

General Membership Meeting
October 17, 2013

Convener: Ann Marie Landel

Recorder: Kathleen M. Kielar

Agenda:

- 1) Approval of the minutes of September 26, 2013 (refer to PSS website)
- 2) Report of the Chair
- 3) Report of the Vice Chair
- 4) Guest Speakers
 - a. Lee Melvin – Vice Provost for Enrollment
 - b. Barry Taylor – Director of Undergraduate Admissions
 - c. James Simon – Sustainable Living Engagement Coordinator
- 5) Old/New Business
- 6) Adjournment

Meeting Minutes:

Ann Marie Landel called the meeting to order at 3:15 PM.

- 1) The minutes of September 26, 2013 were approved by the General Membership
- 2) PSS Chair Report
 - The next General Membership meeting will be Thursday, November 21, 2013. Our speaker will be President Satish Tripathi who will provide an update to Realizing UB2020
 - On October 9 the University held it's Celebration of Academic Excellence. Professionals that were honored at this event included:
 - Edward F. Brodka, Office of Career Services
 - Jacqueline T. Hollins, Academic Advisement and Student Advising Services
 - William J. McDonnell, School of Architecture and Planning
 - Mary Virginia O'Brien, UB Art Galleries
 - John J. Wood, Office of International Education

We'd like to offer them our congratulations on their achievements and success at UB.

- On Friday, October 11th President Trapathi delivered his State of the University address. In his address he talked about UB's successes that ranged from the President of the United States visit to our world class research.
- On Tuesday, October 15 was the new Medical School Ground breaking ceremony. State and local dignitaries attended. Each one gave a message that Buffalo I changing, that UB is a part of the change and that we had a down period of time and now we are

turning it around. The medical building will have 8 floors; 540,000 square feet; will have state of the art lab space, sky bridge connections to adjacent hospital and medical buildings, an expanded patient care simulation center for clinical, surgical and robotic surgery training, and a built-in NFTA Metro rail station for public access. The multidisciplinary environment will support world-class medical education, research and patient care. One of the best speakers was a medical student who told of his grandmother who had cervical cancer. The student was an inspiration to all that attended.

- The SUNY Fall Plenary is next week on from October 24 – 26 in New Rochelle/SUNY Maritime. Attending the Plenary will be Ezra Zubro, UB's Faculty Senate Chair, and the four Faculty Senators, Kathleen Kielar, Don Grinde, Adly Fam, and Peter Nickerson. The Plenary is a gathering of all SUNY campus leaders as well as the SUNY Chancellor and other SUNY administrators. We have a new SUNY President, Peter Kneupfer from SUNY Binghamton. Peter is adjusting to his new role as President. He has already sent several correspondences to the campuses on Student Mobility, Open SUNY, and START-UP NY. When Kat returns from the Plenary she will have notes from the conference that will be posted to our website. We'll also have a presentation of the events that transpire at our next General Membership meeting.
- Ann Marie gave special recognition to UB Career Services for receiving the SUNY Outstanding Student Affairs Program Award.

On October 3, 2013, the University at Buffalo's (UB) Career Services office received an Outstanding Student Affairs Program award from State University of New York (SUNY)'s Council of Chief Student Affairs Officers (CCSAO) and office of University Life & Enrollment Management, for its 2013 collaborative Virtual Career Fair.

The annual award recognizes outstanding student affairs programs that have demonstrated a positive impact on college students. Award submissions are judged in 10 categories and evaluated on creativity and excellence of program design, effectiveness of implementation, and collaboration.

UB Career Services submitted the *VIRTUAL CAREER FAIR: Featuring New York's 4 SUNY University Centers*. The proposal highlighted two key features of the Virtual Career Fair concept: collaboration between UB, University at Albany, Binghamton University, and Stony Brook University, and the use of an innovative technology solution to assist students in their job search.

The Virtual Career Fair was held on April 17, 2013 allowing students, alumni and employers to communicate through a group instant messaging tool where resumes could be reviewed by employers. Employers then had the ability to interview students via private chat. The use of real time chat technology enables employers to engage with potential employees without the cost of travel and in less time. More than 390 UB students and more than 30 employers participated in the Virtual Career Fair.

"We were delighted to provide the leadership to this effort after having sponsored Virtual Career Fairs at UB the past two years," said Arlene Kaukus, Director, UB Career Services. "This effort enabled us to work collaboratively with our colleagues in the SUNY Academic Research Centers as well as to leverage the relationships that each of our institutions has with various employers, thereby bringing value to all."

- Ann Marie announced a new professional development tool called Tools of Engagement Project (TOEP). It is designed to encourage faculty and staff to explore emerging

technologies. You can visit the site at <http://suny.edu/toep> for more information and register as a user.

