

## **College Council Meeting November 20, 2014**

Present: Mr. Abt, Mrs. Kuhlmann, Dr. Venables, and Mr. Law (phone); Ms. Anderson (faculty representative), and Mr. Guirma (alumni representative); Vice Presidents Mauceri, Eaton, Halstead, Marks, Rooney, and Ms. Wright. Guests: Dr. Laura Barrett, dean, College of Liberal Arts & Sciences; Dr. Dan Freedman, dean, School of Science & Engineering; Beth King, internship coordinator, Career Resource Center; Alexandria Fontanez, senior, Digital Media Production; Sierra Levy, senior, Organizational Communication; Adam Carlock, junior, Electrical Engineering; Emily Sobel, senior, Physics & Astronomy; Christina Waterman, senior, Marketing

The meeting was called to order at 3:04 p.m. The Council could not approve the minutes of the September 18, 2014 meeting since a quorum was not present.

Chairman's Report: Mr. Abt opened with a brief outline of the afternoon's meeting. The agenda focused on internships and their significance to the college experience. This was a topic at the first College Council meeting of the semester that members wanted to explore in further depth. Mr. Abt appreciated the attendance of special guests (deans, faculty, and students) who could share additional information on the subject.

### Internships Update: College of Liberal Arts & Sciences (LA&S)

Dr. Laura Barrett: Dr. Barrett noted that LA&S took a poll of recent graduates and found that alumni are working in a variety of fields including marketing, management, law, media. Many students reported positive internship experiences as a factor in their employment. There are approximately 350-400 students placed in internships each year, and the placement is dependent upon the major program. For example, digital media students have worked for Nightline, ABC, Radio Woodstock, Woodstock Film Festival, and Nickelodeon. Sociology majors have interned at domestic violence centers, rehabilitation centers, American Red Cross, and American Cancer Society. English and history majors have interned at Harper's Bazaar, libraries and museums (FDR, NYS and Canal museums), and animal shelters.

Regardless of specific placement, Dr. Barrett stated that numerous opportunities are provided by alumni working in the field. Many departments invite alumni back to campus to speak with students about their professional experiences. For example, a recent LA&S student interned at Cumulus Media, earned a full-time position with the company after graduating from the College, and is now charged with managing future interns. He returns to campus regularly to help students pursue internships with his company.

Dr. Barrett introduced two students who joined the meeting to discuss their internship experiences.

Alexandria Fontanez: Ms. Fontanez completed three internships while at SUNY New Paltz. All three aligned well with her major. The first two were with A&E networks. For the initial, Ms. Fontanez edited scripts, coordinated special projects, and worked with producers on shows. Ms. Fontanez was given additional responsibilities for her second internship. She served in the



distribution department and took on creative research projects. She helped the department understand why consumers watch more content on mobile devices than standard televisions. Ms. Fontanez's third internship was with MTV. This was a "huge opportunity" that provided her with valuable network experience to use post-graduation.

Mr. Abt asked how long the internships lasted and who covered travel expenses. Ms. Fontanez replied that each lasted ten weeks and that the minimal money she made as an intern provided for travel expenses.

Sierra Levy: Last summer, Ms. Levy was a marketing intern at a start-up company focused on digital cloud software to manage landlord-tenant relationships. Ms. Levy wrote marketing copy about company products and pushed her work to various distribution lists. She also focused on user-face design for the company website and called many of the company's targets – landlords, tenants, paralegals, law firms – to advocate for and explain the product. Initially, Ms. Levy wasn't comfortable with software development, but she learned a great deal. She found the internship to be worthwhile due to these newly acquired skills.

Mr. Abt asked Ms. Levy to talk about the person who created the company and whether she felt comfortable with what the internship experience offered. Ms. Levy replied that the owner is a young entrepreneur who wanted to create a program to make communication easier between parties (landlord and tenant). He provided Ms. Levy with general direction each day and then gave her the autonomy to fulfill her work responsibilities. Ms. Levy did not feel like the owner took advantage of her work. This is a small company in the early business stages, so she knew there would not be financial compensation for the position. Overall, Ms. Levy stated she was in a comfortable environment and had a great internship experience. She is pleased to include it on her resume.

Mr. Abt also asked if the students' peers are interested in hearing about their internships. Ms. Fontanez said yes. Many students inquire about her experiences and also ask for assistance with editing resumes. Ms. Levy replied that not many students ask about hers since it was small company.

