

**STATE UNIVERSITY OF NEW YORK CAREER DEVELOPMENT ORGANIZATION, INC.  
BOARD OF DIRECTORS' MEETING**

November 18, 2011 Board Reports

Location: SUNY Central

Present: Donna Pesta, Toby White, Lynn Rogers, Holly Horn, Suzanne Paddock, Arlene Kaukus, Amie Vedral, Lisa Allen, Tracy Collingwood, Ed Englebride

Excused: na

Call to Order: 2:15pm on 11/18/11

Adjourned: 3:00pm on 11/18/11, met further via conference call on 12/12/11 from 1:00-3:00pm

**BOARD AND COMMITTEE REPORT SUMMARIES**

***SUNY System Administration- Ed Engelbride***

**Awards/Scholarships:**

- Chancellor's Awards for Student Excellence
  - Nominations open Jan 9 and close on Feb 3
  - Ceremony April 4
- Scharps Awards
  - Nominations due February 24
- Chancellor's Scholar-Athlete Awards
- Ronald Lavallee Leadership Award in Athletics (new)
- Outstanding Student Affairs Program Awards w/CCSAO
- Bob Becker Scholarship
- Emerging Leader Award (new)

**Broad Based Fee Policy Amended at Sept BOT meeting**

**Five Year Fee Plans**

- Fee increases via HEPI now documented
- Ensures student involvement in decision-making process
- Campus policy on refunds/waivers
  - Must be address part-time, non-traditional, off-site students
  - Recommend following tuition refund schedule
- OK to charge BB fees during summer and intersession
- Re-application Fee
- Transcript fee – either/or
- Career Services – for services/not staff - guidelines being created

Location of waiver/refund policy must be on student invoice

**Enrollment Limit**

- **In place for 2011-2012 only. No limit next year**
  - Campuses that went over their limit – should have gotten approval
  - Resource Allocation group being formed
  - Enrollment will be a significant component of funding model
  - Generally – no State support for being over your limit

**EOP – four for free for EOP instituted last app cycle**

- Students now applying to 2.95 choices versus 3.06 - more in line with 2009 average

### **Proposed Legislation: MMR Public Health Law**

- MMR Immunization of post-secondary students
- S4803 (Griffo) College students who graduate from NYS high schools exempt from Section 2165 PHL (Certification of MMR immunization)
- Out of state and foreign students would continue to be required to provide certification
- Purpose – reduce costs and administrative burden from colleges
- Vetoed by Governor
- Will revisit this year

### **National Voter Registration Act (NVRA) Update**

- DoJ sent a request for information:
  - Including printed materials and websites noting that DSS Offices are NVRA locations, dates of coordinator and staff training, and implementation report
  - All campuses responded within a week
- Reminder of the Process
  - Student enters DSS Office to add, change, or renew services
  - Asked question, respond accordingly
  - NVRA Coordinator tallies responses on Agency-Based Transmittal Form
  - Transmittal form and voter registration forms sent to County Board of Election weekly
  - Transmittal forms completed weekly and faxed to Office of University Life monthly

### **Net Price Calculator**

- HEOA requirement, SUNY effort coordinated by J. Porter
- Advisory Committee providing feedback
- 10/11/11 - Release software to campuses for testing
- 10/12-29/2011 - Support campuses with NPC implementation
- 10/19/2011 - Final load of data to NPC data warehouse
- 10/29/2011 - Each campus must have cost calculator available on their local website

### **SUNY Online Academic Record (SOAR)**

Background – the application funnel:

- At a minimum, students submit transcripts when they apply, after the fall term, and after they graduate...and often in between.
- Everyone who applies is not accepted, everyone who is accepted doesn't enroll
- Handling of transcripts is labor intensive at the campus level (and the sending level).
- Binghamton and Stony Brook piloted an on-line academic record last year
- SOAR went live in August – no cost to campuses.

### **Transfer Mobility - Where We Are:**

- **Now have identified courses that are guaranteed to transfer in over 40 disciplines/majors**
  - This covers over 90% of all transfers to four year campuses
  - **Guarantees** credit towards the major for all successfully completed **identified** courses

- Functionality has been added to the SUNY Student Website to provide tools to help students plan their first two years
- We have developed a Business Intelligence Dashboard to assist faculty and staff
- Student Mobility Steering Committee in place, chaired by Tina Good, President FCCC

**Shared services, including:**

- Administrative functions
- Expand access for students by making available to them academic resources, courses, and programs at additional campuses in the region
- Expand student services through the use of shared administrative functions

**On September 20, 2011:**

- Endorsed the continued consideration of the option of sharing presidencies between Cobleskill and Delhi, and between Morrisville and SUNY IT
- With respect to Canton and Potsdam, the Board has made no decision on whether a single president should serve both campuses.. explore and implement shared services where appropriate and to devote the savings for such efforts to academics and student support services

