

LaGuardia Community College
Minutes for the College Senate

Meeting: Feb 19, 2020

E-111

Present and Voting

Hara Bastas (Faculty Council), Cristy Bruns (English), Jean Buckley-Lockhart (Counseling), Cindy Busch (Institutional Advancement), Fay Butler (Student Affairs), Maria Cook (President's Office), Erika Correa (Adult & Continuing Education), Douglas Dicarlo (At- Large Instructional Staff), Laurie Gluck for William Kurzyna (Education and Language Acquisition), Dianne Gordon Conyers (Library), Jill Kehoe (Social Sciences), Cheryl McKenzie (At-Large Instructional Staff), Marina Nechayeva (Mathematics, Engineering & Computer Science), Margaret O'Sullivan for Lenore McShane (Non-Instructional Staff), Anthony Pappas (Alumni Association), Ellen Quish for Patricia Sokolski (Humanities), Fawad Rahmani for Evelyn Lowmark (Administration), Eneida Rivas (At-Large Instructional Staff).

At-Large Student Members Present and Voting

Brian Anderson, Hande Erkan, Meron Girma, Casey Larsen, Christina Wong, Joseline Zambrano.

Present Non-Voting

Seurette Bazalais
Burhan Siddiqui

Guests and Visitors (non-voting)

Caridad Munoz and Gina Taraskewich of Marketing & Communications; Dr. Nireata Seals, Interim Provost and Senior Vice President for Academic Affairs

I. Call to order

The meeting was called to order at 2:20 p.m. by Vice Chairperson Bruns.

II. Approval of Minutes of Jan 22, 2020

A motion to approve the minutes from January 22, 2020 was made by Senator Rivas and seconded by Senator Pappas. Hearing no objection the minutes were approved.

III. Approval of the 2020-2021 Academic Calendar

Registrar Burhan Siddiqui attended the meeting to answer questions raised by Senators about the new calendar. He also explained how the final missing exam days would be handled.

A motion to approve the 2020-2021 Academic Calendar was made by Senator Rivas and seconded by Senator Pappas. Motion passed.

IV. New LaGuardia Social Media Strategy to increase enrollment presented by Caridad Munoz and Gina Taraskewich of Marketing & Communications

Ms. Munoz and Ms. Taraskewich presented the Senate with an overview of the College's new social media strategy which will be used to enhance recruitment efforts. The College hired a social media consulting firm, FUSE, to help shape college policy. Over the last several weeks Fuse representatives met with college stakeholders and identified four themes:

- The LaGuardia Benefit
- Community Engagement
- Campus Events
- Student Life and Success

This program just launched last month (January 2020). The first month of outcomes (February) look good – our Instagram account is above the industry average of 3%. A presentation on this new recruitment strategy will be made at the March 2 Opening Sessions.

V. Report from Interim Provost & Senior Vice President Nireata Seals on the College’s efforts to increase enrollment.

Vice Chair Bruns welcomed and introduced Nireata Seals, Interim Provost and Sr. Vice President of Academic Affairs. Dr. Seals presented on the college’s efforts to increase enrollment. She stated that the PAR (Proactive Advising and Registration) project which Interim Vice President Grachan presented to the Senate at its December meeting is the basic strategy of the college. Additional strategies include utilizing social media to enhance recruitment; evaluating our Bursar processes and how students are dropped (thereby losing FTE’s); focusing recruitment efforts on students who live in the borough of Queens (Queens Affinity Groups); looking at how our students transfer and why they leave before earning their associate degree; reviewing LaGuardia’s web-based advisement (C2C mobile app) resources for students.

VI. Chair’s Report

Vice Chair Bruns reported that a group of about 16 faculty and staff members representing governance were selected to meet with the CUNY Presidential Search Firm/Committee. The meeting took place on January 30, 2020.

The Presidential Search Committee asked the governance representatives to outline the attributes, skill sets, etc. they would like the new president to possess. The group emphasized collaboration, shared governance, respect and recognition of faculty, staff and students.

The CUNY Presidential Search Firm/Committee also hosted a forum for the college community in the Little Theater on January 30, 2020.

VII. Committee Reports

- A. Committee of Committees (Will Fulton, Chair)
No updates.
- B. Curriculum Committee (Debra Engel, Chair)
No updates.
- C. The Academic Standing Committee (Alexandra Rojas, Chair)
The Committee will meet in March.
- D. Committee on Campus Affairs (Eneida Rivas, Chair)
No updates.

- F. The Committee of Faculty (Leslie Scamacca, Chair)
No updates.
- G. The Committee on Professional Development (Christopher McHale and Deborah McMillan-Coddington, Co-Chairs)
No updates.
- H. The Budget and Finance Committee (Fay Butler, Chair)
No updates.
- I. The Committee of HEO/Alumni/Civil Service (Evelyn Lowmark & Cindy Busch, Co-Chairs)
No updates.
- J. The Committee of Students (Casey Larsen, Chair)
- The Committee is working with the Wellness Center to encourage mental health check-ins.
 - The Committee reached out to the Campus Affairs Committee to request that MBJ accept Supplemental Nutrition Assistance Program (SNAP) benefits from students. *Note:* Campus Affairs Chair Rivas researched program and found that MBJ is not eligible to participate in the SNAP Program as MBJ is considered a “restaurant”. SNAP defines restaurants as “businesses having 50% of total gross retail sales that come from the sale of hot or cold prepared foods fit for immediate consumption”).
 - In lieu of accepting SNAP benefits, the Committee inquired about MBJ offering a “meal plan” for students. *Note:* Referred to the Campus Affairs Committee.
 - The Committee of Students has extended an invitation to Admissions Director Lavora Desvigne to attend the April 1 meeting of the Committee of Students to discuss suggestions they have for making the admissions process more efficient and supportive for students.
- K. The Committee on Elections (Seurette Bazalais, Chair)
No updates.
- L. The Executive Committee (Patricia Sokolski, Chair)
No updates.
- M. Transfer Committee (Ana-Lucia Fuentes, Chair)
No updates.
- N. Food Insecurity Committee (William Kurzyna and Nicolle Fernandes, Co-Chairs)
No updates.

VIII. Revision of the Governance Plan- Articles 2 and 3

Vice Chairperson Bruns reported that Senator Scamacca is absent and therefore no revisions to the governance plan were presented.

IX. Unfinished Business

None.

X. New Business

Senator Bastas reported that at a recent University Faculty Senate meeting Senior Vice Chancellor & Chief Financial Officer Matthew Sapienza reported that NYC is going to support the contractual increases for the community colleges. However, the Governor's budget does not provide funding for the contractual increases of the senior colleges. The governor's budget also includes significant cuts to childcare.

XI. Announcements

None.

XII. Adjournment

A motion to adjourn the meeting was made by Senator Rivas. This was seconded by Senator Buckley. All senators were in favor. The meeting adjourned at 3:42 p.m.

Next Meeting March 11, 2020 in Room E-242.

Respectfully Submitted,

Eneida Rivas
Member, Senate Executive Committee