



**DARE TO DO MORE**

**Executive Council Meeting  
Friday, January 24, 2020  
10:00 a.m. – 11:30 a.m.  
E-501**

**Minutes**

**Present:** Paul Arcario, Hara Bastas, Janet Corcoran, Oswald Fraser, Bartholomew Grachan, Robert Jaffe, Nava Lerer, Henry Saltiel, Patricia Sokolski, Dionne Miller, Jessica Mendoza

**Absent:** Nireata Seals

**Guests:** Caridad Muñoz, Gina Taraskewich, Heather Hennessy (FUSE), Sera Vautier (FUSE)

**I. LaGuardia's Social Media Strategy: Key Findings and Next Steps**

Gina Taraskewich, Director of Marketing and Communications, Caridad Muñoz, Creative Technologist of Marketing and Communications, Heather Hennessy, Digital Communications Group Director (FUSE), Sera Vautier, Account Director (FUSE) presented to the Executive Council the Social Media strategy that they have been working on. This social media strategy is to assist with recruitment and retention efforts through the presence of social media. LaGuardia has had social media presence but there were no guidelines or structure. One of their strategies is to have a group called "Community Champions" that will assist with telling the story of LaGuardia through social media. The first group of "Community Champions" will be attending a kick-off meeting today. Caridad and Gina mentioned that the Social Media strategy and Community Champions will be introduced at the spring opening sessions.

**II. Enrollment Update**

Bart Grachan, Interim Vice President of Student Affairs, gave the Executive Council an update on Enrollment. Enrollment for fall II is at 91 percent on FTE's, not where we wanted to be. For Spring I, we are currently at 59 %, ahead of last year's numbers to date. At the moment we are ahead with incoming and continuing students and direct admit is currently taking place. There was an issue encountered with CUNY, they were informed that CUNY has stopped all foreign credit evaluations, and will no longer be processing spring 2020 applicants. Vice President Grachan has reached out and spoken to CUNY to rectify that situation. LaGuardia will be training 15 staff members by fall to do foreign credential evaluations. The Hobson system that was bought by LaGuardia campus management a year ago, we have been informed that their servers have been identified as spam on the north east for all of their clients. This has affected 70% of our emails to new students, currently trying to find a solution. Our student information systems has started vigorously calling and texting students. Hoping that the situation gets resolved quickly.

**III. Budget Update**

Shahir Erfan, Vice President of Administration and Interim Vice President of ACE spoke about the college budget. A discussion was had by the Executive Council. He stated that at the next Executive

Council he will be able to give us a better overview of our budget since they should be getting the figures from Pell.

#### **IV. Update on Student Government Association**

Bart Grachan, Interim Vice President of Student Affairs informed the Executive Council that the Student Government Association will not be able to vote for the entire school year. There are not enough members to secure a vote. The SGA got below the 7 necessary yes votes needed by the constitution in order to pass anything they need to have 7 yes votes and 3 executive council and they only have two. In total they only have 6 votes. Have spoken with CUNY General Council to make if there is anything that can be done to rectify but due to the SGA constitution there is nothing that can be done. Hoping to get the current SGA to work on a draft to rectify their constitution so that next year if they have a voting body they can pass a corrected version of the constitution.

#### **V. LaGuardia's 50<sup>th</sup> Anniversary: Initial Planning**

Janet Corcoran, Vice President of Institutional Advancement stated that LaGuardia's 50<sup>th</sup> anniversary is arriving. There are 3 dates we can decide to celebrate LaGuardia's 50<sup>th</sup> which are April 1970, when Joseph Schenker was named President of college number 9, December 1970 naming of college 9 to LaGuardia Community college or September 1971 when the college opened the doors to students. Variables thinking about in IA, at this moment big competing events going on during the timeline. Currently thinking about doing a spring kick off, with a conclusion of a big event in either fall or end of 2020. Vice President Corcoran suggests appointing a planning committee from all divisions sooner rather than later. Then task the committee with developing goals, timeline, budget, activities and to work with the Executive Council to see what directions we want to go in. Vice President Corcoran mentioned that her team has looked back at what was done for the 40<sup>th</sup> anniversary and also did sight visits at Queensborough and Hostos Community College. She suggested that this would be a great idea to bring this topic to Opening Sessions. She mentioned that our celebration should be about LaGuardia's accomplishments and strengths. Vice President Corcoran suggested that all committee members should be internal.

#### **VI. Update on Presidential Search**

Robert Jaffe, Senior Adviser to the President updated the Executive Council on the Presidential Search. There will be stakeholder meetings on campus on Thursday, January 30<sup>th</sup> and Friday, January 31<sup>st</sup>. There will also be an open forum at 3:30 pm on Thursday, January 30<sup>th</sup>.