

Joint Meeting: SPS-FPS Meeting
Minutes
May 23, 2012

Present: J. Llana, R. Pignatello, K. Kaplowitz, S. Strobl, N. Benton, C. Quintian, R. Anzaldua, V. Moreno, I. Brown, P. Ketterer, M. Haberfeld, R. Saulnier, G. Galligan

Absent: J. Bowers, F. Sheehan, T. Kucharski, A. Sing, K. Chandler

1. Approval of minutes for April 19th (revised) and May 10th. Approved without discussion.
2. Discussion of Distance Education Proposal. This may stand on its own as a strategic priority or be folded into one on fund-raising. Ned asked how the numbers were calculated. Pat and Gina had reviewed the income statement for the proposed program. Ned continued by making the point that this is a gigantic governance discussion. He argued that it would involve redoing Part A for NYSED, and creating a new Master's program in Security Management. What is the effect of this new program on our existing program? There are so many contingencies here.

Enrollment estimates are considered conservative relative to 3 other universities Feng looked at. One assumption is that 1/3 of new courses will be taught by FT faculty and 2/3 by adjuncts. All the teaching expenses, based on those assumptions, are built into the budget. The budget assumes expenses of \$4200 per credit for FT faculty and about \$1100 for part-time coverage, but there is no direct payment to faculty anticipated. We are assuming in-state tuition; Ned sees an issue here since we need approval by the CUNY BOT.

To support the Distance Education budget, Jane is ready to redirect the funding from the year-round college. There are also some additional funds available in Academic Affairs for administrative costs.

Ned argued that foregoing the year-round program program is a very big decision. He believes we could get revenue sooner and be subject to fewer difficulties with governance and cost if we expand the existing online program in Protection Management. Rob believes that the College should do both (online and summer/winter) in an effort to increase revenue. We have potential tiers of investment opportunities depending on the CUNY Compact; allocation will probably not be until the end of July. Jim supports moving forward with the distance education program because it is ready to go.

Ned believes there are a lot of things happening in the next 12 months that will have an impact on this decision, so why move ahead now? Ned is not convinced that betting on security is the way to do this; we should evaluate what exists, evaluate what we offer.

It doesn't seem to him that we have the faculty to support the new degree. How many students are actually enrolled in the Protection Management program? It is the 3rd lowest among graduate programs.

One member observed that we are virtually the only criminal justice college in the country that does not offer a degree in Homeland Security.

Maki feels that it is very speculative to think that Protection Mgmt. will sell; subjects like Terrorism or Intelligence Gathering would be more successful.

Carina believes that we need to see if the courses being offered are marketable. Has research been done to determine if people would be interested in this degree?

Ned feels that the distance learning program should address instructional technology in general. If we frame the program so that we have useful deliverables for the entire college as opposed to just this focused entity, then we will benefit. The proposal should show how this effort could assist existing areas of the college, i.e. space concerns; we will run out of classroom space in the next few years. (Rob)

What is it that we do now regarding hybrid courses? It seems that there is no focused/intentional approach to developing hybrid courses. A system needs to be built; this could really help to alleviate the space pressures.

What do we need to know in order to frame a recommendation? Marketability – General benefits – path to governance approval.

Is this a Revision to Protection Management? Jim was not assuming this was a start from scratch program. Ned states that it appears that Feng basically splits the current MPT program into two separate programs.

Maki states that it takes months to effectively convert courses to online; Jim responded that most of the courses are or have been offered online in Protection Management.

Ned suggested we do something similar to what was done in the MPA program and then really market it. This could generate money and support future revisions.

Jim will get responses to the basic questions raised and distribute prior to the next meeting.

Funding the entire Distance Ed proposal assumes the CUNY compact is greater than last year and that there are no other programs that take priority.

3. Discussion of Strategic Priority for Fundraising. Fundraising is something we really need to think about. Rob stated that the College has been successful in attracting major gifts; we now have a new VP and should be able to continue the success. There is revenue opportunity in renting the facilities. He suggested we create a bucket of things that will produce revenue; there are some missing opportunities in Continuing Education. Cont. Ed is a lower-bearing fruit than credit-bearing programs; other CUNY colleges are making millions on Cont. Ed.

Ned thought it would be helpful to see a return-on-investment in the fundraising activity in the last couple of years. We could re-invest those revenues. Rob states that many of the contributions (donated funds) have strings attached/restricted.

Can we get a summary of the investments we have made in the last 5 years? Marketing, fundraising, etc... Pat stated that generating this type of report is doable; she will email prior to the next mtg.

Jim asked if everyone was clear on the other 3 strategic priorities: 1) hiring new faculty; 2) hiring new advisors; 3) strategic positioning and enrollment management support.

4. PMP key targets. PMP Targets and Goals are due to CUNY on June 27; we are pressed every year by the Chancellor's Office to include governing bodies like this in the PMP process. There was no discussion of the targets, but we can revisit this at the meeting in late June.