Mr. Guirma asked the students if they could re-design an internship, what would they want it to look like. Ms. Fontanez said it's ideal to offer compensation, especially for the summer, to help cover travel costs. Ms. Waterman noted that internships should offer more networking opportunities.

#### Internships Update: School of Science & Engineering (SSE)

Dr. Dan Freedman: Dr. Freedman noted that a main goal of his school is to provide real-world experience to students. Many students conduct research on campus and work with faculty across disciplines. The approach is inherently interdisciplinary. A number of majors require these types of experiences. For example, engineering students have a two-semester project sequence; and computer science students have a required senior experience. The School of Science and Engineering also has students in traditional internships. Students have worked for small start-ups in New Paltz and New York City. There are several cases where those internships turned into full-time positions after college. Dr. Freedman noted that students intern and conduct research at our institution and others, as well as government labs. Dr. Freedman also stated that income



from clients of the College's Hudson Valley Advanced Manufacturing Center (HVAMC) is used to hire and pay interns for the Center who represent a broad cross-section of programs – science and engineering, art, business. Students work on campus but get direct interaction with clients and the community.

Mr. Abt asked who pays the school's interns who work in the field. Dr. Freedman noted that a company will always provide the financial compensation, and that it is very rare that students in this field wouldn't get paid. Dr. Freedman then introduced two students to the Council to discuss their internships.

Emily Sobel: As a physics and astronomy major, Ms. Sobel said her top internship experience was NASA. She submitted ten applications, and earned a position focused on solar physics. Ms. Sobel's main assignment was to help debunk the main theories behind how the northern lights occur. She loved how the internship was designed, and she engaged in substantive work. Ms. Sobel said NASA is a great community. She was supported by the project managers and had many opportunities to present her work and learn from superiors on how to make things better.

Ms. Marks asked the students in attendance if any of their parents attended SUNY New Paltz. Ms. Sobel replied that her father is an alumnus.

Mr. Abt asked Ms. Sobel if NASA provided housing for interns. Ms. Sobel said no and noted that housing is a challenge for interns in the DC metro area. She had to do significant research before securing a location.

Adam Carlock: Mr. Carlock opened with his background – electrical engineering major originally from Long Island. Mr. Carlock started at Dutchess Community College and transferred to New Paltz. He's held three internships, including with the Hudson Valley Advanced Manufacturing Center (HVAMC). Mr. Carlock chose to work with the HVAMC out of personal interest since the Center has little to do with electrical engineering. He's gained valuable experience working with clients who go through the prototyping and development process for digital design and fabrication. His latest internship is with Sono-Tek, a business client of the HVAMC located in Milton, NY. Mr. Carlock is in line to receive a full-time position after he graduates. He noted that all of his opportunities have aligned because he attended the College and through the connections he's made.

Mr. Abt asked the students in attendance if they believe their internships will lead to a full-time job that is sustainable. Mr. Carlock stated that it's "all about networking." His internships definitely helped in positive ways that can influence job prospects. Ms. Fontanez noted that internships put students ahead. However, this can vary based on industry. In her field, there is a growing wave of young professionals who work full-time hours but are treated as temporary workers without the same level of benefits as full-time employees.

#### Internships Update: Career Resource Center

Beth King: Ms. King stated that she loves helping students take the knowledge they've acquired in the classroom and apply it through internship experiences. Ms. King shared an overview of internships at the College. See enclosed Power Point slides. The College has experienced substantial growth in internship opportunities. In the last five years, credit-bearing internships



increased from 258 to 561. This does not include non-credit and student-teaching. Following her presentation, Ms. King introduced a student to discuss her personal experiences.

Christina Waterman: Ms. Waterman interned at BBC America and VH1 over the past two summer sessions. She knew an HR professional at BBC America who helped connect her to the communications department. At BBC, Ms. Waterman worked closely with the events director. She helped plan many events, including Comic Con in San Diego, the 40<sup>th</sup> anniversary of Dr. Who, and many other projects. This was an unpaid position, but she would “never trade it in” because of the “many valuable connections” that were gained. To this day, she considers the events director a mentor. The T. Howard Foundation helped connect Ms. Waterman to her internship with VH1. She was placed in the consumer marketing department, which aligned closely with her major. Ms. Waterman assisted with the many details for the launch of three new shows on the network. Overall, both internships were positive experiences. Ms. Waterman closed noting that an internship is what you make of it. Students should always strive to learn from every task, big and small.

