

NASSAU COMMUNITY COLLEGE
Garden City, New York 11530

Academic, Student Affairs & Enrollment Committee Meeting Minutes

September 14, 2021

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 Green at 5:56 p.m.

Committee Members Present: Linda Green, Chair
John Durso (appointed ad hoc)
George Siberón (appointed ad hoc)
Kathy Weiss
Carl Henry Denaud
Jorge Gardyn (ex-officio).

Committee Members Absent: Donna Tuman

Also in Attendance: President Williams, VP's Conzatti, Lausch,
Asst. VP Follick, Registrar Barkan

1. Chair Green requested a motion to approve the minutes of June 21, 2021. Trustee Weiss moved the motion. Trustee Green seconded the motion. Motion carried 3-0.
2. Mission and Vision Statements

Trustee Green read the following Vision and Mission Statements for discussion.

VISION STATEMENT

Nassau Community College transforms lives.

MISSION STATEMENT

Nassau Community College offers students high-quality, flexible, and equitable educational opportunities, combined with co-curricular learning experiences, continuing education, and professional development opportunities.

Distinguished faculty & dedicated staff provide students with a solid foundation for future success and prepare them to enrich our community, economy, and society.

We are committed to diversity, equity, and inclusion in all that we do for all whom we serve.

Dr. Williams reminded the Board that we're deep into the Strategic Planning process at the College and at the June 21, 2021 meeting Dr. Lausch presented the Vision and Mission Statement prepared by the Institutional Planning Committee and after thoughtful deliberation the Board provided feedback that there be further discussion to strengthen the language of the Mission Statement to include diversity, equity and inclusion objectives.

Dr. Lausch reported the following:

- The Institutional Planning Committee is co-chaired by myself, the Academic Affairs Vice President and a full-time senior faculty member, and includes representatives from various groups including and not limited to Academic Senate, Academic Chairs, NCCFT, Student Government Association, members of the President’s Cabinet and a cross section of administrators across the College.
- Research conducted by the Institutional Planning Committee (IPC) was local and national.
- The committee reviewed and discussed the Vision and Mission Statements of a number of Colleges.
- Once the Vision and Mission Statements have been approved, the Institutional Planning Committee will be ready to work on the Strategic Priorities draft for the College for the Board to review.
- The Vision Statement remains unchanged.

The final sentence, “We are committed to diversity, equity, and inclusion in all that we do for all whom we serve” is a strong statement and a fitting ending for the Mission Statement and believes this meets the interests of the Board of Trustees.

Trustee Green thanked the members of the IPC for their hard work. Pleased with the strength of the Mission Statement, Trustee Weiss made a motion to forward the Vision and Mission Statements to the full Board for approval. Trustee Durso seconded the motion. Motion carried 5-0.

3. Enrollment Updates

Registrar Barkan presented the 2021 summer enrollment report comparing August 11, 2021 to August 5, 2020 showing a decrease of **-17.54%** in credits and **-15.27%** in head count.

Summer Enrollment trends for New Visiting Students comparing August 31, 2021 to August 31, 2020 showing an overall decrease in applied, admitted and registered applicants which is due to College’s offering remote classes to their students. As for New non-degree students, there was a slight increase overall.

Fall enrollment report 2021, comparing September 12, 2021 to September 12, 2020 showing a decrease of **-8.32%** in credits and **-8.79%** in head count.

Fall enrollment trends for New Visiting Students comparing 9/13/2021 to 9/13/2020 showing and overall decrease in applied, admitted and registered applicants and for New non-degree students showing an overall decrease in in applied, admitted and registered applicants.

Registrar Barkan spoke of the student demographic enrollment comparing 9/13/2021 and 9/13/2020.

Dr. Gardyn asked about the increase in percentage of Hispanic students noting that a number of years ago we did not qualify as an HSI designation.

Dr. Williams responded that through the help of multiple people at the College and through a waiver process we are now eligible to apply for an HIS Grant. The application is being reviewed waiting for the Department of Education to announce it. This multi-year Grant is in the \$3 million range.