3) Report of the Vice Chair

- PSS is looking for talented members who are interest in chairing/co-chairing the following committees:
 - Mentoring
 - Elections
- Next Friday, October 18th there is a Fall Diversity Brown Bag Luncheon in 120 Clemens, North Campus from noon -1pm. The Diversity Committee worked really hard to have Diane Bessel from the United Way and Joyelle Tedeschi from Matt Urban Hope Center come and talk about the challenges facing Erie County and how UB can help.
- On Saturday, October 19 is the 3rd PSS Tailgate Event starting at Noon at the PSS Tent. There is a pre-game concert featuring Big Bad Voodoo Daddy at 1:30pm and the game starts at 3:30pm.
- You can find out more information about the Diversity lunch and the PSS Tailgate by going to the PSS website at www.pss.buffalo.edu. We are hoping you can attend both! I'll be cooking the hot dogs at the tailgate so I look forward to seeing you stop by! Go Bulls!!!
- Finally, a reminder for Senators and Executive Senators that if you cannot attend the PSS General Membership or PSS Executive Committee meetings that you are obligated to let Anna or Ann Marie know (pssenate@buffalo.edu) ahead of time and that you should contact an alternate to send in your place and let us know what that is.

4) Guest Speakers

- Lee Melvin – Vice Provost for Enrollment (Please see presentation on PSS Website)
 - Has been in enrollment management for 21 years. His previous role was at Cornell and has been at UB for 4 months.
 - He introduced his departments that report to him. They include:
 - Office of Financial Aid – we have a new Director, John Gottardy.
 - HUB Support – Irene Holohan-Moyer
 - Office of Student Accounts – Shirley Walker
 - Office of the Registrar – Kara Saunders
 - Undergraduate Admissions – Barry Taylor
 - Graduate Admissions – Chris Connor
 - Student Response Center – Natalie Douglas
 - Office of Data Analytics – John Kowalczyk
 - Goals include:
 - Need to reach enrollment targets for undergraduate, graduate, international and national goals
 - Work with entire unit to build a strong team
 - Professional development and supervisor training will be encouraged
 - Financial aid merit awards based on national standards
- Barry Taylor – Director, Undergraduate Admissions (Please see presentation on PSS Website)

- Has been at the University at Buffalo for 4 months and has worked in admissions for 28 years. He's been at Miami, Princeton, Cornell, Rider, and Tufts University.
 - Goals in Admissions
 - Anointed everyone in the room as an admissions recruiter telling them that their shared experiences at UB affect how UB is viewed in the community and affects who comes to UB
 - Illustrated some of the work going on in Admissions starting from what the next two freshmen classes will be and what the past classes have been.
 - He talked about the communications network that is present at the university to promote UB.
 - For students who visit campus, if they've been admitted to the university, 72% of them will actually attend the university. The on-campus visit is very important.
 - Engaging in electronic means to communicate to student prospect through chats, email, Facebook, etc. We also reach out to recruit at events all over the place.
 - Proud that UB has committed to a Strategic Enrollment approach by hiring Lee. Working with Academic Departments to coordinate with communications and connect more deeply with the academic departments. We want to use a predictive model to be more strategic of who we want to be part of our classes.
 - We want to look at scholarships and how this can help with recruitment
- Questions from the floor were taken from the floor.
 - Advertising for UB – We advertise in Peterson and are now reevaluating how we can get a greater return on investment for our dollars. We have several vendor partners.
 - LGBT question – One of the initiatives that SUNY is pushing is to collect LGBT information on the common app. From Lee's perspective we do not need that data for admissions reasons. We can promote that we are a friendly campus. There are several questions on how that information will be used.
 - Enrollment growth – We are ahead of our 2020 plan for enrollment growth. People are excited about our enrollment growth, but it concerns Lee as he is concerned about how to sustain the growth. We need to determine if we belong at 30,000.
 - Cutting admits than can come here - We look at yields and historical data, waitlists, what the academic departments are doing, etc. There are many factors that come into play.
 - What made this year's enrollment go up? Committed staff and strategic use of scholarship money. Message of affordability and quality of education.
 - What are the drivers that influence choice? Student major, price for college education, and financial aid.
- Jim Simon – Sustainable Living Engagement Coordinator (Please see presentation on PSS Website)
 - Jim talked about the need for volunteers to support a campus garden. Volunteers can be students, faculty, staff, and their spouses. They will have opportunities available to work the garden. There are flexible work times.
 - They are proposing to put the garden on the north campus at the edge of the road between Greiner hall and the bookstore.