President’s Report: Vice President Mauceri provided a report on President Christian’s behalf. He opened with news of the new bachelor’s degree in mechanical engineering. This program builds on the College’s longstanding degrees in electrical and computer engineering. The program follows the award of a \$10 million NYSUNY 2020 grant to establish an Engineering Innovation Hub at the College. The Hub will house state-of-the-art equipment to support the engineering program’s faculty and students as well as the work of companies partnering with the College through its 3D printing initiative.

Vice President Mauceri updated the Council on last month’s prospective student open house. The College hosted approximately 1,550 prospective students and more than 4,400 total visitors. Prospective students and their families commented often about their positive interactions with faculty and students, the stunning beauty of our location, and the wide range of majors and activities for students to discover.

The vice president shared news on the campus’s Ebola preparedness. Dr. Jack Ordway, director of Student Health Services, is the designated campus contact for Ebola-related issues, and will receive information and guidance from a system-wide working group. SUNY is continuing to prohibit all forms of campus-sponsored or approved travel to counties with CDC Level 3 warnings. The College maintains ongoing discussions that involve Cabinet and several units across the campus.

Vice President Mauceri noted that Mecca Santana, chief diversity officer for the State of New York, recently visited campus to speak with students, faculty, and staff. Ms. Santana is responsible for workforce diversity and inclusion and shared her personal experiences in these areas. Her visit is one example of an activity that advances the College’s strategic plan priority of creating an engaged living and learning community and our value of continuing to build an open, inclusive and equitable campus climate.

Finally, the vice president updated the Council on President Christian’s presidential roundtables initiative. Recently, the president and Vice President Marks brought journalism, digital media, general business, finance, and accounting students to the boardroom of *The New York Times* to meet with alumnus James Follow ’81 (chief financial officer and executive vice president). Mr.

Follo responded to questions about his life and career path, the current state of journalism and future challenges in the industry. The students were very engaged and enthusiastic throughout the trip.

Mr. Abt asked how many people attended the roundtable from campus. Vice President Marks responded that the event was designed to be very small and intimate. There were a dozen students, along with the president, herself, and an interim dean.

Budget Update: See attached Power Point slide. Vice President Halstead noted that we are approximately 35% through the year and both the College expenditures and revenues are very sound. Fall revenue projections are higher than targets, and this usually translates to an overage in the spring. In addition, registration for the winter session is robust. This will also put the College in a good financial position.

Ms. Kuhlmann asked how many students are registered for the winter session. Vice President Eaton replied approximately 600 students, and Vice President Mauceri noted that more can still register.

Mr. Abt noted that the Council meetings for the spring semester have not been set. But dates will be shared at the earliest opportunity. The meeting adjourned at 4:40 p.m.

Respectfully submitted,

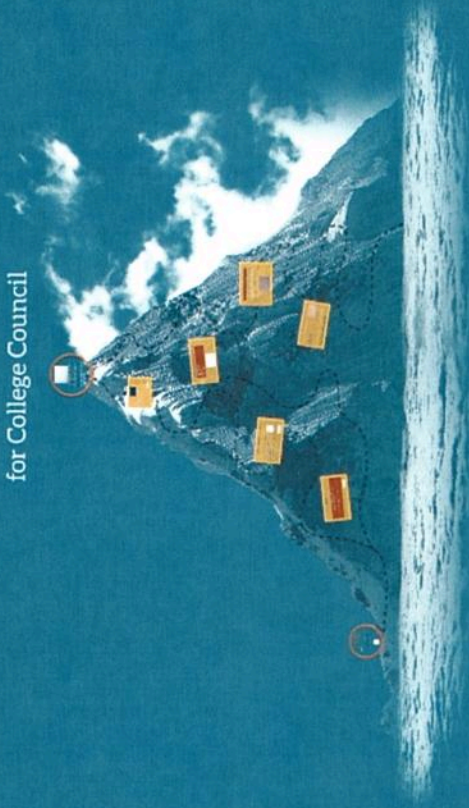
A handwritten signature in black ink, appearing to read "Richard Winters", with a stylized flourish at the end.

