

RIT | University Council

Meeting Minutes: May 6, 2020

The meeting was called to order at 3:05 p.m.

Minutes from April 22, 2020 Meeting

The minutes were approved by unanimous consent.

President's Report

Thanks to everyone for their work this semester. We are almost done – congratulations! We have a fabulous online commencement celebration planned for Friday at 5:00 p.m. Kudos to everyone who's worked so hard on it from Academic Affairs, Marketing & Communication, Alumni Relations and elsewhere. Tomorrow morning we are holding an RIT Leadership Virtual Town Hall for all faculty, staff and students. We'll have some brief presentations and then we've reserved time for Q&A. Main topic will be looking at how we will plan the fall semester. I sent out a Fall Planning memo to the campus a few days ago. It includes the formation of the Fall Planning Task Force I spoke to you about at the April 25th University Council meeting. The plan will be flexible, adaptable, and based on heavy testing and daily monitoring, as well as a number of infrastructure improvements. We expect to have no large classes or face-to-face gatherings and lots of social distancing. We will be taking special precautions for those at most risk. Even though we expect to be open on campus in some sort of face-to-face format, we will also be prepared to go fully online and anything we do will be guided by the health authorities and the governor.

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

Stacy DeRooy, Director of Title IX & Clery Compliance, Office of Compliance and Ethics

Ironically, just two hours ago, we received additional regulation changes from the Office of Civil Rights. We will review them this summer and I will be back again in the fall with additional revisions to D19.0. For now, I am looking forward to receiving your endorsement of the policy revisions we have made to date and which were endorsed this spring by Senate, Staff Council and Student Government. High level review of the revisions to the policy include:

- Added definitions – no contact order.
- Biggest change is the addition of a new procedural option for a mutual agreement. It's a more restorative option than can be offered once an investigation is complete.

The policy was endorsed 32-0-2.

C06.0 Policy Prohibiting Discrimination, Harassment and Retaliation - REVISIONS (*policy revisions available on [RIT Digital Archive](#)*)

Judy Bender, Associate VP, Human Resources

When Bobby Colon first presented this policy, he included that we had added the word retaliation in the title, to make it very clear that we do have a policy regarding retaliation. He also had to include a number of mandatory definitions from the law and as well as adding a definition for retaliation. We also removed the procedures from the policy to make it less complicated. Each governance group has approved this policy as an interim policy because there is some work going on in an Academic Senate committee looking at some potential changes for this policy. However, we need to implement this policy as it is now because we are out of compliance with the law. That is why we are asking for University Council's endorsement today.

The policy was endorsed 30-1-2.

C20.0 Vending Policy – Request to decommission and Make an Administrative Policy (*presentation file available on [RIT Digital Archive](#)*)

Carol Reed, Sr. Associate Director, Center for Campus Life

Don LaFlam, Sr. Director of Operations, Dining Services

This policy was due for its periodic review. In doing so, we realized that it would be more appropriate to make this an Administrative Policy, which would allow us to be more agile in responding to changes in local, state and federal government regulations. Academic Senate, Staff Council and Student Government have all agreed that the administrative policy status is appropriate.

C20.0 was endorsed as an administrative policy 32-0-2.

Enrollment Projections (*presentation file not available*)

Ian Mortimer, VP Enrollment Management

Chapter 1 – Before March 8th

- For fall 2020, we were charged to produce 300+ students as compared to last year - freshman, transfers and non-Ph.D. graduate. Up until the COVID-19 situation, we were tracking positively.