**SUNY Strategic Plan**

- SUNY Conference
  - September 26-27, 2011 in Buffalo
  - Universities as the Economic Driver; academic conference, featured best work nationally in each of the six Big Ideas for New York, and plenary speakers shared national best practices
  - Over 400 people attended
  - A similar conference will be held next year with a different theme
- SUNY Report Card Fall 2011 (available online)
  - Released on September 26
  - Slides that follow highlight areas of interest

**SUNY Student Assembly**

- **2011-2012 Elected Officers:**
  - President: Kaitlyn Beachner, Potsdam/Buff State
  - Vice President: Kevin Rea, Maritime
  - Treasurer: Severin Kamini Jr., Hudson Valley/Albany
  - Secretary: Julie Gorman, Corning/Cortland
- **Conferences:**
  - Fall – October 28-30 – Holiday Inn, Latham
  - Spring – April 27-29 – Holiday Inn, Liverpool

**Service Learning:**

- Reenergizing the Service Learning Group
- Facilitating a one day best practice conference for coordinators

**Veterans Affairs**

- Moved to University Life

- 23 SUNY campuses named Military Friendly by G.I. Magazine
- Yellow Ribbon Program

***President's Report- Donna Pesta***

**ACTIVITIES SINCE LAST BOARD MEETING**

- Worked on several initiatives/issues with board members/CDO members
  - Growing the membership numbers
  - Addressing unpaid memberships
  - Determining who will be allowed access to the CDO LinkedIn group
  - The new job/internship form
  - Site selection questions in regards to 2013 conference
  - Management of director's list serve
  - List of projects/issues for Technology Chair to address

**ACTION ITEMS**

- Propose that CDO develop a formal response to the Co-op program proposed by SUNY Administration
  - What services/resources can CDO provide to assist
- There has been a request from a member to discuss the issue of graduate surveys and explore possible avenues to assist with administering them
  - Gary Morris is drafting a letter to be sent a vendor, looking for a discount. Arlene says don't go at this alone, but also ask for office of institutional advancement organization and try to approach a discount.

**QUESTIONS FOR BOARD FEEDBACK**

- Is there merit in exploring video conferencing options? Jose Miguel Longo (Oswego has 4 options and is testing over break)

**ANNOUNCEMENTS**

- Going Global has provided four complimentary one year memberships to SUNY institutions who were effected by flooding due to hurricane Irene and Lee. Nancy Paul from SUNY Binghamton took the lead in getting the word out to the membership about this opportunity.
- Nancy Paul has also agreed to manage the 4 year director's list serve.
- The next board meeting is scheduled for Tuesday, January 17<sup>th</sup> from 1:00 – 4:00. This will be a conference call.

***Secretary/Treasurer's Report- Lynn Rogers***

Checking account balance - \$ 35,960.30

CD Balance - \$ 11,119.95 (both CD's will mature in November 2011)

Total CDO Assets – \$47,080.25

#### ACTIVITIES SINCE LAST BOARD MEETING

- Created a Paypal account and linked it with the SUNYCDO business checking account.
- Worked with PayPal to secure Not-for-Profit status. We will only be able to pay dues and conference registration fees. Donations will not be able to be accepted through Paypal.
- Working with Jose Miguel Longo on website, and how to implement the new PayPal button on the CDO website for both membership dues and conference payment.
- Inquired about CD rates from First Niagara, Bank of Utica, M&T Bank. Length of CD's range from 3-12 months.

#### ACTION ITEMS

- CD's rates

#### QUESTIONS FOR BOARD FEEDBACK

#### ***President-Elect – Toby White***

#### ACTIVITIES SINCE LAST BOARD MEETING

- Sent Amendment Bylaw Proposal to CDO List Serve for discussion Oct. 7<sup>th</sup>, 2011
- Sent Amendment Bylaw Ballot to SUNY CDO List Serve for vote on Nov. 8<sup>th</sup>, 2011
- Compiling votes for Amendment Bylaw change. Dead Line to Vote: Nov. 11<sup>th</sup>, 2011 by 4:00pm.
- Planning to work on Financial Budget for SUNY CDO with Lynn Rogers

#### ACTION ITEMS

- Continue working on Financial Budget for SUNY CDO with Lynn Rogers
- Start Election Process for 2012-2013 Board Positions
- Convene Long Range Planning Committee (Spring 2012)
- Update Bylaw change (If Passed) to the Policies and Procedures Manual

#### QUESTIONS FOR BOARD FEEDBACK

- Need information from each Board member on their intentions to serve/not serve on the Board for 2012-2013
- Virtual Technology for SUNY CDO Board Meetings

