

**TOMPKINS CORTLAND COMMUNITY COLLEGE
COLLEGE SENATE AGENDA
September 24, 2021
Virtual Meeting**

CALL TO ORDER

- Roll Call
- Introductions
- Welcome Guests
- Public Comment (if any)

UPDATES

College Senate Chair(s) update

APPROVAL OF MINUTES

May 7, 2021

REPORTS

Executive Branch Representative

FCCC Representative Update

ACTION ITEMS

Approval of Meeting Dates

ADJOURNMENT

FOCUS FOR THIS YEAR

Implement new by-laws of the College Senate

Next College Senate Meeting

Friday, October 8, 2021

12:30pm

Virtual Meeting

**Tompkins Cortland Community College
College Senate
Unapproved Minutes
VIRTUAL MEETING
May 7, 2021**

CALL TO ORDER

- A. Ahola called the meeting to order at 12:32 p.m.
- M. Lopez did roll call.
- A. Ahola welcomed the guests.
- No public comment

Roll Call

Present: A. Ahola, K. Block, A. Decker, D. Doskal, G. Isaacs, M. Lopez, A. Palumbo, A. Mathers, J. Moricette, R. Sarachan, J. Walz-Koeppel

Excused: D. Bethoney, C. Goodwin

Unexcused: B. Rice

Guests: J. Cameron, M. Kiechle, P. Tvaroha, P. Reifenheiser

UPDATES

A. Ahola, M. Lopez and J. Walz-Koeppel met with Dr. O. There were a variety of topics covered. Mental Health has moved to the ODESS space. ODESS has moved upstairs. There will be an end of year celebration on May 17th, Dr. O encourages all to attend. She would like to see an employee of the month program that will include a parking space and a gift card. The budget has been seen by the counties. There has been no guidance on classes for Fall. June 1 will be the return date to campus. There will be a need and work to be done on a remote work policy.

A vote for minutes will take place after the meeting via email.

We currently have openings on the Forum for 1 Classified Staff, 1 FSA Employee and 2 At Large openings. A. Ahola and J. Walz-Koeppel are eligible to continue. A. Decker made a motion and R. Sarachan seconded for A. Ahola, J. Walz-Koeppel and M. Lopez to continue in their respective positions.

There is an email from Jan Brhel included in our packet re: Commencement. Dr. O did not know of any other Colleges doing anything.

APPROVAL OF MINUTES

Via electronic vote, the minutes from April 23, 2021 were approved with no changes. Voting for this meeting will be sent after this meeting electronically.

Executive Branch Report

No report.

Wellness Council Update

M. Kiechle shared that the Wellness Council has been newly integrated into health and wellness. They continue to support 5 active committees identified by students. The committees are as follows:

- Alcohol & Drug – they have re-launched the Best Life campaign. A survey will be sent in the Fall
- Environmental Wellness – will be located in 116A, which will be renovated over the Summer
- Mental Health – which began as a peer support program
- Nutrition & Fitness – hosted a 5K in Fall and an educational component in Spring
- Violence Prevention – shares information both on-campus and virtually on general information on violence

M. Kiechle shared that the future of the Wellness Council depends on faculty, staff and students to participate and promote health and wellness to our students and to participate in programming and getting out to connect. Consider joining and being part of one of their committees.

A. Decker thanked M. Kiechle for looking ahead to the legalization of marijuana. M. Kiechle mentioned that the policies still are to be looked at and updated.

Please reach out to M. Kiechle or one of the committee chairs with any questions.

FCCC Representative Update

P. Tvaroha shared that she does have a PowerPoint from the Plenary, but it is about 30 slides so she will share highlights. In the packet, there are three resolutions, two of them need endorsements. G1 – is about faculty involvement in course modalities. Many campuses did not have surveys and conversations as our campus did. This resolution urges the SUNY Provost to have conversations prior to determining course modalities. E1 – is commentary on Gen Ed – P. Reifenheiser shared that it is different than what we had put forward, but nothing that we would necessarily support, but other things could have been addressed. He will send thoughts afterwards and pauses for what was not included. He is not opposed, but would not necessarily support. The third resolution is commentary about the budget, basically thanking for funds. G1 and E1 are those that need endorsements.

P. Tvaroha will send pared down slides. Plenaries are held twice a year (one in Fall and another in Spring). The speakers vary and there is a lot of information.

Academic Assessment Committee

J. Cameron shared that the committee reviewed and helped revise the Master Course Syllabus Template. Included in the template are core student outcomes as well as program or institution learning outcomes. Program learning outcomes and updates have been reviewed from all chairs. Where needed additional information was asked. Two chairs are working out details from the advisory board input.

The Curriculum Mapping Template will be first used this spring. This tool allows courses to be mapped for learning outcomes.

J. Cameron also shared that Assessment workshops were offered.

ACTION ITEMS

ADJOURNMENT

R. Sarachan made a motion to adjourn the meeting at 1:22 p.m.

DRAFT

2021-22 Market Segmentation

The purpose of segmenting our market is to break our base of students into smaller more manageable populations so that:

- 1) Needs of these groups can be better identified,
- 2) Provision and fulfillment of their needs can be assessed,
- 3) Cost to attract and serve can be quantified,
- 4) Resource alignment/investment can be sized and prioritized,
- 5) Lead generation can be improved through targeted marketing of messages, mediums and frequency.
- 6) Lead conversions and retention can be improved, contributing to enrollment growth.