The Registrar’s office continues to send regular postcard styled emails to potential registrants., text messages, telephone outreach to accepted non-degree and visiting students who have not enrolled for fall semesters, and an aggressive campaign for our late start program to our continuing population and students accepted not enrolled – currently 79% filled.

Late Start classes began on September 12 and we're doing better than 79% of classes are filled in terms of the seats available. There are conversations with the Academic Affairs team about increasing our offerings as we get further into the Semester.

Dave Follick reported the following:

Fall 2021 new and transfer student enrollment comparing 09/13/2021 to 09/13/2020 showing an overall increase in registered students.

Placement Testing:

2503 students of our 2660 new student applicants tested remotely while 157 tested on campus. Approximately 1100 students tested in all three subjects of the exam, and nearly 1400 students tested in Math alone. The College will be looking to see how to implement a multiple measure. English and reading uses high school GPA, in addition to SAT and ACT's, the Math department uses a variety of three different regents' exams for possible exemptions, in addition to SAT and ACT's.

Concurrent/Dual Enrollment:

Concurrent: Working with three districts for fall. There was a face to face orientation with the students. The districts requested that all NCC classes be face to face on-campus for this program.

Baldwin High School - 13 students

West Hempstead High School - 8 students

Mineola High School - 10 students (Information Technology classes)

AVP Follick thanked Chair Kaplan, Dr. Lausch and the Deans for working late into the summer to have this program running for the Fall semester.

Dual Enrollment: Syosset High School -MUT 101 Introduction to Digital Audio Workstation- 9 Students.

AVP Follick thanked Chair Marenstein and Garry Ouellette of the Music Department for their work on getting the program running for the Fall semester. Conversations continue to work with other districts to gage their interest as well.

VP Kerrigan reported on some of the trends he's tracking in a difficult environment as we move forward with the Marketing campaign to support enrollment efforts.

Industry Trends

- Retention rates declined the most in the community college sector to only 51.6%.
- The FAFSA completion rate is down nationally by 4.6% which is an indicator that students may complete the form, may not attend or continue at the college.
- Unemployment rates are decreasing, giving a sense that students are going directly into the workforce or not changing jobs at the moment.

All of the above has contributed to across the board enrollment declines at Community colleges around the country with ranges from 22% down to many of our SUNY community colleges in the 15 to 16% declines.

Overall Performance on Marketing

- New students' registrations are up year over year by nearly 350 students.
- New transfer students registered numbers are strong with a +17% increase over last year.
- Returning students registered numbers are very strong with year over year increase of +57%.
- Overall enrollment for Fall 2021 is down 8% (effectively cutting our decline in half).

- The smart choice concept “SUNY Nassau Who’s the Smart One Now?” which had some impact on our new student registrations, particularly with our Dual and Concurrent enrollment campaigns driving the highest conversion rate of 6.87%, indicating strong interest in this program.
- The Fall 2021 campaign generated 217 more leads than the Fall 2020 campaign.

Digital and Print Ad Campaign were created based on the feedback from the listening tours and focus groups with the college community:

- Billboards on the side of the NICE buses and in strategic locations throughout Nassau County.
- New Creative Campaign: SUNY Nassau Community College: The Smart Choice, co-branding with our Nassau Community College identity and then aligning strongly with SUNY by putting the value proposition right in front of our prospective students, their families, parents, school leadership, adult students, and undergraduates to make sure that everybody knows that SUNY Nassau is the smart choice.
- Traditional Placements: (Newsday, LI Press, Noticia, El Correro, in English and Spanish.
- Radio and TV commercials airing across cable networks, not only on news 12 but this year expanding to a much broader audience.

Trustee Weiss commented that she saw the Ad “Land the same job”, and thought the comparative was great.

Chair Green asked if there were any other items for the Committee to consider. There being none, the meeting adjourned at 6:25 p.m.

Respectfully submitted,

Anne E. Brandi

Anne E. Brandi
Secretary to the President and
the Board of Trustees