



DARE TO DO MORE

Executive Council Meeting

April 16, 2020

10:00 a.m. – 11:30 a.m.

Minutes

Present: Paul Arcario, hara Bastas, Janet Corcoran, Oswald Fraser, Bartholomew Grachan, Robert Jaffe, Nava Lerer, Henry Saltiel, Nireata Seals, Jessica Mendoza

Guests: George Schreiner, Ramon De Los Santos, Gina Taraskwich, Caridad Munoz

I. Update from Chancellor

Interim President Arcario discussed that the Chancellor spoke in regards to schools having virtual commencement, if LaGuardia is planning on having a virtual graduation please inform the Chancellor's office.

In regards to the Care ACT, CUNY will be giving us guidelines. CUNY will have to send over the names to see who will be receiving payments so that we don't duplicate it. It was mentioned that CUNY will be including a small number of Adult and Continuing Education students. More specifics will be given by CUNY Central. The CARES Act has been created to provide funding to institutions who will then grant emergency financial aid grants to students whose lives have been disrupted, many of whom are facing financial challenges and struggling to make ends meet.

No decision has been made about the fall session yet. There are possibilities of running the college as a hybrid. EVC Cruz sent out 3 memos regarding summer and fall planning. CUNYwide summer is 10 percent lower than last year. He would like to optimize offerings for summer.

Interim President Acario would like to do another communication to students. Will also be having a meeting tomorrow to discuss sending a survey to see how students and faculty are handling distance learning.

Action: Meeting with Gina Taraskewich to discuss communication to students

II. Enrollment and Recruitment

Interim Vice President Bart Grachan introduced George Schreiner and Ramon De Los Santos who spoke about student enrollment and discussed the funnel data of 4/15/19 Fall 2019 vs 4/15/20 Fall 2020. George Schreiner stated that the admissions office will be having one on one counseling and advising sessions with students. He mentioned that the Student Information Center has been handling most of the phone calls in regards to admissions and stated that they have done a great job learning the new software. They have done over 3000 phone calls welcoming students and have sent over 47000 text messages from various offices in regards to different campaigns.

Ramon De Los Santos shared a document for Advisement Interaction comparison chart for the month of March for years 2019 and 2020. SAS had an increase of 1,913, ASAP 1,835, CD didn't have any change and PTI had an increase of 146. In the Month of March had an increase of almost 4000. He then spoke about the Advisor DashBoard Caseload Progress and stated that the dashboard shows all the advisors and their caseloads. It shows how many continuing, freshman, readmit and transfer students and it allows you to pull data from it.

III. Social Media recruitment

Gina Taraskewich and Caridad Munoz spoke about how the social media recruitment plan was put on holds since the college transitioned to distance learning. Now that we are stabilized for the remainder of this semester, Gina and Caridad want to reintroduce their strategy. Their team is creating content and putting it together. Caridad's teams has already started working on a budget and her team is also looking at other colleges to see how they are handling their communications.

Inerim President Arcario would like a student story to go out every day and be posted on our website. He stated that he would like to have a meeting to discuss this.

Updates:

P.Arcario-Next meeting will discuss budgeting.

H. Saltiel-working on secure upload for financial aid, wants to try to implement it to HR and also Bursars and Veterans Office.

N. Lerer-MS self-study was submitted yesterday. Will be having a virtual meeting on April 29th. Steering committee members will be attending a meeting in 2 weeks.