



**Executive Council Meeting
October 11, 2018
1:00-3:00 pm in E-518
Minutes**

Present: Gail O. Mellow, Paul Arcario, Janet Corcoran, Shahir Erfan, Susan Lyddon, Robert Jaffe, Henry Saltiel, Nireata Seals, Mark Healy and Jessica Mendoza

Guest: Bart Grachan

Starting time 1:06 pm

1. IA Development

Vice President Susan Lyddon announced that she will be leaving LaGuardia. Her last day will be November 8, 2018. President Mellow stated that Janet Corcoran will step in as Interim Vice President of Institutional Advancement. A search for a new Vice President for Institutional Advancement will be conducted.

2. Review of 9/28 Meeting Notes and Deliverables

The Executive Council reviewed the meeting notes from the September 28th meeting. At the last Executive Council meeting, President Mellow asked Bart Grachan if the KPI's have been updated with a definite date, month, year and a single, responsible person. Bart Grachan stated that he hasn't completely update the KPI's because he has started to work on the project plans and that is where the details are being drafted and the responsible person is being identified. **ACTION:** President Mellow requested these updated documents be completed ASAP.

Bart Grachan distributed the Key Performance Indicators (KPI's) project plans handouts. The handouts lists the task name, percent that has been accomplished, duration, start date, finish date, predecessor, resources and comments. This will be the working document moving forward. He has started holding onboarding meetings last week. He also had a meeting with Brad Orcutt to discuss and review all the documentation that has been used for the 30-credit initiative. They both had meetings with Burhan Siddiqui and Tony Diaz regarding the scheduling KPI's and with Charles Elias regarding the Communications KPI's. B.Grachan and B. Orcutt will be having biweekly meetings with each team. B. Grachan will be including Jeff Weintraub in some biweekly team meetings to help with the shaping of the assessment piece of the project.

In terms of reporting to the Executive Council, it was decided that B. Grachan will come to the Executive Council meetings with the project plan documents only.

VP Erfan provided a handout that had an analysis of the fiscal implications of achieving the 30 credit momentum. He mentioned that he worked with Michael Lipkin to review the data and see what the fiscal implications would be for LaGuardia. P. Arcario mentioned that his division is unlikely to need to add 120 course sections since there is capacity in some sections. H. Saltiel mentioned that by moving more students to go full-time, you will be filling more upper-level classes and this may incur additional costs (such as lab costs). President Mellow mentioned that if we achieve the goal of more students progressing more quickly it will be essential to enhance recruitment and enrollment processes, which may have associated costs. VP Erfan also examined our resources and stated that our telephone system would probably be able to handle the texting for the 30-credit initiative.

VP Lyddon has sufficient staff that will lead and implement the 30-credit initiative.

R. Jaffe will bring to the next Executive Council meeting a draft communications plan.

Action to be take:

- B. Grachan will bring to every Executive Council meetings the updated project plan documents.

3. Planning for Stage 0 for Enrollment Strategy

VP Seals gave out two handouts that discussed what a strategic recruitment and enrollment plan would look like for LaGuardia. The documents provide answers to the Stage 0 operational effectiveness questions and contain data from student profile book, demographic data of our students and also the community. The Executive Council reviewed and discussed the handouts. N. Seals stated that an environmental scan of the Queens community needs to be conducted because one has not been done in recent years.

N. Seals needs to have a project team that will analyze all the implications of the data. President Mellow asked the Executive Council, what else they would like to see added into the Enrollment and Recruitment plan. M. Healy suggested that the efforts that Student Affairs will be handling in regards to recruitment be connected with ACE as both Divisions tackle recruitment and enrollment. Pres. Mellow stated that a strategic recruitment and enrollment plan should include both ACE and Student Affairs. P.Arcario would want to add a review of everything LaGuardia is doing with social media and how that can be deployed to assist recruitment. Faculty can play a valuable role in this plan, where faculty can participate in recruitment efforts, including participating in podcast and videos. N. Seals spoke of the value of having strategic recruitment based on where we see capacity and need for program-specific growth. Pres. Mellow would like the environmental scan to also include an analysis of where in our community there are growing (and decreasing) populations. In addition, we should examine what partnerships are currently in place with community-based entities and what partnerships should be

formed. S. Erfan suggested that a better use of the available data analytics be used to frame where we go with this plan. President Mellow asked the Executive Council to consider who can be the accountable person to lead this project and also who should be on the Recruitment and Enrollment Strategic Planning Team.

Executive Council approved moving forward with the development of the Enrollment Strategic Plan.

Action to be take:

- Vice Presidents will come back to the next Executive Council meeting on 10/24 with suggested names for the Enrollment Strategic planning team and team leader.

4. Divisional Reports

HS/IT-Pass

MH/ACE- Next week will be having the first extended leadership team meeting for ACE. Attended the College Senate yesterday and discussed ACE programs.

SL/IA- Over the next 5 weeks will be working closely with Janet Corcoran in the transition.

RJ/PO-Pass

SE/Adm- All the audits of the corporation and tax levy findings have been completed. Groups will be meeting with architects for the Business and Entrepreneurial career center.

NS/SA- Pass

JC/PO-Pass

PA/AA- Received data on momentum. There was a first-year retention decline in almost every associate program except at LaGuardia. Percentage of freshmen completing a gateway math course has increased and LaGuardia had impressive results. Finally, there was an increase in 30-credit enrollment in Fall 2017. .