Chapter 2 – March 9th to Today

- Knowing that the economy would be challenging situation for many families, we moved the deposit deadline from May 1 to May 15 mostly for international grad students and to June 1 for undergrad.
- To the credit of all involved, faculty, academic leadership, and my staff, we moved quickly to replace on campus visits with over 80 distinctive virtual academic open houses as well as streaming video tours with student ambassadors. We also automated our Financial Aid appointment process.
- In collaboration with Academic Affairs and Marketing & Communication Div., we worked on summer term and so far those efforts have proven successful.
- We are trending well now on regular admits, but won't know until the June 1st deadline. Still, there is a lot of economic struggle. Financial Aid is doing their best to work with families. I do feel we have enough accepted students in the pipeline to be close to last year.
- Transfer deposits have slowed way down. It's a very price sensitive audience and there are less of them. But everything we do needs to offset at minimum of 100 fewer transfers coming in for this fall
- India and China are the other uncertainty. So, we will offer them some online courses for the fall with the hope of getting them here in the spring.
- Questions regarding the fall are top of mind for incoming prospective students and parents.

Chapter 3- New Work to September

- ~15-20% families will look to regional market for their student. With Marketing and Communications, we have pushed out a regional campaign and thus far have about 35 new applications and getting some deposits. This is the first phase of a 12-month campaign to re-introduce RIT to our backyard.
- Knowing that our graduating seniors are entering a tight job market, we introduced the Class of 2020 Master Plan, which is a significant discount on 1-year and 18 month graduate programs.
- Aiming to salvage half of our fall international market through the online option I mentioned for fall term.
- We have doubled the Performing Arts Scholars number and we're not event to June 1 yet. The marketing of this has been really phenomenal.
- Continuing to explore what we need to do to attract adult learners with RIT Online offerings.
- Plowing through a lot of Financial Aid appeals and doing our best to meet the needs of incoming students.

What still needs to have happen

- Regular admit pool needs to close well on June 1st. It has a good chance to do so.

- The transfer decline needs to be offset by the regional campaign – need 50-75 students
- Class of 2020 Master Plan needs to offset international student loss.
- In the last few days, some of our admitted students have been plucked off the waitlists of other schools (e.g. BU, BC, CMI). There are two responses to this – re-articulating the value of RIT and reviewing financial aid packages, which will result in some revenue loss.
- New students are just one part of the total enrollment picture. Retention of current students needs to remain steady. To the credit of the Provost and staff in Academic Affairs, we are tracking fairly well.

So, it's a lousy environment for enrollment. But I would rather be at RIT than anywhere else, for a lot of reasons. One is that similar to the recession in 2008-09, career and outcomes become much more important and that is what we do well at RIT. As long as we continue to portray RIT in that framework along with the creativity, art, design, and technology proposition that goes along with that, we should come out stronger once we get past this blip.

Q: Wondering if in certain cases, we might offer some non-financial aid incentives like a laptop to deposited students?

A: Great idea and the answer is yes. We currently send deposited students a nice branded backpack. It's garnered us a lot of goodwill and emotional attachment.

Q: What do you expect the impact will be for the summer session you are offering for the incoming freshman?

A: We worked quickly last week to create a vision that any deposited student could start their RIT experience over the summer free of charge. The outcome we hope is two-fold. We gotten a lot of positive feedback from non-deposited students. The broader impact is that it will create a hook with students who have already decided and keep them engaged with RIT over the summer. This engagement will help with summer attrition.

I'd also like to comment on an idea that came from a meeting with Dr. Granberg, Donna Burnette, Joe Loffredo, and John Smithgall. The idea of the formal structure of the relationship between a student and an institution is going to become a lot more fluid. Right now we have fall, spring, and summer terms and you have to be here to enter into RIT. It's very formal and structured. But, it feels like there are going to be more fluid situations. A student might be in a situation and how would RIT solve that problem for them in that time, independent of how we are organized from a calendar or structure perspective? For example, today we are trying to figure out what does the future of K-12 look like knowing it's going to be hammered hard, from a budget perspective. So, how does RIT respond to that and provide value to the community in solving some of that pain independent of credits and degrees. This could be a whole new thing we do.

