

**Onondaga Community College Board of Trustees
Education Committee Meeting
Tuesday, March 26, 2024
8:30 a.m. – 9:30 a.m.
Whitney 210
Presiding: Trustee Jaime Alicea, Chair**

Trustees: Jaime Alicea; Dr. Donna DeSiato; Melanie Littlejohn (virtual); Haley Madej; John Sindoni; Mark Tryniski

Staff: Dr. Agatha Awuah; Dr. Malkiel Chosed; Mary Crawford-Mohat; Kathy D'Aprix; Anne DeLand; Dr. Karen Fabrizio; Sarah Gaffney; Julie Hart; Dr. Warren Hilton; Kelly Larrivey; Kevin MacLachlan; Mark Manning; Roger Mirabito; Michael O'Connor; Dr. Scott Schuhert; Olin Stratton; Susan Tormey; Anastasia Urtz; Dr. Sean Vormwald; Dr. Larry Weiskirch; Steve Wiley; Dr. Eunice Williams

Call to Order

At 8:34 a.m., Trustee Alicea called the Education Committee meeting to order.

Faculty Senate

Trustee Alicea introduced Olin Stratton, Faculty Senate President, to provide an update. Professor Stratton explained that Trustees can expect an update soon on the Student Success Policy. Recently, Faculty Senate passed a resolution on how the faculty store student documents – grade books, etc. They worked with Dr. Larry Weiskirch, President of the OCCFTA and Dr. Scott Schuhert, Dean of Students, to develop a reasonable way to securely store these items. This was a concerted effort that showed strong shared governance, and updates on these changes will be added to the faculty handbook. Scholastic Standards is working on streamlining academic rules, specifically incompletes and administrative X's. These will be adjusted so we are in compliance with new financial aid regulations. Faculty in the schools are working overtime on solar eclipse activities and we are excited to involve the students and employees. Full-time faculty numbers decreased this semester and there were concerns with faculty committee representation. The Nominations Committee reviewed the faculty bylaws and is reducing the number of faculty on certain committees, being certain to maintain accurate representation but streamlining the process. Professor Stratton continued by stating that Faculty Senate is also now assessing student learning which addresses all academic assessments. It hasn't been updated in a few years and will become an appendix of the Institutional Effectiveness plan. Faculty Senate endorsed a statement from Faculty Council of Community Colleges regarding the Workforce Guarantee.

Updates

New Programs

Trustee Alicea introduced Anastasia Urtz, Provost & Senior Vice President, who provided an update on the status of new programs at the College. Ms. Urtz began with new and revised programs, which include Business and Entrepreneurship AAS (formerly Business Technology AAS) and the embedded Microsoft Certification; Computer Information Systems AAS and the Database and Networking Microcredential; Humanities and Social Sciences AA (online cohort); and the extended timeline for Commercial Heavy Equipment AAS. Workforce programs currently underway include the healthcare renovation of Medical Assistant for spring 2024 at the

OCC@Liverpool location and Emergency Medical Technician for fall 2024 at the main campus and for spring 2025 at OCC@Liverpool. Also in the works is Phlebotomy for summer 2024 in a new hybrid format (online lecture, face-to-face lab), and bi-monthly start dates with structured lab times for fall 2024. Certified Nursing Assistant is scheduled for a long-awaited launch in fall 2024 and other workforce programs include FANUC Robotics, CNC Machining, Pharmacy Technology (online program in development for fall 2024) and Licensed Practical Nurse for fall 2024. Provost Urtz continued her report with an update on New York State Tuition Assistance Program – TAP. We have learned of approval for TAP to cover Medical Assistant (non-credit) and the microcredentials for Direct Support Professionals 1 and 2 and Digital Writing (credit).

Enrollment

Spring Enrollment Data

Trustee Alicea introduced Sarah Gaffney, Vice President, Enrollment Management, to provide an update on spring enrollment. From Fall 2023, we were up 10.7% for overall headcount and up 12.2% in credit hours. For Spring 2023, overall headcount and credit hours were up compared to this time last year. First time, full-time students were also up but down in first time credit hours. Transfers were down, and continuing student and returning students also saw an increase as did concurrently enrolled students. Ms. Gaffney explained how the growth took place, which included strategic outreach to December high school graduates and continued growth of Concurrent Enrollment offerings, including adding 70 course sections in the high schools. The Department's Communication Plan was also enhanced as well as the marketing strategy. Ms. Gaffney explained that college-wide work continues on retention through the Schools' Teams. The College has also been working with Motomatic, a company that does ad replacement work in higher education, since fall of 2022. We turn over student demographic information to them for students that have stopped out or those who have been accepted but don't enroll. We have generated about 801 total registrations from those populations with their assistance and an estimated revenue return of \$1.6 million in single-term tuition. Ms. Gaffney then provided an update on fall 2024 enrollment. We are up 18% in fall applications compared to this time last year. We now push into the Syracuse City School District where we have a coordinator in each building at a designated time each week. Downstate applications are up almost 76% with our new downstate recruiter. Spring open house is April 5 & 6, 2024 - April 5 is local school districts and the 6th is the public open house. We have 9 districts participating on April 5 – this event is usually smaller in spring than in fall. Students that attend on April 5 & 6 are those who have not yet made a college decision or are planning to be students at OCC in the fall. For April 6, we anticipate over 1,800 people attending, including 700 prospective students. Ms. Gaffney then reviewed the branding and marketing activities taking place now including bus tails and billboards on major highways and scattered throughout downtown. Work continues on branding so that soon we anticipate everyone recognizing the "O." We are also investing in our community businesses to expand the 24 and older populations that work locally and could potentially be our students. Website enhancements have also taken place, including the streamlining of processes and how students see the website.

FAFSA Transition

Ms. Gaffney continued her report with an update on the new FAFSA form for 2024-25. She explained the challenges of the new form including that it wasn't released until December 31, 2023; there was a period of unavailability and tech glitches; FAFSA submissions are down 40% in New York as of mid-March; Student Information Records (ISIR) data is not available to schools; and offer letters were delayed. She then reviewed the opportunities this presents, including a targeted campaign launched including FAFSA Friday\$ and Money Mondays. We are

sharing information with our K-12 partners and we expect more students than ever to qualify for aid. TAP is also no longer linked to the FAFSA and needs to be completed separately. If you completed the TAP application before the FAFSA, it needs to be redone. Dr. DeSiato suggested communication increases with K-12 partners and the district superintendents.

There being no further business, Trustee Alicea adjourned the Education Committee meeting at 9:28 a.m.

Prepared by:
Julie Hart
Secretary, Board of Trustees

Submitted by:
Jaime Alicea
Chair, Education Committee