Richard Winters  
Community & Government Relations Associate



# SUNY New Paltz Internship Overview

for College Council





# SUNY New Paltz Internship Overview

for College Council





# Internship History at our College

last 5 years:

- switched to specialist model
- new location on campus
- implemented new system to track credit-bearing internships
- more structured process





# Statistics

Internship participation  
doubled in 5 year period across all schools  
from 258 to 561

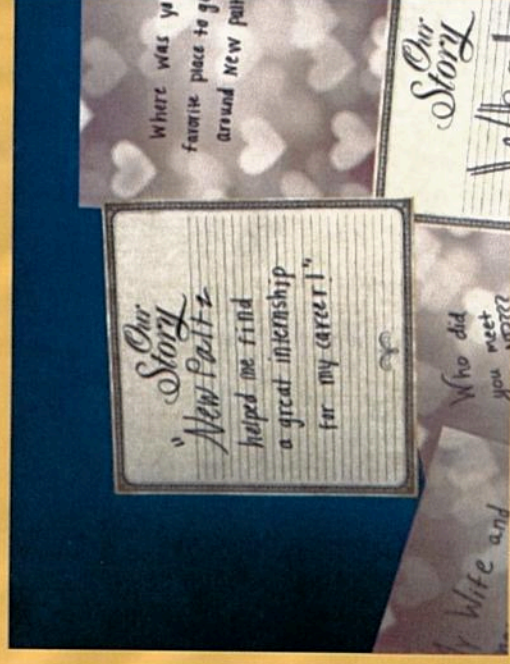
(does **not** include student teachers & non-credit bearing internships)





## Outreach to Alumni & Employers

- Post 3 ways to recruit - New Paltz Magazine
- Work more collaboratively w/ Alumni & Development
- Invite to biannual career fairs
- Information on office web site





# Student & Recruiter Interactions

- Campus visits by internship programs
- Employer tabling
- Career fair each semester
- Classroom presentations
- Mock Interviews
- Department events
- Honor different supervisors each year at IRC (12 in 2014)





# Promote Opportunities to Students

- campus event calendar
- emails to class years
- flyers
- social media
- PCAs
- academic faculty





## New Initiatives

First-Year Internship Program  
(FYIP)

