

RIT | University Council

Meeting Minutes: September 18, 2019

The meeting was called to order at 3:02 p.m.

Minutes from May 1, 2019 Meeting

Dr. Munson requested a correction to the minutes from the May 1, 2019 regarding the location of a new stadium that the university is considering. The minutes stated that it might be built on or off campus. In fact, an off-campus location was never being considered. With this correction, the minutes were approved with one abstention.

President's Report

I'm going to share information about the enrollment shortfall this year. We were hoping to bring in 100 more students than entered in 2018; however enrollment decreased by 200, so the delta is 300 students which represents a \$9 million hit to the budget. Our budget has a contingency fund and we are using that, but we don't want to use all of it so we are deferring a number of hires, though continuing to make those that are critical. We are also making cuts in purchasing, member fees, etc. The hardest funding decision was to reduce the merit pool from 2.5 to 2%. I made this decision very reluctantly. The enrollment shortfall is the result of a number of factors including:

- declining number of HS grads in U.S., particularly in the northeast
- We have been looking to improve quality of our student body. We had enough in applicant pool to fill the class and we do have a great class, but should have made more offers. We were also surprised to have fewer continuing students.
- Tough international market due to chatter from Washington, DC and incidents of gun violence which give the impression that it is not safe to send your children to the U.S. The number of international students studying in this country has gone down overall and we will be working on overseas recruitment.
- Other schools are also having difficulty and we experienced some last minute poaching of accepted students who received offers of more aid in late August from competitors and gave up their place here. Next year, will accept more students to allow for a bigger melt.

Enrollment Strategy Going Forward

- 1) Improved Marketing: This spring was the first time we used major media buys to attract prospective students – mainly on social media. It's been very effective in directing traffic to our website. We are planning another media buy this fall.
- 2) Our website has been vastly improved as have our analytics capabilities. Signs here are extremely positive.
- 3) We offer summer programs to prospective students that have a very high conversion rate. We are pushing to have many more students attend these events.
- 4) Making a foray into private schools in New York City. Dr. Granberg met with guidance counselors in NYC yesterday. This visit was made possible by Trustee Don Truesdale. We received extremely positive feedback from this event.
- 5) To address the difficulty with international student recruiting, we are offering a special program in China for students whose English is not good enough to immediately matriculate at RIT. We are hoping to create a group of students with strong interest in attending.
- 6) Longer range – our distinctive facilities including the new Cybersecurity, Performing Arts and IMLC buildings will be an enormous magnet. We know because other schools with less impressive reputations have found that such facilities increase enrollment. We will also be looking to upgrade our athletics facilities over a period of years.
- 7) Building distinctive programs – it may come as a surprise, but doing better in STEM is no longer the main answer. STEM interest has probably peaked. Now that the job market is better, students who would have

majored in computer science, even if it was not their first choice, are now more likely to major in what they are passionate about. And even small liberal arts colleges are marketing themselves as places that feature STEM. So, we have to grow our programs in other areas such as health sciences and liberal arts.

- 8) Creating more academic program flexibility for students. Multi-talented student don't want every credit hour specified. They need to be able to access other courses, minors, certificates and majors. We want CAD offering more to the campus and also GCCIS. The small performing arts scholarships we offered to 250 students, resulted in 150 enrolling – a very high accept rate compared to other groups. We aim to be the best school in nation for students who want a top notch performing arts experience while majoring in something else. The NYC counselors Dr. Granberg spoke to yesterday were thrilled by this.

I'll conclude with some additional updates.

- Cybersecurity building is under construction and will be finish by summer 2020.
- The architect has been hired for the Innovative Making and Learning Complex (IMLC) – William Rawn Associates. They will work with the task force led by Jim Yarrington. The design process will conclude in summer 2020 and the construction will take 2 years.
- We are in the process of selecting an architectural firm for the Performing Arts building and it will be built in parallel with IMLC.
- We are floating large bond issue because interest rates are incredibly low. We will re-finance some existing debt and fund the new buildings.
- Mental Health Task Force Report was distributed in June. Numerous counseling staff have been added and wait times are reasonable. In the coming year, will turn our attention to building a supportive campus community.
- At their July meeting, the Board of Trusted voted on a step up in tuition for fall 2020. The increase of \$3,600 will not impact continuing students. The \$3600 is half the tuition difference between our competitors and us.

Ratification of 2019-2020 University Council Plan of Work (*available on [UC website](#)*)

Ellen Granberg, Provost & Sr. Vice President for Academic Affairs

Plan of Work was approved unanimously.

