP, Estee Lauder Corporations and the FSC Foundation struck an agreement where 40,000 sf of the vacant 60,000 sf will be utilized, with \$1.75M going to the Foundation over 5 years. Estee Lauder hopes to be operational by May 1, creating 30 additional jobs. Provost Joseph has been in contact with Estee Lauder's VP for Research about possibilities for our students. Empire State Development helped to get the building prepared for an anchor tenant and provided an incentive for Estee Lauder.

Dr. Nader said that the College received its largest gift ever—\$1.4M from Murray Pasternack for a radio frequency lab in Lupton Hall. He remarked that we have advanced hugely on the Foundation side, with net assets increasing from \$8.9M in 2020 to \$11.1M in 2021.

Dr. Nader informed that VP for Enrollment and Student Engagement, Sunil Samuel, has been coordinating with DreamUS, to place 10 DACA students at FSC. So far, we have 33 applications for Fall 2022.

Dr. Nader asked the campus controller and student financial services to get an actual cost of attendance for first-time, full-time Farmingdale students. Weighted accordingly, less grants and aid, we have the lowest net price in the SUNY system, and we are looking for ways to promote that to prospective students. Council member Durant said he was happy to hear about the low cost of student attendance and inquired about a NY Times article about SUNY changes to regulations regarding student debt. Dr. Nader said that we cannot hold student transcripts or other information from students who have unpaid debt or hinder their registrations for the next semester.

Dr. Nader shared that we have revived the proposal for a new building on campus. The LI delegation endorsed the new building in a letter sent to speaker Heastie. Now we propose that the building's focus be a Center for computer technology. Mr. Durant asked if the projected decrease in high school/college students would affect the vision and pursuit of this building for the future. Dr. Nader replied that instead of focusing on enrollment growth, we will grow new programs that require new facilities and technologies to prosper. We are still in need of space and over \$250M worth of projects are going on over the next several years.

Our target enrollment was exceeded for spring 2022. Enrollment numbers are down slightly for fall, and the environment is extremely competitive due to fewer high school graduates. We will look at retention and recruiting from expanded areas while also retaining our admissions standards. VP for Development and Alumni Engagement, Matt Colson's office is soliciting proposals for branding strategies to develop and improve our profile and identify our key pillars. We have had conversations with Simpson and Scarborough, a well-known firm, whose plan includes meeting with campus leadership, faculty groups, some council members and off campus constituencies to collect information on our strengths, weaknesses, our own perceptions and public perceptions.

Dr. Nader said a new food pantry has been established in the Greenley Library by faculty and staff members. Outreach to Pell eligible students and others resulted in 37 students who received food distribution in the first week. Council member Dresner said that she would be happy to have Island Harvest set the pantry up as a member agency and give food on a regular basis. Dr. Nader will follow up on this and have our campus contact reach out to Island Harvest. Ms. Shubin Dresner said that the study she was involved in of SUNY schools showed that many students and even faculty would benefit from the pantry program, and that outreach was key. Her team would be able to provide training and snap outreach among other things.

A *Metrics that Matter* list of bragging points captures things that we do well that are not part of the college ranking systems. We will post these on the home page of the website and use it to promote enrollment.

Dr. Nader said that there was a graffiti incident in Horton Hall recently. University Police has done a thorough investigation and reviewed hours of videotape without any evidence being found. We may reposition some cameras around the building.

Chair Williams questioned if we have a PR budget for special educational sections in print media. She pointed out that she was aware of the need for social media and digital advertising but felt that being visible in the papers was also important. Mr. Colson explained that we will have a more traditional budget soon because Administration and Finance has been managing expenses during the pandemic. He stated that prospective students are on their devices so digital is the best way to reach them. He added that Enrollment and Marketing will be using a multimedia strategies for promotion which will include press releases, Newsday, and Long Island Business News which are still a great value. Chair Williams stressed the value of being found in places where our competition is in print media. Mr. Colson agreed that advertising dollars should be put where the best return on investment lies and Mr. Samuel added that there are times of the year where it makes sense to do print advertising for Open Houses, etc.

Chief Information and Security Officer, Pete Grizzaffi spoke about IT has worked to enhance the student experience by rebuilding our network, improving WIFI, computer labs, offering loaner laptops, virtual labs, upgraded classrooms for livestreaming and 24-7 helpdesk support for the entire campus. The Help Desk Support Organization in our Academic Tech Advisory Board is positioned to see what is needed by students and faculty and make recommendations for our future investments. IT has provided ongoing training for the faculty to give them knowledge on how to use the new tools and technologies. Students are now able to use their phones to find available computers and the software running on them to access the technology they need. Mr. Grizzaffi discussed the cyber security landscape and the threats that we face. We have had triple the attacks from October 2021 to January 2022. To protect ourselves from encryption, ransomware, and email attacks a lot of time is spent monitoring and managing our systems and reviewing our relationships with providers and vendors. We have invested in automated detection and response and have auditors come in to try and hack our systems to find vulnerabilities. IT has developed a continuity plan for major breaches. Mr. Grizzaffi added that international threats are growing, and the Department of Homeland Security and SUNY have operation centers that assist us in defending ourselves against threats.

Mr. Samuel said we are putting several things in place to engage students in an expanded wellness and mental health campaign across campus. A flyer has been distributed that lists the resources and services offered as well as a scannable QR code that will be posted around campus to access contact information for students in crisis at any point in time. A postcard was sent to students' homes so families can see what services are available. Training for suicide prevention, healthy eating, fitness, and distressing are also offered.

Dr. Nader commended Provost Laura Joseph as we received approval for our second master's degree from SUNY – in Nursing Administration. It still needs to go to the State Ed. Dept., Office of the Professions and Middle States but it is great news that we are moving forward. Dr. Joseph advised that SUNY now has a directory for micro credentials – there are over 400 across the system. Governor Hochul would like to expand this type of education. Students can look through the options on SUNY's portal. FSC's webpage shows our workforce, co-curricular, and credit bearing micro credentials. Badges are earned when students develop a skill set or competency. Micro credentials are developed by our faculty, sent to the college-wide committee and then to the Provost for review. Currently we have about 30 available that may be stackable into degrees. They can be beneficial in enrolling adult learners. Dr. Williams questioned about our involvement in wind technology. Provost Joseph responded that we currently have a micro credential and certificate in place for that field. Council member Iaccino asked if micro credentials could be linked to a bachelor's program and Provost Joseph answered that it is possible, depending on the criteria.

Dr. Nader announced that Commencement will be held for the COVID classes on the evening of Wednesday, May 25. There will be an outdoor ceremony for the spring 2022 graduating class on Thursday, May 26.

Mr. Iaccino informed that the SGA and Diversity Equity and Inclusion Committee will have a virtual Black History Month event tonight at 5pm.

As there was no other business, Chair Williams entertained a motion to adjourn. Ms. Shubin Dresner made the motion, and Mr. Caroleo seconded.

Motion carried was carried and the meeting was adjourned at 11:15am.

Respectfully submitted,

Carolyn Fedder

***Approved April 13, 2022***