

**MOHAWK VALLEY COMMUNITY COLLEGE
UTICA AND ROME, NEW YORK**

**Strategic Planning Committee
Monday, April 9, 2007
Noon-PH 300 and PC 209**

Members Present: Joan Andrek, Sue Bice, Ron Cantor, Eileen Dailey, Denise DiGiorgio, Dan Ianno, Ralph Feola, Patty Fox, Kenisha Groomes-Faulk, Robert Jubenville, Paul Katchmar, Don Kelly, Denis Kennelty, Dan Larson, Beverly Quist, Mark Radlowski, Norayne Rosero, Richard Stempien, Donna Sawyer-White

Guest: Jennifer DeWeerth

Chair Eileen Dailey called the meeting to order at 12:04 p.m.

1. Review/Approval of Agenda: On a motion by Dan Larson, seconded by Denise DiGiorgio and unanimously passed, the agenda was approved as submitted.
2. Public Comments: None
3. Review/Approval of the Minutes of the March 26, 2007 Meeting: On a motion by Joan Andrek, seconded by Dan Larson and unanimously passed, the minutes of the March 26 meeting were approved as submitted.
4. Status of Priority Objectives:
 - a. Enrollment Management: Denise DiGiorgio reported for this work group. A copy of her full report is attached and is also available on the M-drive. A summary of the report follows. 1) A brochure has been produced for adult students. It is being tested to determine its effectiveness. 2) A report on progress in establishing a stronger MVCC presence in western Oneida County will be presented as part of the work group's year-end report. 3) An online admissions application has been developed and is being tested. It is anticipated that the application will be completed by fall and in use for the spring 2008 semester. 4) Development of an international students online admission application will follow development and implementation of an online admission application. 5) The recruitment communications plan is in development. Yield enhancement strategies are being developed in an effort to increase the percentage of admitted students attending. 6) Several actions have taken place in the Student Service Center: The Compass placement test has been implemented for testing of fall 2007 applicants. Referral notepads have been developed and distributed. The transition from social security numbers to computer-generated ID numbers has been the focus of the efforts of the process review team. The online orientation process is being reviewed and revised.

7) Efforts to enhance and expand retention have included drafting an Advisement Handbook, implementation of a new student advisement program and shifting the leadership of the ED 100 (College Seminar) committee to the Learning Center. The ED 100 committee has begun a review of the ED 100 content, structure and delivery and will make recommendations for course revisions. 8) Progress on the online promotion of enrollment will be reported in the work group's year-end report.

On a motion by Dan Larson, seconded by Sue Bice and unanimously passed, the report of the Enrollment Management Work Group was accepted.

- b. Rome Campus: Ran Cantor reported that a Work Group has been selected but has not yet met. A Rome Campus Commission was appointed jointly by County Executive Joe Griffo, President Schafer and the MVCC Board of Trustees. In addition, the Trustees established an external body of SUNY advisors to examine the Rome campus. This group concluded that the Rome campus adds value to MVCC, but that work needs to be done to better tap the available market. The Rome Campus Commission is currently completing its analysis, and will be meeting on Wednesday, April 11. It is expected that this meeting will result in a report, after which the work group will meet and identify priority objectives, worksteps and indicators.

Discussion ensued regarding membership on the Rome Commission and on the work group. It was noted that the work group does not have a representative from Student Services. One will be added. Questions were also asked about the role of the Strategic Planning Committee in this process if the Rome Campus Commission makes recommendations without SPC input. The SPC will review the commission's recommendations and be involved in developing objectives and work steps and in setting priorities. The SPC will review the recommendations at its next meeting.

On a motion by Dan Larson, seconded by Patty Fox and unanimously approved, the report was approved.

5. Landscaping Plan: An alluser e-mail has been sent soliciting comments on the proposed landscaping plans. Eileen Dailey will compile the comments and send them to the John Stetson, President Schafer and Ralph Feola.
6. Master Calendar: The Master Calendar Subcommittee will meet again to discuss and report on options for coordinating the Strategic Planning, Academic and Budgeting calendars.

7. Strategic Planning Committee Membership: Questions have been raised as to whether all segments of the college community are represented on the Strategic Planning Committee. Eileen Dailey asked Patty Fox and Don Kelly to examine current membership and to report any recommended changes to the full SPC at the next meeting.
8. The next meeting of the Strategic Planning Committee is scheduled for Monday, April 23 at noon in PH 300 and PC 209. The Internal Communication/External Marketing and Rome Campus Work Groups will report.
9. On a motion by Sue Bice, seconded by Ron Cantor and unanimously passed, the meeting was adjourned at 12:55 p.m.