

**YORK COLLEGE**  
**Strategic Planning Committee Meeting**  
**Minutes**  
**June 2, 2005 - 4PM**

**Present** - President Marcia Kiezs, Co-Chairs VP Jerald Posman and Prof Helen Strassberg, Bruni Almodovar, Donald Auriemma, Margaret Ballantyne, Lindamichelle Baron, Sharon Davidson, Janis Jones, Hamid Kherief, Paula Lalande, Patrick Madama, Aghajan Mohammadi, Cynthia Murphy, Linda Perry, Les Raphael, Belinda Smith, Cheryl Smith

President Kiezs opened the meeting by stressing how much this committee is needed and to thank everyone for participating. She reviewed the four areas she had selected for emphasis: improving academic, retention and recruitment, improving systems, and improving external relations, and explained that a resource plan had been developed and submitted to the Central Office based on these areas.

Co-Chair VP Posman continued, explaining that our budget was closely tied to enrollment, and that the resource plan emphasized ways to increase enrollment. For example - at John Jay 92% of their budget comes from tuition. For all colleges, tuition will be more and more important. One goal is to acquire 7000 students in 3 years with a 3% growth in Fall 2005 and another 10% growth in Fall 2006. The President's four areas of emphasis target enrollment in the following ways:

1. Improving academic programs in areas of Health Professions, Business, Communication Technology, and Computer Science and Information Technology will help to give the college an academic focus
2. We lose about 30% of our freshmen. We need recruitment and retention strategies.
3. Developing college-wide systems for areas such as advisement and student information. Developing an academic student budget
4. External relations – maximizing the resources of the community and alumni

Co-Chair Professor Strassberg explained that a subcommittee had been formed for each of the President's four areas. The first task of the subcommittees will be to come up with more ideas for improvement in their area. She distributed a summary of the challenges and possible solutions identified at the April 8th Title III Workshop, as well as a compilation of the President's four areas integrated with the related workshop results. This is a starting point for the subcommittees.

Professor Strassberg stated that each subcommittee should form a plan by generating ideas and prioritizing them. She said, "We should get above the institution and see what's happening. Think about the individual student in different stages of their college experience. For each idea, ask "What will this do for the student?" Cynthia Murphy thinks that question would be a good slogan for the project and it should be put on the website.

Anyone can go to any committee's meeting. If you feel you're in the wrong group please feel free to change to the group that you want. We won't have student names until fall and don't know about alumni yet. We will need to produce a five-year plan, with the first year in detail, and each succeeding year in less detail. At the end of the first year, results should be assessed, changes made if necessary, and more detail worked out for the next year.

The Strategic Planning website will be [www.york.cuny.edu/strategic](http://www.york.cuny.edu/strategic). All meeting schedules, calendars, reports, minutes etc. will be posted there. Also, Jim Ryan will put up a discussion board on the website. College constituencies can respond to our activities and ideas through the discussion board. Dr. Mohammedi said to check the Middle States website for help. President Kiezs wants linkage to the website of other groups such as the June 27th Workshop (2 day) at Kingsborough Community College.

The whole committee will meet in September to hear the ideas and priorities of the subcommittees. Feedback will be solicited from the various college constituencies, and subcommittees will work out the details of implementation.

The whole committee will meet again in early November. Following this meeting, the co-chairs will prepare a draft of the overall report.

In mid-November the whole committee will meet to finalize the report.

A final report will be submitted to the President on or before December 1, 2005.

Subcommittee members were asked if they would also like to be on other committees beside the team they are already on. Sharon Davidson who is on Team II will also join Team III. Teams I and III would also like to get together on certain issues. Committee chairs will meet in June. A team member asked "Will there be some type of form to compare?"

The meeting adjourned at 5:15PM. At the end of the meeting the group split up into subcommittees and met in separate conference rooms to plan how they will work.