

NCC Board of Trustees
Academic, Student Affairs & Enrollment Committee Meeting Minutes
June 27, 2017

The meeting of the Academic, Student Affairs & Enrollment Committee of the Board of Trustees was held on the eleventh floor of the Administrative Tower. The meeting was called to order by Chair Tuman at 5:55 p.m.

Committee Members Present: Donna Tuman, Chair
Kathy Weiss
Thérèse Russell
Jorge Gardyn (ex-officio).

Committee Members Absent: Anthony Cornachio

Also in Attendance: John DeGrace
Linda Green
Wanda Jackson
Edward Powers
President Keen
Interim VP Collins
VP Conzatti
Kate Murray

The minutes of the May 9, 2017 meeting could not be approved, as there were not enough Board members present who attended the May 9, 2017 meeting.

1. CCENT New Certificate Program was introduced by Chair Tuman.

RESOLVED, THAT THE NASSAU COMMUNITY COLLEGE BOARD OF TRUSTEES ACADEMIC, STUDENT AFFAIRS & ENROLLMENT COMMITTEE APPROVES THE PROPOSAL BY THE DEPARTMENT OF MATHEMATICS/STATISTICS/INFORMATION TECHNOLOGY FOR A CERTIFICATE PROGRAM TITLED CISCO CERTIFIED ENTRY NETWORKING TECHNICIAN (CCENT) AND RECOMMENDS IT TO THE FULL BOARD OF TRUSTEES FOR APPROVAL.

Chair Tuman requested a motion to recommend the CCENT Certificate to the Full Board of Trustees for approval. Trustee Weiss made the motion; seconded by Trustee Russell. Motion carried 4-0. Trustee Weiss commented that she was pleased to see these new certificate programs which will provide students more job placement ability without having to go into a full curriculum.

2. Enrollment Report

Maria Conzatti, VP Academic Student Services and Kate Murray, Assistant to the President for Media & Governmental Relations, provided a quick update on their recruitment, enrollment and retention plans for the Fall semester. More in-depth initiatives included in the Strategic Plan will be pursued in full. Efforts include creating partnerships with several high schools and establishing

marketing initiatives by increasing NCC promotional materials and visibility on social media and campus-wide. The enrollment offices will be opened two Saturdays in August to help prospective students complete the registration process. With increased interest in specialized concierge services for each of the 56 school districts, there has been discussion of developing a model for efficient implementation. Recently, students from Bethpage High School had a campus visit with Dr. Keen which included presentations from the Student Services departments and resulted in the Placement Testing Office administering the Accuplacer exam to Bethpage seniors. New students are continuing to receive communications to schedule their placement tests and advisement sessions. The Marketing & Communications department received a \$125,000 grant from Deputy Speaker Hooper to intensify marketing efforts in conjunction with Admissions, which will include outreach to Hispanic students. The College was recently notified that the State will supply an additional \$13,000 for recruitment purposes and to help expand our digital advertising not only to reach students through social media, streaming and other electronic platforms and web technology, but to track what is effective. The College has been able to add Spotify music streaming services to Pandora, as well as to augment its mall presence, adding Broadway, Hicksville and Green Acres, Valley Stream along with Roosevelt Field. NCC does not have the \$1.2M budgets of Queensborough or Suffolk, but uses its more modest finances with flexible creativity. The College has tripled its bus banner campaign from one month to Memorial Day through Labor Day, and hopes to run a couple half-page ads in Newsday. A campaign of 15-second videos of great NCC graduates is in development utilizing different categories, from single mothers benefiting from the Greenhouse for children's daycare to older students changing careers.

Trustee Weiss noted that we should aggressively promote the likes of the inspiring story of Joshua Lafazan, who has been on the lecture circuit about how NCC prepared him for Harvard and his campaign for the Nassau County Legislature.

Student Trustee Thérèse Russell stated that a number of students have told her that they do not plan on graduating from NCC since a number of the courses required to take do not transfer. For the Fall semester, she would like to put retention on the agenda for discussion.

Chair Tuman asked if there were any other items for the Committee to consider. There being none, the meeting adjourned at 6:15 p.m.

Respectfully submitted,



Valerie Collins, Interim VP Academic Affairs



Maria Conzatti, VP Academic Student Services