



Executive Council Meeting
Friday, March 15, 2019
10:00 a.m. - 12:00 p.m. in E-518

Minutes

Present: Gail O. Mellow, Paul Arcario, Mark Healy, Shahir Erfan, Nireata Seals, Henry Saltiel, Georgina Taraskewich, Robert Jaffe and Jessica Mendoza

Guest: Francesca Fiore, Teresa Saljanin, Carlos Carranza, Milla Wynn

Starting time 10:05 a.m.

1. Recruitment Project: Review of Research Findings and Gaps and Opportunities

Francesca Fiore, Associate Dean, Workforce Development & Business Services was invited to the Executive Council meeting to discuss her findings on the Operational Effectiveness – Recruitment Project. Dean Fiore stated that the planning team collected and analyzed data that included 29 interviews, with staff, faculty, and external partners. There were several themes that emerged from the research such as:

- BMCC ranked first in terms of enrollment
- LaGuardia's recruitment efforts have been targeted at the least populous local market segments
- Students have identified a strong desire for academic and career planning
- strong local labor market opportunities across multiple sectors
- students seek a more personal and customized experience than what LaGCC is providing
- Recruitment efforts are not coordinated and do not take advantage of potential synergies or LaGCC unique assets

Dean Fiore stated that from this research, the planning team identified three Gaps and Opportunities which are systems and organizational culture, Market, and Academic and Career Planning. She stated that the first draft of KPI's has gone out and hopes to finalize by Tuesday, March 19th. She reminded the Executive Council that all documents and data can be found on the sharepoint site.

2. Presentation of My LaGuardia App

Vice President Henry Saltiel introduced Teresa Saljanin, Carlos Carranza and Milla Wynn, IT staff that has been working on the new LaGuardia mobile app. VP Saltiel mentioned that the enhancements to the version of the mobile app can be directly attributed to Bret Eynon, Ellen Quish and Josh Goldblatt who wrote a grant that provided the funding to help support the mobile app project. The mobile app will enhance and provide support with Connect to Complete (C2C). Teresa Saljanin then gave a demonstration on the many uses of the My LaGuardia mobile app. Teresa stated that students will be able to receive alert messages, view class schedule, financial aid estimator cost, schedule appointments with advisors, etc. The mobile app will also include a digital id with a moving graphic to show school security that it is a valid id card. The next steps

for the mobile app will be to have a visual schedule builder, integrate google translate, enable MTA notifications and enable push notifications for in app messaging.

3. Spring 2019 Enrollment and Budget Update

Vice President Nireata Seals discussed LaGuardia's enrollment once with the corrections and changes were made and our enrollment numbers are still low. A meeting was had with VP's Seals and Saltiel, Karen Williams, Bart Grachan, Jeff Weintraub and Michael Lipkin to discuss the glitch they found in the numbers of continuing students. A forensic report was done by Jeff Weintraub and found that two reports came from CUNY, one a grab list and another intent to graduate list, this threw the numbers off in the data calculations. Jeff has the dates when it started and when it tied up and has put some things in place for this to not occur again. Student Affairs will be implementing new processes with registration, such as advisors will be registering new students and during spring session II LaGuardia will be registering new students. Hoping to be able to do this also during fall session II. VP Seals also mentioned to help enrollment numbers, advisement and admission holds from students are being removed.

4. Budget

Shahir Erfan discussed the college budget with the Executive Council. President Mellow decided that she would like to have a full day in late May with the Executive Council to discuss budget issues and future funding.

Action: Vice President Erfan will determine with the President's Office what day in May would be best for this meeting.

Meeting adjourned at 11:55 a.m.