Brick City Homecoming & Family Weekend 2019 (*presentation available on [RIT Digital Archive](#)*)

Lynn Rowoth, Asst. VP, Special Events & Conferences, Government & Community Relations

This year's events take place Oct 18th-20th. It takes lot of campus collaboration to make it happen. There are ~150 events over the weekend. Here are some highlights:

- Toast the Tiger Statue - 30th anniversary celebration
- Food truck rodeo
- Family friendly events in the center of campus both Friday and Saturday
- Dueling Pianos back by popular demand
- President's Ball is sold out and Anderson Cooper sales are at the 50% mark
- Traditional favorites including Golden Circle Reunion, Classes Without Quizzes, Taste of Rochester, Tunnel Tours and no Voice Zone will all be back.

Lynn also encouraged attending the many RIT performances at this year's Rochester [Fringe Festival](#).

E35.0 Retirement Transition Program Policy REVISIONS (*policy available on [RIT Digital Archive](#)*)
Renee Brownstein, Assoc. Director, Human Resources – Benefits

The only substantive change is that in order to be eligible for the Retirement Transition Program, an employee must be at full-time status for 3 years prior to the transition. This corrects a loop hole we were unaware of in the policy. Both Academic Senate and Staff Council have endorsed the revised policy. Student Government did not see the need to provide an endorsement.

The revised version of E35 was endorsed unanimously by unanimous consent.

D19.0 Student Gender-Based and Sexual Misconduct Policy - REVISIONS (*draft policy available on [RIT Digital Archive](#)*)

Stacy DeRooy, Director, Title IX & Clery Compliance

The changes were mostly to provide increased transparency and clarity and included: concrete examples of harassment; clearer explanation of sexual assault; re-ordered sections for readability and flow. All three governance groups endorsed the revised policy in May. I am here to ask for University Council's endorsement.

Policy was endorsed with one abstention.

Facilities Update – Campus Projects (*presentation available on [RIT Digital Archive](#)*)

John Moore, Associate Vice President, Facilities Management Services

Summer 2019 was very busy. Projects included:

- Restoration of 1500 residential rooms
- Remodel of the lobby at the RIT Inn
- Continuing renovation of the Bausch and Lomb building
- Wiltsie Drive and many pedestrian safety enhancements
- Swings sets were installed as requested by SG
- Women's track and field locker room was completely remodeled

Parking & Transportation Updates

- Paving and striping in several lots
- We are proud of recent shuttle changes and have received praise from SG. Shuttles link with RTS and provide more opportunities for students to get out into the community as well as better service for faculty and staff. Stops at Marketplace Mall and Walmart are included.
- Enhanced B Lot shuttle - now 15 minute loop. This will help reduce crowding in G and H lots.
- ParkMobile fee for short term parking launched. Many other universities use it and Student Government has been asking for it. It's better for guests and allows everyone short term parking flexibility. We are monitoring the use closely and will adjust the number of spots accordingly.

Look Ahead

- There is a lot going on and more to come. This will be the most construction we have seen since the addition of NTID in 1970.
- Cybersecurity building will be ready summer 2020.
- IMLC building between the Wallace Library and SAU will be a very long project and logistics will be difficult.
- Renovation of the Riverknoll apartments will continue

- The Performing Arts building will have large lobby/event space and a 600 seat music performance theatre
- Lowenthal Building will get a significant addition which will include exciting new space and will add to construction logistics in Gleason Circle along with the IMLC project.
- New stadium will probably begin in 2021.
- We received a gift for School of Photographic Arts & Sciences area renovation and this will begin in summer 2020.
- Grace Watson dining area will be renovated and an addition to the building will be constructed. This will clean up the view from C Lot (hide dumpsters) and add an Emergency Operations area for Public Safety.
- Logistics for these projects will be studied carefully for pedestrians, construction vehicles, and how we will continue operate through the construction. Will be in touch with the campus community and will need your patience as the work progresses.

Q: In looking at your construction map, I see D Lot going away and most of J Lot and an expansion of Lowenthal where there is already no parking. We need more parking, not less!

A: The green and yellow areas on D and J lots indicates their being out of service during construction. Though due to the performing arts center, J lot will lose spots. The Master Plan we are starting this year will look at managing entire campus in terms of parking for the next 5 years.

Q: The construction will affect the green belts, of which we need more. Will this be taken into consideration?

A: Yes. Enid Cardinal is working with us, as well as co-chairing the Master Plan Committee.

Q: Can you speak about the plans for the demolition of Riverknoll apartments?

A: We are renovating this complex.

Q: Why renovation instead of demolition?

A: We want to continue to maintain a low rental cost option for students. Also, we would lose several hundred beds for a period of time if we were to demolish and re-build.

Q: I have concerns about parking and the environmental impact and how RIT should take more responsibility. I heard there is a committee. Is there and what are they doing?

A: There is a Parking Advisory Group and concerns can be directed there.

Dr. Munson added that we will be kicking off a campus master planning effort and will chose a firm to work with us. The planning process will include parking and we will know more about where we are heading by next summer.

