

**Budget and Resource Committee**  
**Agenda for Thursday, November 19, 2015**  
**9:30-11:08 a.m., 220 Seymour**

**Attendees:** Dawn Jones (chair), Beau Willis, Karen Riotto (staff), Crystal Hallenbeck (staff), Jeff Smith, Eric Witmer, Rey Sia, Leah Barrett, Kelly Brennan Jones, Warren Kozireski, Mary Jo Orzech, P. Gibson Ralph, Scott Haines, Karen Diamond, Katy Wilson, Mary Ellen Zuckerman, Mike Andriatch

**Guests:** Mary Covell

**1. Budget and Planning Task Force Update**

- The President's Budget and Planning Task Force continues to meet. There is an initial listing of ideas that is being evaluated. Those with promise are moved forward to the Evaluation & Analysis Team for further review.
  - There is a feeling that the campus knows about the Task Force – their existence, but not exactly what is happening.

**2. Fall 2015 'Look Back' Presentations – *In addition to these notes, see presentation materials on the BRC Blackboard site.***

**a. Enrollment Management – *presented by Katy Wilson & Leah Barrett***

- It was pointed out that as enrollments were falling off, those with fee based budgets were hurt (i.e. Health Center, Athletics). There is a need for future fee increases to help offset current negative balances.
- Priority needs dollars have been invested in recruiting. These seem to have paid off as enrollments have grown.
- Retention rates have remained fairly consistent even though the student population has changed a bit.
  - It is hard to determine where to place our resources as non-retention is kind of all over the place (not the expected reasons for not leaving).
  - 76-79% is the typical retention rate for schools comparable to us.
- There has been a lot of Divisional initiatives that have taken place; many done without an increase in funds.
  - Rollover funds have been invested within the division (i.e. bus for Athletics, software)
- The Division is struggling in student fee areas.
  - There is not an operational deficit in these areas and there has been improvement since last year.
    - Health Center – deficit looks a little worse than actual because of the close out of the student health insurance account.
      - There is a feeling that services will need to be cut in the Health Center in order to improve the deficit.
    - NOTE: SERC/Campus Rec reserves are earmarked for equipment replacement. An analysis of the amount dedicated to reserves each year

was done and it was determined to decrease this amount \$175,000 to \$125,000.

- Res Life has been approved (by VPs) to have a 3.8% room rate increase each year.

***b. Advancement – presented by Mike Andriatch***

- Alumni participation rate is trending downwards. This is a national trend.
- Giving rates (faculty/staff) have grown over the years.
- Brockport Foundation/Other refers to Institutional type gifts.
- Rollovers will be invested in multiple divisional initiatives
  - Some of these being mandated – i.e. PCI compliance
- Annual fund is our unrestricted dollars – these are the dollars used for scholarships.
  - Are there any dollar goals for the annual fund?
    - Our Consultant asked what we want to increase, donors or dollars. Our response was that we wanted to increase both.
- The annual audit this past year was clean; best one Advancement has had in years.
- Alumni Engagement Score, calculated as follows - taking alumni participation with giving, social media, volunteers, alumni donations divided by the number of alumni.
  - This score quantifies what they are doing and gives them an idea of areas to target.
- Office of Alumni Engagement – name change coming.
- Moving a lot to online communications – with Alumni and Kaleidoscope.
- Are we going to continue with the emphasis on Dean involvement in fundraising?
  - Deans, faculty, students – should all be involved. The Deans have to take a leadership role in this.
  - Looking at our colleagues, there is very little Dean involvement.
  - Our Advancement team has a liaison that works with each Dean.
- We need to start raising more money for the capital budget and also do some work on the extraordinary scholarship program.

**3. Other items from the Committee**

- None

**4. Next Meeting: Thursday, December 3, 2015, 9:30-11:30am, 220 Seymour**