

Strategic Planning Subcommittee

Meeting Agenda

October 10, 2023

1:40pm

1. Approval minutes 9/7/23
2. Enrollment update, Daniel Matos, interim VP EMSA
3. Space planning update, VP F&A Mark Flower
4. Priorities as we move into next phase of budget discussions - tiering priorities from the strategic plan
5. New business

Strategic Planning Subcommittee
Minutes
October 10, 2023
1:40-2:50pm

Present: Allison Pease (*Chair*), Cat Alves, Mark Flower, Robert Garot, Heath Grant, Karen Kaplowitz, Joseph Maldonado, Jean Mills, Stephen Russell, Robert Till, and Alison Orlando (*recorder*)

Guests: Anthony Bracco, Daniel Matos, Alena Ryjov and Barbara Spandorf

1. **Approval of minutes from September 7, 2023.** The minutes were approved as proposed.
2. **Space planning update.** Mark F. gave a high-level overview on the status of space planning. He explained that over the summer there were a number of moves that took place to make space accommodations for the new faculty. There was also work on major capital projects such as work on Club Row, and emergency work on the atrium in Haaren Hall. He explained that we have not heard back from CUNY on the RFP proposal for North Hall as they are currently concentrated on the state of repair on buildings systemwide. Barbara S. and Anthony B. moved on to speak about space in more detail. Barbara S. explained that a switch gear project is underway in Haaren Hall. Anthony B. added that Haaren Hall will be impacted by the work due to several shutdowns that will occur from the summer into the fall. Karen K. voiced concerns about the electric doors not functioning properly on 59th street and how they do not meet accessibility requirements. She added that the entrance is also problematic because of the placement of the electric doors, the need to use an ID card to open them, the poor signage surrounding them, and the location of the ring button. Anthony B. responded that they are working with CUNY to address the problems with the 11th avenue doors and he hopes the solution can be used as a template for the 59th street doors. He added that another project they are looking at is redoing the 10th avenue entrance. This was followed by a discussion on improving the door to the Wellness Center to improve access. Anthony B. moved on to speak about the Digital Learning Lab project on the third floor of Haaren Hall, which is going up for bid soon. He shared the plans and renderings for the space with the committee. Barbara S. spoke about the project to increase the height of the railings around the Jay Walk and explained that the project is funded, and currently in design. The last project that was discussed was the project to add new signage in Haaren Hall that will be consistent with New Building signage. Allison P. ended by explaining that these projects do not come out of the tax levy budget but out of bonds from DASNY.
3. **PMP.** Allison P. presented on the new CUNY PMP process. She explained that as part of the process the college was required to submit a letter to the Chancellor that outlines our targets for the year and our strategies to achieve them. She proceeded to go over a document that the college submitted to CUNY that included the CUNY objectives and key performance indicators along with John Jay's targets for this year. Some examples of the key performance indicators that the college had to insert targets for include the six-year graduation rate of full-time freshmen, the racial group gap in retention rates of baccalaureate degree students, and the total grant dollars awarded for research. She explained that most of the CUNY targets align with our values and priorities. She added that some of the metrics are new but this might provide an opportunity for the college to think through some issues differently.
4. **Enrollment update.** Daniel M. gave the committee an overview of the current enrollment situation. He said that this was first semester since the pandemic that the college met and exceeded its freshman goal. However, we are struggling in transfer students as we are impacted by the large hit in enrollment that community colleges took during the pandemic. He added that if you look at our pre-pandemic enrollment numbers compared to our

current numbers, we have lost about 2,000 students. However, he said that all signs are pointing towards an upward surge in applications and he mentioned several strategies CUNY is employing to recruit students. He explained that the college has decided to keep our freshman class size at 2,000 to be able to continue to successfully employ our student success strategy so to raise enrollment we have to look at transfer students. He added that they are working on the strategic enrollment plan for the next five years and they have been looking at several strategies to improve enrollment. These strategies include expanding our recruitment to transfer students in Northern NJ, Westchester, and Long Island; growing our graduate programs that have space; and recruiting military students. Allison P. inquired about the strategies for the recruitment of military students. Daniel M. said that we are looking to visit military bases, place ads in military magazines, launch social media marketing campaigns, and sign MOUs. There was followed by a brief discussion regarding completion programs for the NYPD and NYFD.

5. **New Business.** There was no new business.