#NPinterns

<https://tagboard.com/NPinterns/174121>



Opportunity Connect: Road Trips to Employers

Alumni-Student Networking events





Faculty buy-in

Funding

<http://sunynewpaltz.zenfolio.com/p878617726/slideshow>

Transportation

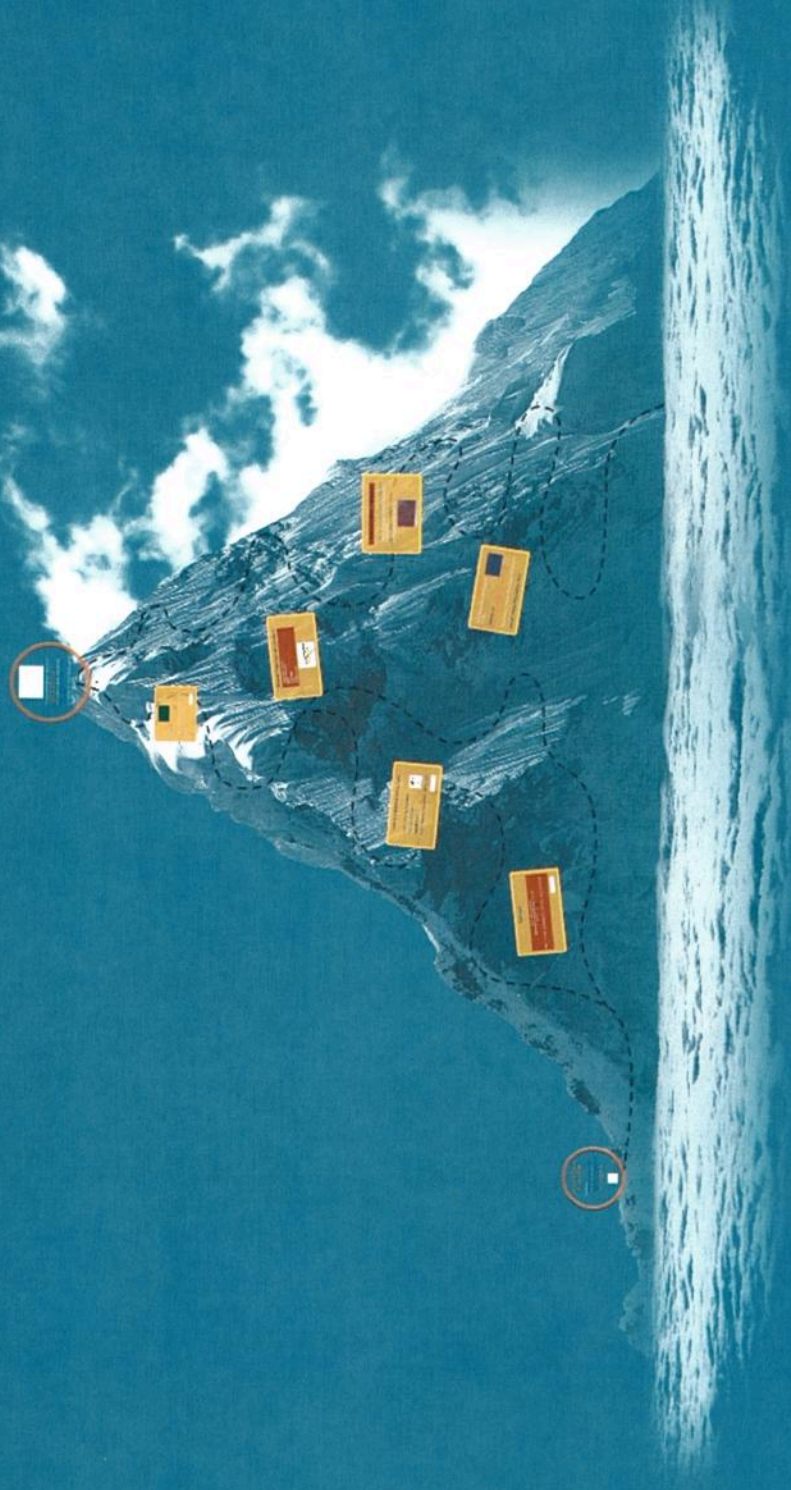
Paying tuition (especially in summer)



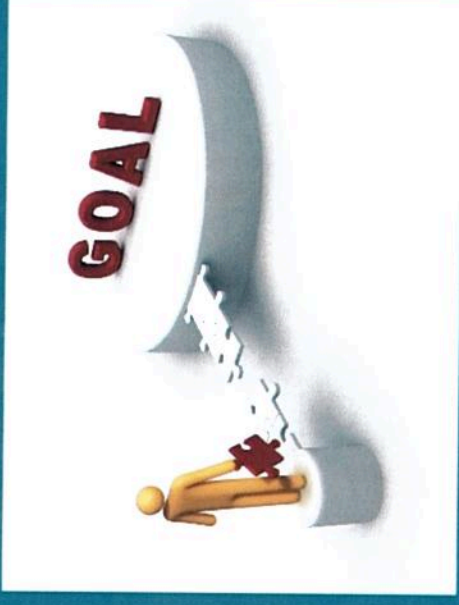


# SUNY New Paltz Internship Overview

for College Council







- Campus-wide Internship Contract
- Continue steady increase in internship participation
- Form new employer relationships
- More funding to support unpaid internships
- Chancellor directive: campus group for applied learning





