

FACULTY CAUCUS MINUTES

Tuesday, March 20, 2018

2:30PM

PH 300

Present: E. Bush, S. Dar, A. Doughtie, A. Fried, A. Haines, A. Hazen, R. Huyck, J. Ireland, M. Kelly, G. Melendez, C. Miller, A. Radlowski, B. Scantlebury, B. Shaw

Guests: P. Johnson, A. Smajic

CALL TO ORDER

The Caucus was called to order at 2:31 p.m.

APPROVAL OF MINUTES OF THE PREVIOUS MEETING

The minutes from the February 20th meeting were approved with some changes.

CHAIR REMARKS

Due to time constraints, there were no chair remarks.

MARKETING AND WEB UPDATES

Alen Smajic, Executive Director of Marketing and Communications

A. Smajic gave an update on what Marketing and Communications has been up to in the last year or so. Some of these changes include separating branding (billboards, radio, shopping malls, etc.) from advertising (smaller campaigns targeting specific demographics). He described the customer profiles used and how those profiles assist in online advertisements. For example, if somebody recently visited our webpage about the Airframe & Powerplant, Google can show them an ad about it on a partner website some weeks later.

There is a need to improve internal communication across the institution, as well as to create better community awareness of the services we provide, such as workforce education, support services, the C3 program, etc. The College does do well at being proactive in reaching out to the media with both positive and negative news.

The website will soon be undergoing significant changes, including incorporating full accessibility. A 30-page RFP was submitted, and the contract was just awarded to **OmniUpdate**, a company that is responsible for many SUNY websites. The website will be built from scratch to help eliminate outdated legacy pages, and the number of content editors will decrease significantly from 185 to 50 in an effort to maintain consistency across the website. There will be training sessions for content editors as well.

I.T. is still exploring a single sign-on system. The options offered by vendors would result in a pricey annual cost, so other options are still being investigated.

RACISM AND ITS IMPACT

Patrick Johnson, Emily Gifford, Patricia Washington, Freddie Hamilton

P. Johnson, the Campus-Community Civility Liaison, spoke about race, race relations, and racism. While the conversation about these topics can be uncomfortable, it is an important conversation to have. P. Johnson asked

the Caucus to consider ways to further this conversation on campus, quoting Edmund Burke, “the only thing necessary for the triumph of evil is for good men to do nothing.”

Socialized racism and white supremacy manifest in more ways than large-scale events like Charlottesville. P. Johnson gave some local examples, including signage in Utica and on the MVCC campus, and offered the following definition of white supremacy: “A pattern, practice, organization, institution, school, or community where people of color are consistently left out of, and invisible to, the planning and building of the organization, intentional or not. It often occurs without there being any malicious intent. Just because it is not intentional or malicious does not take away from the impact, outcome, or consequences.”

P. Johnson also discussed some of the positive efforts of the College towards addressing diversity, and the importance of understanding the diversity of students in our classroom. There are differences between black culture and white culture, often including different assumptions of what it means to be a student. Professors are aware of cultural differences with international students, but not as well aware of the different cultures surrounding race. Understanding and addressing these differences can help students feel more comfortable in the classroom and improve connections between students and teachers.

A Q&A period followed, with some of the following comments and observations being made:

- In thinking of the goals of Guided Pathways and ATD to improve completion rates for various demographics, it will be necessary to have conversations about race.
- There is a significant difference in the diversity of our faculty compared to the students. For example, at the start of this semester, an instructor learned that she was the first black teacher many of her students had ever had. The College needs assistance to broaden the diversity of its faculty and staff.
- We have to be intentional about breaking barriers. Everything matters in the classroom, including race, gender identity, and religious identity. We need to act as allies, tuning in to those who feel marginalized to help them. How can we further this conversation at the Institution?

ACTIVE SHOOTER CONVERSTION & THE OPEN FORUM

Tabled for next meeting, due to time.

ADJOURNMENT

The Faculty Caucus adjourned at 4:30 p.m.

NEXT MEETING

The next meeting is at 2:30 in PH 300 on Tuesday, April 17th.

Respectfully submitted,

Anna Radlowski