Student Government Goals and Objectives (*slide available on [RIT Digital Archive](#)*)

Anika Aftab, President, Student Government

Liam Megraw, VP, Student Government

Anika and Liam presented highlights of their initiatives for 2019-2020.

- Flexible Education: Anika earned a bachelor's degree from SOIS and is now a graduate student there. We want to promote degree flexibility for all students. Now working with Dean Hall on "Create Your Own Minor." We are also promoting Study Abroad.
- Focus on 360 Wellness – mental, physical, financial and spiritual. We are planning workshops for students including our 3rd annual Financial Conference.
- Sustainability – promoting responsible investing; ethical and sustainable purchasing by RIT. We see sustainability as not just about the planet, but also making sure that all people have what they need. We plan

to bring awareness to the emergency fund for students.

- We want to increase awareness of, and bolster support for, the RIT Foodshare. We are also, looking at starting our own bike share again this year – run by SG for the students.
- SG will soon launch a large marketing push for Anderson Cooper’s appearance at Brick City Homecoming.
- Continuing Study Abroad and Arts endowed funds
- We are collaborating with the Center for Leadership and Civic Engagement on the ROAR the Vote initiative.
- Very excited to be going to the annual RIT Student Government Global Consortium which will be held next month at our Zagreb campus. It’s an opportunity for shared goal setting and collaboration between the RIT campuses.

New Business

- None

Meeting adjourned at 4:06pm.

Attendance – see next page.

Attendance September 18, 2019

Name	Relationship to UC	Attended	Name	Relationship to UC	Attended
Aftab, Anika	Member-SG	x	Maggelakis, Sophia	Member-Dean	x
Aimi, Janelle	Alternate-SC		Mallon, Jessica	Member-SC	
Bailey, Margaret	Member-AS	x	Mayberry, Kit	Non-Voting Member	
Bamonto, Suzanne	Member-AS	x	Megraw, Liam	Member-SG	x
Bender, Judy	Non-Voting Member	x	Milliken, Renee	Member-SC	x
Buckley, Gerard	Member-Dean	x	Mortimer, Ian	Non-Voting Member	
Clarke, Cathy	Member-SC	x	Mozrall, Jacqueline	Member-Dean	
Cohen, Lindsay	Alternate-SC		Munson, David	Non-Voting Member & EC	x
Collison, Chris (fall 2018)	Member-AS		Nasr, Nabil	Alternate-Member-Dean	
Cuculick, Jessica	Member-AS	x	Newman, Atia	Member-AS	x
Cummings, Twyla	Member-Dean	x	Nguyen, Christina	Member-SG	x
Doolittle, Dick	Member-AS	x	Nickisher, Heidi	Member-AS	x
Edwards, Doreen	Member-Dean	x	Ornt, Daniel	Member-Dean	
Fagenbaum, Barb	Alternate-SC		Prescott, Joanna	Member-SC	x
Finnerty, Bob	Non-Voting Member	x	Provenzano, Susan	Non-Voting Member	x
Gascon, Bryan	Member-SG	x	Quartieri, Gail	Member-SC	x
Granberg, Ellen	Member & EC		Quinn, Bryan	Member-SG	x
Haake, Anne	Member-Dean	x	Raffaella, Ryne	Non-Voting Member	x
Hall, James	Member-Dean		Ramkumar, S. Manian	Member-Dean	x
Hernandez, Paulina	Member-SG		Reed, Carol	Alternate-SC	
Hull, Clyde	Member-AS	x	Roy, Ryan	Member-SG	
Jaff, Zayneb	Member-SG	x	St. Denny, Chris	Member-SG	
Jenkins, Keith	Non-Voting Member		Rudar, Nicholas	Member-SG	
Johnson, Sandra	Non-Voting Member		Stendardi, Deborah	Non-Voting Member	
Jokl, Todd	Member-Dean	x	Stiner, Holly	Member-SC	x
Kiely, Becky	Member-SC	x	Taylor, Jennifer	Alternate-SC	
Kleiman, Laura	Alternate-SC		Thomas, Shawn	Member-SC	
Krutz, Daniel	Member-AS	x	Trierweiler, John	Non-Voting Member	
Le, Thomas Nhat	Member-SG		Vallone, Lindsay	Member-SC	x
Liedkie, Jennifer	Member-SC	x	Watters, James	Non-Voting Member	
Lindsay, Susan	Member-SC	x	Williams, Eric	Member-AS	
Loffredo, Joe	Non-Voting Member		Winebrake, Jamie	Alternate-Member-Dean	
Lutzer, Carl (spr 2020)	Member-AS		Zion, George	Member-AS	x

Interpreters: Sarah Schneckeburger and Catherine Kiwitt