To qualify as a segment, we must be able to describe and quantify each group so that we can track results. This process of identifying market segments can easily become very complex requiring market studies to identify and validate needs. It can also move into directions that, while legitimate, make identification and marketing too complex for this year (e.g., visible and invisible disabilities). Instead we may identify this as a need across segments, define as a "service," rely on students self-identifying and then track the usage of the service. Note 1: This is a fluid process and so over time we may find a service (need) can be aligned with an identifiable group and therefore should become a market segment. Note 2: Some segments may require the collection of data before we declare it a segment and therefore may become a segment during the next business cycle (e.g., first generation students).

What segmentation is intended to be, is a conscious means of turning the budget process from a very mechanical yearly process of allocating dollars and headcount to a multi-year living student centric process with quantifiable validation points that allows for continuous assessments and adjustments throughout the year. With segmentation, comes the opportunity to increase our marketing spend as it is much more targeted to each group and uses the most effective mediums, frequency and messaging to reach these students and is much more measurable than an umbrella campaign.

What segmentation it is not intended to be, is a means to identify all needs and/or allocate of all funds. There are basic student needs like that of enrollment and retention activities that benefit all segments. Academic programs constantly need advancements and updates and without investments in caring and experienced faculty/adjuncts all other services and needs fulfillment would have little impact. Additionally there is a need for capital investments in our infrastructure, facilities, grounds and technology, which enables all of us to perform our basic everyday tasks.

Since the College wishes to integrate Market Segmentation into its 2021-22 Business Market planning and Budget planning cycle, we will begin with three simple segmentations: 1) Purpose of Attending, 2) Campus Experience and 3) Demographics (Age to begin with). Core students will be included in all three segmentations and an example of needs has been used to describe the differences between each segment. Note: As time progresses and further discussions, insights and comments are made we may adjust and/or even sub-segment markets.

Purpose in Attending Segments

- Degree Seeking (Transfer) Students: In pursuit of an AS degree
 - o Needs: Meet 4-yr requirements or Minimum 2-Yr Requirement for entry level job
- Career Seeking Students: In pursuit of an AAS or Certification
 - o Needs: Meet career requirements, immediate employment benefits
 - Note: Consideration to sub-segment this group into Degree Seeking (immediate employment) and Credential Seeking may be warranted.
- Global Students: Sponsored by a Global Partner
 - o Need: Experience, Earn U.S. College Credits
- Concurrent Students: High School students attending classes taught within their high school
 - o Needs: Increase likeliness to be accepted into their 4-yr 1st choice college, save money
 - Note: The school districts are great influencers, so the college support offered and pricing model influence their choice of colleges for each course

FA Students	2018-19	2019-20	2020-21
Degree Seeking	1,366	1,255	1,003
Career Seeking	889	820	669
FA Core Students	2,255	2,075	1,672
Global	203	112	11
Concurrent Students	2,830	2,908	3,277
FA Students	7,543	7,170	6,632

YOY Change	2018-19	2019-20	2020-21
Degree Seeking		-8.1%	-20.1%
Career Seeking		-7.8%	-18.4%
FA Core Students		-8.0%	-19.4%
Global		-44.8%	-90.2%
Concurrent Students		2.8%	12.7%
FA Students		-4.9%	-7.5%

Campus Experience Segment

- **Full-Time Commuting Students:**
 - o Needs: Places to hang in-between classes, College experience
- **Part-Time Commuting Students**
 - o Needs: Flexible class schedule
- **Residential Students: Reside in the dorms**
 - o Needs: Full college experience with access to social experiences, student activities and sports, wide variety and tasty food choices, safety
 - Note: This group is a little more complex as an athlete, may reside in the dorm and be more of its own segment than a residential student
- **Fully On-Line Students: All classes are on-line**
 - o Needs: Access to support services remotely, network speed & stability, PC like device

Fall Core Students	2018-19	2019-20	2020-21
Commuters	1480	1307	711
Residential	469	434	222
Full On-Line	306	334	739
FA Core Students	2255	2075	1672

YOY Change			
Commuters		-11.7%	-45.6%
Residential		-7.5%	-48.8%
Full On-Line		9.2%	121.3%
FA Core Students		-8.0%	-19.4%

Demographics (Age)

- **Young Adult Learners: Less than 25 years old**
 - o Needs: College experience, advanced technology experiences in the classroom, multiple class mediums options, remote on-line registrations
- **Adult Learners: 25 years old or greater**
 - o Needs: Ability to completion program with the highest grades, encouragement and the building of confidence, encouragement to use support services, non-electronic marketing and communications most desirable

Fall Core Students	2018-19	2019-20	2020-21
Traditional	772	725	606
Non-Traditional	1483	1350	1066
FA Core Students	2255	2075	1672

YOY Change			
Traditional		-6.1%	-16.4%
Non-Traditional		-9.0%	-21.0%
FA Core Students		-8.0%	-19.4%

Note: There may be enough similarities with Career Seekers to merge these two. Other demographics worth evaluating are low-income, 1st generation, international, etc.

College Senate 2021-2022 Meeting Schedule
12:30 – 1:30pm
Microsoft Teams

September 24

October 8
October 22

November 5
November 12

December 3
December 17