#### ANNOUNCEMENTS

**The proposed bylaw amendment passed by the membership. The new bylaw for Article III, Section II reads:** There shall be two active membership statuses- Professional and Student. But for the exceptions applying to students specified in Section 1, all members shall have equal rights and responsibilities. **If a current Professional member leaves his/her current position, his/her membership may be transferred to the person hired as his/her replacement upon request by his/her supervisor to the Member Relations Board Member.**

## ***Member Relations – Lisa Allen***

### ACTIVITIES SINCE LAST BOARD MEETING:

- Everyone who was not a current member has been removed from the listserv.
- We currently have 141 members. 2 new members are from SUNY Potsdam's CSTEP program have become part of our membership.
- I will be updating and reconciling multiple lists of emeritus members and then sending that information to the emeritus members.

### ACTION ITEMS

- We need to invite employers to join us on LinkedIn. I would be happy to do that, but I need the lists of REACH participants (I think that's who we said we'd start with).
  - Tracy Collingwood will send Lisa a list of participants.
  - Lisa will draft an email to go out to REACH participants to invite them to join our LinkedIn page.
- I have not yet begun contacting people in other offices at SUNY schools, as I got no feedback from any directors.
- I'm also compiling a list of contacts at schools that there are currently no members. Attached is a letter I updated from Brandy. I'd love your feedback before I send it.

### QUESTIONS FOR BOARD FEEDBACK

How do I determine if a person who wants to be on the LinkedIn page qualifies as someone who works predominantly in career related activities or are employers?

### ANNOUNCEMENTS

- Will use the yellow pages to put together a chart of services that each SUNY institution will provide. Donna Pest is creating a survey to go out with yellow pages, so we can offer a list of services being offered to all constituents

## ***Professional Development – Holly Horn***

### **ACTIVITIES SINCE LAST BOARD MEETING**

- Posted SUNYCDO 2012 conference details on CDO site
- Posted several free professional development opportunities to the CDO website
- Posted additional conference information to CDO site
- Working with conference committee to iron out how registration will work
- Handing off conference registration materials to Amie Vedral for transport back to SBU

### **Subcommittee: Conference Planning (Nikki Barnett & Cathy Parker):**

- **Raffle (Tara Malone):** committee has been identified, but has not met yet. Tara has begun researching options for a charity to donate to.

- **Technology (Jessica Mazzia co-chair):** Still looking for folks to join this committee. Have a couple of prospects from Alfred who may be interested. Jessica can't be at the conference until it starts so we need someone else who can take the lead the day before, ensuring everything is set up.
- **Sponsorship (Noah Simon):** Noah has asked Joe Meyer to help out with sponsorship. They have met and started their planning and don't feel they need more members on their committee. They will be talking to the Reach folks to coordinate efforts there. Decided to not have exhibitors at the conference.
- **Programming (Elena Polonova):** Elena is in the process of updating the survey. She also will be arranging a programming committee meeting ASAP to review details. Further, Elena will review details with her committee regarding pre-conference and overall programming format. Theme decided on was "The Sound of Change." Elena reached out to Lindsay Pollack for keynote, who seems excited to address our group. We have not confirmed with her yet.
- **Registration (Marianna Savoca):** Marianna along with her registration team (Joyce Guglielmo and Pat Hayes) are in the process of updating registration online forms. We have graphic art interns working on our logo. Working with past registration chairs to understand process. Updated forms are to be completed and approved by board and chairs for mid-January. Email goes out to register by end of February.
- **Entertainment (Paige Carbone):** Paige will be meeting shortly with her committee to discuss entertainment details. We will be meeting soon to discuss thoughts.
- Met on-site Friday, November 4 @ 10am) to walk through the space.
- Next phone conference meeting Friday, November 18 @ 10am

#### **Subcommittee: Conference 2013 Site Selection (Kerrie Bondi):**

- Committee identified 22 facilities in the central region and split up to research based on per diem rates; still waiting for word on about half of them
- Already eliminated the casinos due to perception and smoking situation concerns and others due to price
- Committee will talk once all numbers are in to decide which sites to visit
- Goal is to have a proposal before the board in January

#### **ACTION ITEMS**

- Need to connect with individuals who expressed interest in being on the professional development committee
- Have a lead on a webinar – INROADS

#### **QUESTIONS FOR BOARD FEEDBACK**

- Feedback from 2 & 4 year directors regarding the 7:30 am directors meeting at the conference? (Conference-at-a-Glance attached) Directors meetings will held on Thursday, at 8am. Holly is checking on conference call availability.
- Feedback on timing of Board & Transition meetings? Do we push it later to accommodate same-day travel?
  - Transition meeting for those transiting from 10am-12pm, then new board meeting from 1-3pm, at ESF. June board meeting will take place over dinner or after dinner at the conference on Tuesday night..