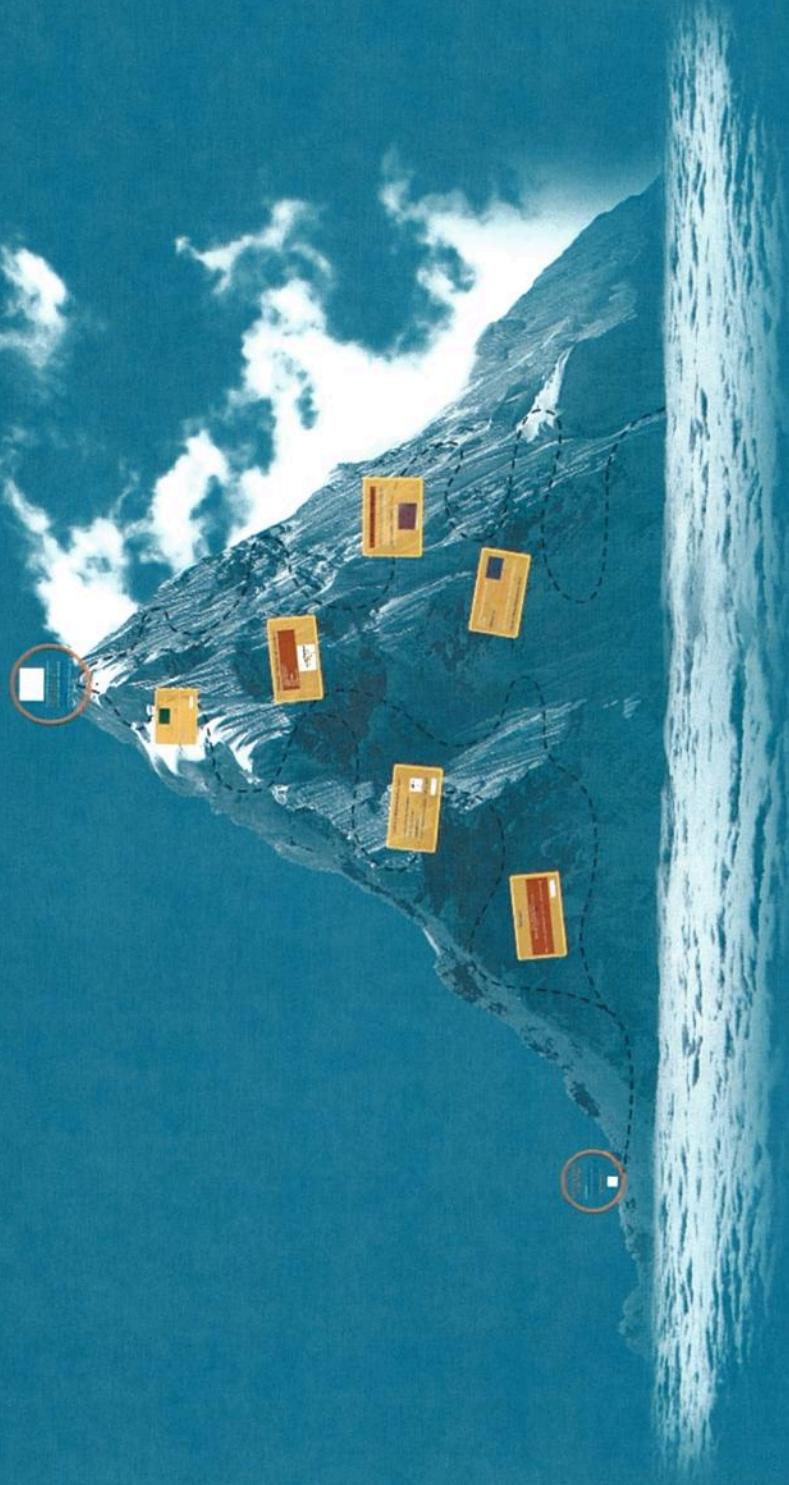
**Christina Waterman**  
**Marketing major/Communication minor**  
**Senior**  
**Staten Island, NY**

**BBC Worldwide Americas in summer 2013**  
**Viacom (VH1) in summer 2014**



# SUNY New Paltz Internship Overview

for College Council





# Budget Update

College Council  
November 20, 2014



**FY 14-15 Status of Core Instructional Budget  
As of November 15, 2014**

**REVENUE**

	<b><u>Budget</u></b>	<b><u>Actual</u></b>
Fall Tuition & Fees	\$ 24,369,250	\$ 23,676,682
Spring Tuition & Fees	\$ 24,982,950	\$ 72,461
<b>Total Funded Generated by Campus Activities</b>	<b>\$ 49,352,200</b>	<b>\$ 23,749,143</b>

State Support

	\$ 16,207,000	\$ 16,207,000
<b>Total Revenue</b>	<b>\$ 65,559,200</b>	<b>\$ 39,956,143</b>

**EXPENDITURES**

	<b><u>Initial Budget</u></b>	<b><u>Actual</u></b>
Personal Service	\$ 51,964,582	\$ 17,339,679
Temporary Service	\$ 3,786,618	\$ 1,246,196
Utilities	\$ 2,902,200	\$ 424,694
Supplies, Travel, Contracts & Equipment	\$ 4,167,776	\$ 1,271,177
Tuition Scholarship	\$ 2,738,024	\$ 992,811
<b>Total Expenditures</b>	<b>\$ 65,559,200</b>	<b>\$ 21,274,557</b>