

**Joint Meeting: SPS – FPS
Minutes
March 20, 2013**

Present: James Llana (*SPS Chair*), Robert Pignatello (*FPS Chair*), Ricardo Anzaldúa, Ned Benton, Jane Bowers, Kinya Chandler, Janice Dunham, Jay Hamilton, Karen Kaplowitz, Patricia Ketterer, Tom Kucharski, Virginia Moreno, Carina Quintian, Richard Saulnier, Mariani Mewengkang (*Recorder*)

Guest: Jayne Rosengarten (Vice President of Marketing and Development)

1. Approval of Minutes for February 20, 2013 & March 5, 2013. Minutes approved as proposed.

2. Budget Discussion. Rob started the meeting by informing the committee that the state budget should become available by the weekend of March 21, 2013. The budget will not have any major surprises, and will not have any capital money except for CUNY 20/20. The Compact is also likely to stay the same. Due to the revenue shortfall this year, the college will delay some hires. However, the delay will not affect faculty hiring. Right now, the plans are to hire 18 new faculty members, in addition to replacing the faculty members who leave. The college must also come up with a solution to cover the TAP waivers, and will need to think of ways to generate more revenue to offset the deficits we will face in the upcoming years.
As enrollment is the key to getting more revenue, we need to discuss strategies to increase FTEs. John Jay's current FTE targeted increase is 400 for next year. In order to attract more students we first need to think about what kind of institution we want John Jay to be. This can then help us decide which direction to drive our recruitment initiatives. We should look into recruiting out-of-state, graduate, and veteran students. The college should also make investments in advisors, and strengthening our online programs.
The committee then discussed the hiring delays that will take place. Ned asked if some positions can be combined into one position, or if positions could be reassigned. Pat also encouraged everyone to think about whether or not a position is really necessary for the department. Jim said that perhaps the VP's can be invited to a later meeting to explain their proposed spending for FY2014.
Kim suggested beginning work on a timeline so that we can meet the 10 – 12 week deadline for the financial plan. She also suggested creating a template to use for submitting proposals. (Rob, Pat, and Jim agreed to work on creating this template)
The biggest priority right now is to generate revenue, although Jim urged the importance of pursuing our goals to the extent that we can, so we can make some progress each year. As retention = revenue, we need to focus on retention as well, and other indirect connections to revenue.
Richard said that retention is a huge factor in any enrollment plan. Retention also allows the college to become more selective. Richard expressed his concern about the Justice Academy. The students are not coming in the way we thought they would. There is worry about the transfer numbers.
Ric told the committee that the college will begin assessing the Justice Academy. CUNY will want to know how each group did academically.

3. VP for Marketing and Development. Jayne Rosengarten attended the meeting to discuss ways in which her department will play a role in our recruitment and marketing strategies. She said that her department is working with SPG. Because this is almost like a start-up project, it is taking some time to determine how to best use the funds. Jayne emphasized the importance of raising money. Restricted and unrestricted money needs to be raised. She also mentioned that something needs to be done to increase alumni giving.

Another area that needs to be worked on is marketing John Jay. Since enrollment is very important, we need to promote the college. John Jay is currently working on building a new website as a way to promote the college. The website will be more student friendly, and will have an easier interface.

Carina asked about the investments being made. Jayne responded by discussing the Viewbook. The Viewbook is targeted towards undergraduate students, but a graduate Viewbook will be created as well. The Viewbooks include John Jay branding and marketing language, and are created with the help of recruiters.

Richard also mentioned that the admissions packets have been redesigned. While marketing for undergraduate programs has been simple, marketing for the graduate programs will be more difficult as each program will require its own marketing strategy. Ned said that there have been problems with executing the plans that are created. He asked for a step-by-step approach on how the college will go about implementing the plans.

Jayne responded to this comment by telling Ned that SPG is supposed to cut across and tackle piece by piece what it is that needs to be done.

Kim also mentioned that the new Associate Provost position is going to tie in the marketing and graduate programs.

Jane B. informed the committee that this year SPG is working on the Macaulay Honors College and the graduate programs. She also said that each program will have its own brochure. SPG is collecting data from the program directors so that Vivian Todini can develop a brochure for each program. The college will also hire a research firm to help. SPG is also developing pieces about the programs to give to potential employers of our students.

Ned emphasized the need for advertising. He mentioned wanting ads placed in SUNY newspapers, as well as other forms of media, as soon as possible. Richard agreed to give Ned the name of the person to contact for SUNY newspapers.

Jayne said that it is a slippery slope when it comes to advertising, because there is no telling what kind of results it will yield.

Ric asked if it would be possible to have John Jay's name mentioned when shows or movies use our buildings for filming. Jayne said that she would talk to Nancy Marshall to see if it is something that can be negotiated in the contracts.

Rob asked Jayne about scholarships, since the Compact requires philanthropy targets. Jayne told Rob that the college does have scholarships but they are not marketed.

Richard also added that the scholarships are mostly for students who are already enrolled in the college, and not for new students. Discussions will need to be had about potential scholarships we can offer to new students.

4. Update on Proposal for Space Planning Consultant. We will need to list what we need. We will also need to have space guidelines for each department. New language will be drafted for these guidelines. The Office of Space Planning is seeking guidance from CUNY concerning the content of a proposal for a consultant.

Next Meeting: - April 11, 2013 at 3:30 in room 531T.

Items to discuss: - Enrollment & Revenue
List of Vacancies