## ***Employer Relations- Tracy Collingwood***

### ACTIVITIES SINCE LAST BOARD MEETING

- Identified leadership and committee members willing to assist with REACH at the conference. Andrea Lipack and Kimberly Dixon from Stony Brook will be serving as Co-chairs of REACH. Noah Simon will be assisting. A conference call is scheduled for 11/15/11 to work on planning for the event.
- Developing new content to be added to the Employer section of the website which will include a list of who to contact at all SUNY schools for employer relations, links to each school's career center web page, direct link to the SUNY CDO LinkedIn page, and provide an opportunity for schools to list their events. The goal is to make the site more valuable to employers and build resources.
- A new web host (HostGator) is being implemented for the SUNY CDO website. Backend development of the SUNY CDO job/internship posting form is on hold. Experience from eRecruiting is being researched as a possible alternative for posting jobs and internships.
- Attended a Senior Staff Orientation for SUNY System Administration in Albany on September 21-22. Chancellor Zimpher spoke briefly about "SUNY systemness" and how we can share services and resources when it makes sense. Also discussed the role of internships and co-ops with David Lavalley, Executive Vice Chancellor and Provost. The message was very clear that the focus is on co-ops (defined as "not for credit and fully paid"). He said one of the reasons they are promoting co-ops is that "70% of students who complete a co-op get a job where they did their co-op or in a related organization within that industry." Northeastern was mentioned as having the model co-op program. Dr. Lavalley also indicated that he would like to see more university-wide co-op programs with an office on campus to coordinate this function. He did mention the Lumina grant and said this was designed to educate 8,000 displaced workers primarily through community colleges. With support from Lumina Foundation, SUNY will partner with business and industry leaders and economic development organizations to launch SUNY WORKS - a unique new cooperative education initiative featured in SUNY's strategic plan.

## ***New Member- Amie Vedral***

### ACTIVITIES SINCE LAST BOARD MEETING:

- Sent out personalized welcome emails to the nine new members that have joined SUNY CDO this past month.
- Responded to inquiries from new members regarding the 2012 Annual Conference

### QUESTIONS FOR BOARD FEEDBACK

There is one colleague in my office that is on my list as a "New Member" but was a member several (at least 10) years ago. Should she still be treated as a "New Member?"

Should there be (or is there?) a period of "time away" that makes previous members "new" again?

- It is up to the professional if they choose to select that they are a "new member" on the registration form.

## ANNOUNCEMENTS

I have now added myself to the conference programming committee (at the request of the committee chair).

### ***Two Year Director Liaison- Suzanne Paddock***

#### ACTIVITIES SINCE LAST BOARD MEETING

- Phone calls and e-mails to Arlene Kaukus, Donna Pesta and Two Year Directors to coordinate 11/18/11 meetings
- Collaborated with Arlene Kaukus and Lisa Allen to craft an e-mail to Directors regarding a CDO membership drive. Requested referrals and encouraged Directors to reach out to other campus offices that provide career preparation to students
- Obtained the two Year Directors listserv from Judy Applebaum and the current membership list from Lisa Allen. There are discrepancies.

#### ACTION ITEMS

#### QUESTIONS FOR BOARD FEEDBACK

- How should the discrepancies between the Directors' listserv and the membership be resolved? Who handles it? Does it automatically get updated when the yellow pages are updated or should it be done more frequently? I don't believe this is addressed in the Policies and Procedure Manual – should it be? Updating the listserv is the Liaisons' responsibility to insure that the listserv was updated regularly

### ***Four Year Director Liaison- Arlene F. Kaukus***

ACTIVITIES SINCE LAST BOARD MEETING : Conference call completed with 4 year directors, minutes mailed to all on listserv, listserv updated and now managed by Nancy Paul

#### ACTION ITEMS:

1. Need to confirm the 4 year Directors meeting schedule during the conference  
Send out email to directors to enhance membership with a deadline January 5, 2012.  
Asked for guidance for conference- lack of response is deafening

#### QUESTIONS FOR BOARD FEEDBACK

- Listserv responsibility(who manages the listserv, is it intended to include only dues-paying 4 year directors)
  - It is the Liaison's responsibility to manage the listserve.
- Still needing clarification from SUNY on the Report Cards, metrics and our offices' involvement.

### ***New Business***

Graduate Surveys- Gary Morris is drafting a letter to be sent a vendor, looking for a discount. Arlene says don't go at this alone, but also ask for office of institutional advancement organization and try to approach a discount.

Next Board Meeting, Tuesday, January 17, 2012.