Student Government Accomplishments (*presentation file available on [RIT Digital Archive](#)*)

Anika Aftab, SG President

Liam Megraw, SG Vice President

We ran on a platform of three pillars: Flexible Education, 360 Wellness and Sustainability. I'd like to note that a lot of our events were planned for April and as you know April was cancelled. We still want to highlight these initiatives. They've been documented and we hope that they will be brought to fruition in the coming year.

Pillar 1 – Flexible Education

- Interdisciplinary minor – still being fine tuned
- SG Study Abroad Endowed Fund has reached the required threshold and will be awarded to one RIT and one NTID student every year to study abroad.
- Study Abroad Video Campaign to highlight and debunk stigma around study abroad

Pillar 2 – 360 Wellness

- Held Mental Health Tiger Talks which received very positive feedback

- Healthcare Insurance – Anika is working on a project to highlight lack of student awareness of coverage on college campuses at RIT and elsewhere.
- We were unable to run our Financial Literacy Workshops due to the shutdown, but we still continue to promote financial wellness.

Pillar 3 – Focus on Sustainability and Self Care

- Bikeshare Program had large use by students in the past. Prior to Covid-19, SG was planning to have bikes on campus this spring, were not able to move forward. But, it's all ready for the next SG administration to continue on, including partnership with UR and City of Rochester.
- Foodshare statistics showed that 10% of students dropped a class due to food insecurity related concern, 1/3 missed classes or study sessions, and half missed extracurricular activities. An awareness campaign and Foodshare Anniversary Celebration were planned for April. The next SG Administration will also focus on food insecurity and carry this forward.

Tiger Tracker

- Tiger Tracker is an addition to PawPrints to increase transparency, communication and organization. Release event was planned for April, but it is also ready to go for next year.

Post COVID-19

- Focused on pushing thru five major policies and engaging student community and completed their first virtual election.
- In collaboration with RIT Archives ran the Share Your Story Campaign which involved collecting stories from students including what they would now tell themselves when they started at RIT. Hoping to share it with others.
- Service Week projects were done digitally with over 40 hours of volunteer work completed. Topics included domestic violence awareness, cards for nurses, doctors and the elderly and ASL videos for Rochester School for the Deaf students.

Thank you to each and every one of you. I was at a Student Governance Conference and found that students at other universities were amazed at how much better our relationship with RIT is as compared to their experience.

Future of RIT Email Communications (*presentation file available on [RIT Digital Archive](#)*)

Bob Finnerty, Associate VP, University Communications

Carl Langsenkamp, Director of Public & Internal Communications

Michael Young, Sr. Application Administrator, ITS Application Development

- Planning to implement new mass email standard and process which will replace Message Center and RITStaff. These current systems send inappropriate messages to both the global campuses and incoming students and cause these populations, as well as Henrietta campus users, to send these messages to their spam folders. As a result, members of our community miss needed information. The new system will be Outlook-based and will offer new features.
- The features we will share with you today are the result of working with focus groups to gather input. We are continuing however to receive suggestions and the final system will likely incorporate some additional features. The project was paused due to Covid-19, but we are planning to introduce it in ~2 months and want to have it in place before students return for fall.
- We've grouped messages into topics/lists including Campus Lists, College Lists, Event Lists (will pull from the calendar system), Products and Services and Community Lists. There will also be links to: Emergency Info, Events Calendar, Campus Groups, RIT Print Postal, Student/Alumni Email, Faculty/Staff email, Spam Quarantine and Email Preferences.

- As users start to interface with the system, they will choose what they want to see in their mail and will be able to change preferences at any time, with the exception of Campus Lists which will contain emergency information.
- In the future, we will be able to provide data so senders will be able to see how many users opened their message.
- We are still accepting feedback, so do contact us if you have anything to share.

New Business

- None

Meeting adjourned at 4:16 pm.

Attendance – see next page.

Attendance May 6, 2020

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

Interpreters: Cheryl Bovard and Kathy Darroch