

College Council Meeting March 6, 2014

Present: President Christian, Mr. Abt, Mr. Basch, Mr. Cozzolino, Mr. DiCarlo, Mrs. Kuhlmann, and Mr. Law, Vice Presidents Eaton, Halstead, Marks, Mauceri, Rooney, and Ms. Wright.
Guest: John Shupe, Assistant Vice President for Facilities Management.

The meeting was called to order at 3:04 p.m. The Council approved the minutes of the November 21, 2013, meeting.

Chairman's Report: Mr. Abt reminded Council members of the dates for Graduate and Undergraduate Commencement in May. He noted the Commencement speaker would receive an honorary doctorate of science and that his name would be announced as soon as the SUNY Board of Trustees made the name public.

President's Report: President Christian reported that the College was recently included in two new *Kiplinger's Personal Finance* rankings – 30 Best College Values in the Mid-Atlantic (New Paltz is one of 10 public universities in the ranking, along with 10 private universities and 10 liberal arts colleges), and 25 Best College Values under \$30,000 (#17 on this national listing!). New Paltz was one of four SUNY campuses included in each of these rankings, and one of only two (along with Geneseo) included in both rankings. The rankings are based on factors such as admissions rate, first-year retention rate, student-faculty ratio, and four-year graduation rate. New Paltz's strong showing on measures of institutional effectiveness reflects a continuing commitment to access, quality, affordability and success.

Dr. Christian offered an update on the College's 3D printing efforts, including the successful February announcement of the nation's first MakerBot Innovation Center at SUNY New Paltz. He reported on the College's latest economic impact analysis, which showed that despite significant recession-driven budget cuts that forced the College to shift its internal economy, the College's economic impact in the state and region has been virtually unchanged from before to after the recession. In 2011-12, the College generated about \$336 million in economic activity in the Hudson Valley, and more than \$398 million to the state's economy. Comparable figures for 2008-09 were \$338 million and \$399 million – at a time that economic recovery to pre-recession levels in the Hudson Valley has lagged, and several major employers have eliminated significant numbers of jobs. Direct college spending and student spending have both increased, so total economic impact and job generation in the Hudson Valley have increased as a result. Nearly every measure of volunteerism and community service by College employees has increased. President Christian also offered brief updates on construction and the strategic plan. He presented the College's rationale for its efforts to increase scholarships. See attached slides.

VP Marks gave an overview of her immediate goals for Development and Alumni Relations. She noted that Chancellor Zimpher expects SUNY to raise \$5 billion in the next three years to improve the student experience. New Paltz's share is \$10 million over three years. The College raised \$1.4M last year. The College's intent is to quietly launch a major gift initiative July 1. The effort's goals will be to 1) continue building board strength and support, 2) begin recognizing bequest intentions in fundraising totals, 3) build alumni engagement, 4) hit the road more to visit with potential donors, 5) tap into emeritus faculty and staff who tend to be some of the College's

most generous supporters, 6) reach out to parents, and 7) connect into Hudson Valley leaders. VP Marks outlined some short-term accomplishments since her arrival: 1) a newly launched alumni association, where all alumni are automatically members and the formation of a new Alumni Advisory Council to offer support to the alumni relations director, 2) five spring events planned to build engagement, 3) staff training underway, 4) the addition of three new Foundation Board members on July 1, and 5) an increase in annual giving.

Chairman Abt asked what VP Marks will tell donors that they will get out of giving to the College? She responded that the donors will be making an investment in a person's life that will help improve society. In other words, donors will be giving through New Paltz to a greater cause. She asked College Council members to offer ideas about how the College can best make its case for giving. Mr. Basch said people will give to educate young people who will remain here and will improve the future of the community. VP Marks noted that the College is increasingly telling the story of students who are here because of scholarships. Mrs. Kuhlmann reminded the Council that Mr. Abt set up an emergency fund in the Council's name to assist students who could not continue because of a sudden circumstance beyond their control. The funds are distributed at the discretion of the financial aid director. Mr. Abt noted that the fund had gathered \$10,000 and others have given \$100,000 for an endowment to do the same thing for students who could not "Cross the Finish Line" without assistance due to a sudden hardship. Mr. Abt urged Council members to continue to contribute to this fund.

Budget Report: Vice President Halstead shared her budget report. See attached Power Point slides. Fall revenues fell a bit short, with 98% of the tuition target collected. This meant a \$500,000 revenue shortfall. Spring revenues are looking brighter. With almost 75% of tuition collected, VP Halstead expected these revenues to be just a shade under the target. On the expenditure side, with 66% of the year completed, the College had underspent its full-time personnel budget (spending is at 61.9% of budget) due to vacancies or new positions that have been authorized but not yet filled. This payroll savings is offsetting the revenue shortfall. Last year, the College saved \$240,000 in its utilities budget, however, this year, VP Halstead does not expect to see savings due to the "polar vortex." The College has seen a 30% increase in its utility spending for January compared to January of last year. Utility costs for everyone have skyrocketed with the unusually cold winter. To offset this, the campus continues to implement sustainability efforts to keep the utility budget flat. VP Halstead anticipates she will need to use some reserve dollars to balance out the year.

Mr. Abt noted that an April meeting date had not yet been set. The meeting adjourned at 4:15 p.m. Afterward, interested Council members toured the College's new MakerBot Innovation Center in the Smiley Arts Building. Dean of Science and Engineering Dan Freedman, and Interim Dean of Fine and Performing Arts, Paul Kassel, were present to answer questions.

Respectfully submitted,



Shelly A. Wright
Chief of Staff/Associate Vice President for Communication

College Council Budget Presentation

February 28, 2014



FY 13-14 Status of Core Instructional Budget
As of February 28, 2014

REVENUE

	<u>Budget</u>	<u>Actual</u>	<u>% Received</u>
Fall Tuition & Fees	\$ 23,876,300	\$ 23,447,763	98.2%
Spring Tuition & Fees	\$ 24,191,300	\$ 18,026,750	74.5%
Total Funded Generated by Campus Activities	\$ 48,067,600	\$ 41,474,513	86.3%
State Support	\$ 15,994,300	\$ 15,994,300	100.0%
Total State Appropriated Dollars	\$ 15,994,300	\$ 15,994,300	100.0%
Total Revenue	\$ 64,061,900	\$ 57,468,813	89.7%

EXPENDITURES

	<u>Budget</u>	<u>Actual</u>	<u>% Spent</u>
Personal Service	\$ 51,403,983	\$ 31,827,797	61.9%
Temporary Service	\$ 3,663,175	\$ 2,553,151	69.7%
Utilities	\$ 2,601,042	\$ 1,607,249 *(est)	61.7%
Supplies	\$ 1,132,325	\$ 825,706	72.9%
Travel	\$ 695,767	\$ 334,927	48.1%
Contracts	\$ 1,355,821	\$ 777,070	57.3%
Equipment	\$ 1,030,159	\$ 313,115	30.4%
Tuition Scholarship	\$ 2,179,628	\$ 1,409,987	64.7%
Total Expenditures	\$ 64,061,900	\$ 39,649,003	61.9%