Date: 6 April 2015
TO:  QCC Academic Senate
FROM:  QCC Faculty Representative to CUNY UFS, Beth Counihan

Subject:

**The 386th Plenary Session**
**of The University Faculty Senate**
**of The City University Of New York**
**The Graduate Center, 365 Fifth Avenue**
**Room C201/2/3**
**Tuesday, March 24, 2015, 6:30 p.m.**

UFS Chair Terrence Martell called the meeting to order at approximately 6:300pm.

I.      Approval of the Agenda
        Agenda approved by voice vote

II.     Approval of the Minutes of February 10, 2015
The minutes were approved as distributed by voice vote.

III. Old Business

A.  Proposal to Amend the UFS Charter, for final vote
    Proposal passed unanimously by voice vote.

III.    Nominations for Officers and Members-at-Large of the Executive Committee
        Election will be in May; nominations will be taken up to and during that meeting.
        Nominations were made: among them, Emily Tai and Phil Pecorino

V. Reports
A. Invited Guest – Dr. Robert Ptachik, Senior University Dean for the Executive Office and
Enrollment Management, on enrollment trends, 6:30 p.m.  (introduced by Michael Barnhardt of
Kingsborough, chair of the UFS Enrollment Management Committee)
        For Fall 2015, the outlook for overall enrollment is stable.  There's a weakness in number of
students applying, both freshman and transfers, but not a worry yet.  Community colleges pretty full;
any enrollment pressures are at the BA level.
        Five Areas of Concern:
        1.  Enrollments of students coming from NYC public high schools expected to
            decrease, even as more students are graduating high school (because these are the
            weakest students)
        2.  Competition from private colleges: as more small private colleges are closing,
            others are doing more to attract students—at most private colleges, freshman
            discount rate is 50%. St John's announced a tuition freeze and a decrease for
            Staten Island campus students
        3.  Continued weakness in MA enrollments across CUNY—since Fall 2010, CUNY
            has lost 1500 masters students.  CUNY has 26% of graduate enrollment in NYC--
            Retention rate is 72% in MA programs. Great potential for MA faculty to work
            on recruitment and develop their programs.

4. Baruch is the only college with a "brand." This from marketing research done by two Baruch marketing professors. Also, potential applicants criticized academic quality of CUNY MA programs and were concerned the University cannot offer enough financial aid. David Crook did an analysis: where do CUNY grads go for graduate school, if not CUNY? 1: Touro. 2: NYU. Then LIU, St. John's, Adelphi, Hofstra
5. Teacher Education: under attack-new teacher certification exams expensive and more difficult than before. Will need to develop alternative programs for Education students, as colleges have done for Nursing students who cannot make the cut

Also—CUNYFirst isn't going anywhere—working on creating an admissions system in CUNYFirst. Current admission system created in the 80s. This new system will work in real time; need faculty input to help create. Also need enthusiastic faculty to attend graduate fairs.

Dr. Ptachik took questions: Queens College faculty concerned about enrollment shortfall; suggested faculty meet with President about enrollment standards. Question about CUNY using Common App—cannot work for CUNY since not all programs require essay and recommendations

B. Chair
Chair Martell noted that faculty should accept and welcome some of this work of recruitment and retention as an opportunity over time to increase the influence in what we have as a group, as part of our mission to serve students. He reminded faculty in MA programs to demand a marketing budget.

CUNY Provost search is ongoing, in process. UFS Conference is an opportunity to communicate again as a group with the Chancellor. Great deal of respect for lobbying efforts in Albany by Bowen and the union and Milliken—but no pay increase in the budget, Governor removed Dream Act, experiential learning requirement watered down by Senate…"I'm not discouraged but I am concerned that our situation doesn't resonate more with legislators."

Meeting adjourned at 8pm.