



**DARE TO DO MORE**

**President's Cabinet Meeting  
Monday, January 24, 2022  
9:00 – 10:30 am via ZOOM**

**Meeting Notes**

**Participants:**

**Present:**

Kenneth Adams, President

Paul Arcario, Provost

Laura Bartovics, Interim Executive Director of Development

Gail Baksh-Jarrett, Interim Associate Dean for Enrollment

Cristy Bruns, Chair, College Senate

Fay Butler, Interim Associate Dean for Students Success

Maria Cook, Executive Counsel to the President/Labor Designee

Ronald Edwards, Executive Director of Human Resources / Interim Chief Diversity Officer/  
Affirmative Action Officer/Title IX Coordinator/504-ADA Coordinator

Shahir Erfan, Vice President of Administration and Finance

Sunil Gupta, Vice President of Adult and Continuing Education

Rochell Isaac, President, Faculty Council

Robert Jaffe, Senior Advisor to the President/Interim Executive Director of Marketing and  
Communication

Wendy Nicholson, Executive Director of Diversity, Equity, and Inclusion

Henry Saltiel, Vice President of Information Technology

Nayelli Valencia Turrent, Chief of Staff

**I. Update on Enrollment Marketing**

- a. A presentation was made by Caridad Munoz, Digital Marketing/Social Media Manager, Georgina Taraskewich, Director of Marketing Department, and Shannon Lund, Director of Recruitment from Admissions Services.

**II. Campus/CUNY Updates**

- a. President Adams wanted the Cabinet's opinion on Rhonda Mouton's (*LaGuardia CARES*) idea about making available weekly unlimited MetroCards and providing the students with that incentive or reward to return to LaGuardia.
  - i. VP Shahir mentioned that one component we need to be aware of is to make sure the students who are eligible can enter the campus. They need to have their vaccination uploaded on CUNYFirst, etc.
  - ii. Provost Arcario clarified that we need to ensure that the students are registered for in-person classes if we move forward with this idea.
  - iii. Executive Counsel Cook said that there are other departments at LaGuardia doing it and that we need to make sure that the students we are offering this new incentive are not enrolled in other programs already.

- iv. Shannon Lund said that the students at ASAP like the MetroCard benefit because it is unlimited through their entire time studying. We need to be clear on the message that the new ones we are offering now are just for a week.
  - v. Interim Associate Dean Baksh-Jarrett thinks that a good idea would be to give them to students coming to our info sessions, and if they register, we give them the MetroCard. Another option is to provide the MetroCard to anyone who enrolls in a specific timeframe.
- b. President Adams gave an update regarding the Town Hall last Friday.
- i. President Adams thanked Professor Isaac for being the moderator at the Town Hall last Friday, where over 200 people attended. She does a great job moderating the real-time event, being the editor, choosing the questions, and handling the chat.
  - ii. There were a couple of issues raised at the Town Hall:
    1. Boosters for students and Faculty: What's the deadline? What are the penalties for not getting the booster? We are waiting for CUNY Central for guidance.
    2. Staff coming back to work to campus: If we reduce classes by 55%, can we also reduce that percentage for staff to come to campus?  
We cannot make that decision. As of now, we are 50% in person through the end of February, and starting March, we go up to 70% goal.
    3. Professor Isaac mentioned that students are having difficulty transitioning back to in-person classes. They are not showing up on time; they cannot handle their schedule, etc. A couple of Cabinet meetings ago, we decided to ask Assistant Dean of Academic Affairs, Eric Hofmann to put together some suggestions for Faculty. Professor Bruns believes that the input we are looking for from Assistant Dean of Academic Affairs Eric Hofmann is that he has always put out materials for Faculty to include in their syllabi on how to communicate with students and support them. Provost Arcario and Interim Associate Dean Butler will meet with Eric Hofmann to create something.
    4. Professor Isaac also mentioned that another question came up: "What are we doing to improve enrollment" and if we can share more information. Provost Arcario would like to know if the Marketing team can come to a Chairs' meeting and present what we just saw, as it will be helpful for them.  
Interim Associate Dean Butler thinks it will be good to be clear about the enrollment picture. There is basic information that people need to understand, and we don't want to create false expectations.  
President Adams asked Robert to talk about this topic in-depth and probably do an "Enrollment Update" piece on the Return to Campus to let people know that we are working on it.

**III. Review 1/18/22 Cabinet Meeting Notes (Nayelli):** Interim Associate Dean Baksh-Jarrett has a correction: Under Item IV, Enrollment a. The last sentence should read: To be specific, the problem lies in the *continued* students.

#### **IV. Enrollment**

- a. Interim Associate Dean Baksh-Jarrett mentioned that we have been -13.5% overall for several weeks now. For Spring 22 semester, we are at 53.4% of our target. Last week 385 students registered, which is a concern because the weekly increases should be greater by this time.
- b. For spring 2022, in-person seats are at 45.8%, hybrid are at 65%, and online are at 75.5%.
- c. President Adams wanted to clarify that we need to be careful believing that online is filling fast because it is more popular. The reality is that it is filling faster because fewer seats are available. So, it is unfair to compare all modalities with no common denominator.
- d. President Adams also mentioned converting new sections from in-person to hybrid or fully remote this week. It will be announced Monday the 31<sup>st</sup> to the students.

#### **V. Changes in Modality and Lecturer Lines**

- a. Provost Arcario mentioned that he talked to the Chairs about changing the modality last Wednesday and that they will need to make all the changes by this week, and each department can look at their cases and decide.
- b. Provost Arcario also mentioned that he is working on the Lecturer lines. He is collecting data as CUNY requested because they would like to support Getaway and Pathway courses and the ones that have significant equity gaps in terms of outcomes. All the searches need to happen this spring.
- c. Provost Arcario wanted to bring to the Cabinet's attention that CUNY has launched Academic Momentum 2.0 (AcMo 2.0), emphasizing transfer.

#### **VI. Report on Commencement Committee meeting**

- a. The next step is to work out the logistical details. In the last meeting, the discussion was about what the students would wear, what the volunteers would do, etc. We are still in the early stages of the planning, but the Committee is moving along. President Adams mentioned that he had already sent the letter to the Mayor inviting him as Keynote speaker but that we need to start thinking about plan B. ED Nicholson mentioned that we had had problems with interpreters in the past. Interim Associate Dean Butler said that it was one of the first items discussed and that everything is taken care of.

#### **VII. Black Heritage Month**

- a. ED Nicholson presented to the Cabinet, Black History Month poster. It will kick off on February 1, and she would like the administration to be part of the activities and event to support it as we did at the Unity events. ED Nicholson asked the Cabinet to save the date of March 4<sup>th</sup> from 9 am to 11 am as we will do our first Truth and Racial Healing Circle.