

**QUEENSBOROUGH COMMUNITY COLLEGE
The City University of New York**

COMMITTEE on STUDENT ACTIVITIES of the ACADEMIC SENATE

ANNUAL REPORT

To: Kathleen Villani, Secretary, Steering Committee, Academic Senate

From: Beth Counihan, Chairperson

Date: 3 August 2007

Subject: Annual Report of the Committee on Student Activities for 2006/2007

Committee members: Sharon Reeves (secretary), Barbara Blake-Campbell, Andrea Cohen (Steering Committee Liaison), Dean Paul Jean-Pierre (Administrative Rep), Gisela Rivera (Director of Student Activities), Shaun Bruney (student member)

Dates committee met and times it meets regularly: The Committee on Student Activities met five times during the 06/07 academic year: 27 September, 7 December, 21 February, 29 March, and 3 May. These meetings were usually on the last Thursday of the month at 2:00.

Narrative summary of committee work and report on status of prior recommendations:

The Committee worked on several charges from the Steering Committee and from the recommendations made by committee members in 05/06: to gather and disseminate information on student achievements and competitions; to request a change to the bylaws to reflect this charge (since the recommendation to form a committee on student achievements and competitions was rejected); to investigate the success of the new student welcome packet; to investigate plans to secure more electronic billboards; to follow through on the Student Bill of Rights and Responsibilities and to monitor the College website.

Several email requests were sent out at various points throughout the academic year to gather information on student achievements and competitions. This information was then forwarded to Ruth Griggs-Fontana, director of marketing, and was also requested by Anna May Jagoda. The College web site was then checked periodically to ensure that these achievements were publicized on the site. Attached please find a first draft to propose a change to the Bylaws so that this charge to collect information on student achievements is added to the charges of the Committee on Student Activities.

Barbara Blake-Campbell reported on the success of the changes made to the student welcome packet the previous academic year---she received good feedback that students found the information useful and clear.

The charge to investigate plans to secure more electronic billboards was unsuccessful, because of budget restraints. However, Gisela Rivera's suggestion from last academic year, to have an electronic billboard near the campus bus stop is an important one---the Committee should continue to pursue the possibility of more electronic billboards on campus.

The Student Bill of Rights and Responsibilities was rejected by the Academic Senate in Dec. Student government will work on revisions to resubmit in Fall 07.

Through our conversations about the College web site, it was suggested that a Committee on Marketing and Promoting the College be created, to ensure consistency in the public's conception of Queensborough and to ensure that new programs are properly publicized to reach their intended audience. See the attached draft of a motion to make a change to the Bylaws to add a Committee on Marketing and Promoting the College.

Gisela Rivera reported on the success of various student activities, especially those sponsored by the office and several strong clubs: the multicultural fair, the mardi gras party, and mumbo jumbo party. Student government posed challenges, since several key officers either left the College or the post was vacant. However, the elections for 07/08 proved to be the most competitive of the past few years and all major offices were elected. This was also the first year online voting was used, which posed problems for many students who had to first open their Tigermail accounts before voting. Many of the Tigermail accounts had technical or administrative difficulties and it was suggested that the College work on making Tigermail more user-friendly. Student member Shaun Bruney suggested as well that the College should have an Information Desk in a central location to help students with questions and concerns.

New Recommendations:

Submit change in bylaws to reflect the charge that the Student Activities Committee will collect and disseminate information on student achievements and competitions (see attached draft)

Pursue the possibility with Bylaws of the creation of a new Academic Senate committee: The Committee on Marketing and Publicizing the College. See attached draft for description.

Seek to rectify student difficulties with Tigermail

Monitor continued feedback on the student welcome packet

Advocate for more electronic billboards, especially one near the Q27 bus stop

Advocate for a Student Information Desk

Work with Student Government to provide assistance, if needed, for a new draft of the Students' Bill of Rights and Responsibilities

New Committee Members for 2007/2008: B. Blake-Campbell, A. Cohen, R. Zahavy

New Chairperson and Secretary for 2007/2008: TBA

FIRST DRAFT (July 07):

The Committee on Student Activities recommends for consideration by the Committee on Bylaws to adopt the following additions to the Bylaws of the Academic Senate:

Motion: to **ADD** a charge to the Committee on Student Activities

The Committee on Student Activities shall, in addition to its already approved charges:

- a. Collect all pertinent achievement information on student achievements and competitions from all academic departments, athletic teams, special programs, and clubs and forward this information to the Director of Marketing
- b. Recommend the promotion of all student achievements through posting on the College web site and inclusion in College print publications including the newspaper and publicity materials.
- c. Coordinate with and make appropriate recommendations to the Awards Committee.
- d. Report and recommend to the Academic Senate on matters pertaining to student achievements and competitions on an annual basis.

FIRST DRAFT (July 07):

The Committee on Student Activities recommends for consideration by the Committee on Bylaws to adopt the following additions to the Bylaws of the Academic Senate:

Motion: to ***ADD*** a *Committee on Marketing and Publicizing the College*

The Committee on Marketing and Publicizing the College shall consist of three (3) members of the instructional staff, two (2) students, and one (1) administrative liaison.

The Committee on Marketing and Publicizing the College shall:

- a. Collect, review and advise on all marketing materials and efforts—pamphlets, advertisements, college web site, open houses, etc.
- b. Recommend the promotion of a consistent image for the College, stressing academic excellence in a nurturing atmosphere, in College print and online publications including the newspaper and publicity materials.
- c. Ensure that both new initiatives (such as ASAP and MALES) as well as ongoing initiatives (Honors program, Learning Communities) are properly publicized and reach their intended audience.
- d. Report and recommend to the Academic Senate on matters pertaining to the marketing of the College on an annual basis.