PROFESSIONAL STAFF SENATE

University at Buffalo *The State University of New York*

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General	10/17/2013			Area
Kristen R.	Janson	Guest	A	
Donna	Malecki	Guest	A	
Jenna	Smith	Guest	A	
Jennifer	Berryman	Executive Senator	A	1
Michele	Bewley	Senator	A	1
Fred	Covelli	Senator	A	1
Matt	Deck	Senator	Excused	1
Valerie	Fatta	Senator	Excused	1
Kristin	Gniazdowski	Senator	A	1
Sharon	Harezga	Senator	Excused	1
Gerri	Kremer	Senator	ABSENT	1
Teresa	Kruse	Senator	Excused	1
Kimberly	Krzemien	Executive Senator	Excused	1
James	Lichtenthal	Senator	ABSENT	1
Candy	Morris	Alternate	A	1
Jonathan	Navratil	Senator	ABSENT	1
Dianne	Notaro	Senator	ABSENT	1
Sara	Robinson	Senator	Excused	1
Caryn	Sobieski-Vandelinder	Senator	ABSENT	1
Susan	Adinolfe	Guest	A	2
Terri	Budek	Guest	A	2
David	Burganowski	Senator	ABSENT	2

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Marlene	Cook	Guest	A	2
Donna	Czaja	Guest	A	2
Ilene	Fleischmann	Senator	A	2
Michael	Formato	Senator	ABSENT	2
Diane	Holfelner	Senator	A	2
Danielle	Kuroski	Guest	A	2
Kesha	Lanier	Guest	A	2
Domenic	Licata	Alternate	ABSENT	2
Bernadine	Macy	Guest	A	2
Leslie	McCain	Guest	A	2
William	McDonnell	Executive Senator	ABSENT	2
Stephen	Pusztay	Senator	A	2
Katherine	Trapanovski	Executive Senator	A	2
James	Bowman	Senator	A	3
Laurie	Bragg	Senator	A	3
Rebekah	Burke	Guest	A	3
Jennifer Rose	Eisenhauer	Guest	A	3
Olivia	Emrich	Guest	A	3
Mark	Greenfield	Guest	A	3
Marisha	Handzel	Senator	A	3
Corey	Hill	Senator	A	3
Irene	Holohan-Moyer	Guest	A	3
Arlene	Kaukus	Alternate	A	3
Joshua	Kelley	Senator	A	3
Kathleen	Kielar	Officer	A	3
Kelli	Kostek	Guest	A	3

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Jeff	Kujawa	Senator	A	3
Stefanie	Lizauckas	Senator	Excused	3
Lee	Melvin	Guest	A	3
Joe	Meyer	Senator	A	3
Greg	Olsen	Guest	A	3
Mary	Pitts	Guest	A	3
Eugene	Pohancsek	Executive Senator	EXCUSED	3
James	Ramsey	Executive Senator	ABSENT	3
Joseph	Rizzo	Guest	A	3
Laura	Stevens	Senator	A	3
Roberta	Sullivan	Guest	A	3
Barry	Taylor	Guest	A	3
Carol	Van Zile-Tamsen	Senator	A	3
Rebecca	Brierley	Guest	A	4
Ed	Brodka	Guest	A	4
Chris	Cheung	Senator	A	4
David	Foti	Senator	ABSENT	4
Jennifer Ann	Frys	Guest	A	4
James	Gordon	Executive Senator	A	4
Kim	Greenfield	Guest	A	4
Janiece	Jankowski	Senator	A	4
Christopher	Keough	Senator	ABSENT	4
Lisa	Martin	Guest	A	4
John	Mondo	Senator	ABSENT	4
Kathleen	O'Brien	Executive Senator	A	4
Lisa Kristen	Pano	Guest	A	4

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Lisa	Pano	Guest	A	4
Jason	Parker	Senator	A	4
Nora Lee	Renda	Guest	A	4
Eileen	Sirianni	Alternate	A	4
Cheryl	Williams	Senator	A	4
Denise	Wolfe	Senator	A	4
Susan	Bagdasarian	Senator	A	5
Cheryl	Bailey	Senator	A	5
Laura	Barnum	Officer	Excused	5
Dawn	Billen	Guest	A	5
Lydia	Conroy	Senator	A	5
Katherine	Gorman	Senator	ABSENT	5
Deborah	Hard	Senator	ABSENT	5
Kelli	Hennessy	Guest	A	5
David	Hill	Senator	A	5
Hugh	Jarvis	Senator	A	5
Ann Marie	Landel	Officer	A	5
Pete	Logiudice	Guest	A	5
Donna	Loliger	Guest	A	5
Louise	Lougen	Alternate	A	5
Mike	Maute	Guest	A	5
Craig	McVittie	Guest	A	5
Amy	Myszka	Executive Senator	A	5
Thomas	Okon	Senator	EXCUSED	5
Sandra	Pfohman	Senator	A	5
Michele	Sedor	Senator	A	5

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Jim	Simon	Senator	A	5
Susan	Steck	Executive Senator	ABSENT	5
Donald	Trainor	Senator	A	5