Administrative Advisory Committee

Minutes for
March 3, 2016

AAC Members Present: Christi Pendolino, Lauren Kennedy, Carli Belosh, Jaime Plunkett, Beth Curtiss, Heather Grubbs, Kristin Mook, Jayne Pistorik

This was a joint meeting between SAC and AAC. We were joined by Sara Pineo and Sue Stuebner.

Sara Pineo: Came to talk about Gator Give Day schedule for April 21 this year

- The college had its first Gator Give Day last year and was able to raise over $331,930 from donators plus an additional $395,000 in matching gifts
- Most donations went to the annual fund
- Folks can participate in Gator Give Day by donating money or time. Ways to participate include:
    - Spreading the word on social media, encouraging colleagues to donate, targeted outreach to alumni, making a gift, give 30 minutes to make thank you calls, write thank you notes to donors, encourage students to stop by the campus center to learn more about alumni support.
    - In mid-March, all members of campus will receive an e-mail from Sara asking to contribute in one of the ways listed above.
- Employee participation/donation shows our external audience that we value this institution.

Sue Stuebner: Here to talk about budget and enrollment and shared the most recent report from FFC and SPC.

- The first part of the report really looks at our enrollment and financial aid model. The college has hired Hardwick Day, a consulting firm, to analyze our approach.
- Last year our numbers were strong until the financial aid packets went out because students were seeing enough aid. Summer melt was a big problem.
    - This year they are upping the scholarship awards and sending the acceptance and financial aid packets at the same time instead of separate
- They are striving to fulfill scenario E in the packet for enrollment goals
- Reasons for decline the last few years are as follows:
    - two years ago the common app and Allegheny application process both went down for a period of about 3 weeks meaning students could not apply

    - The number of families who are bargaining for higher award packets has increased and these are often families who can afford to pay more
    - Moved away from a marketing company called Royal the last two years which targeted high school sophomores, juniors, and seniors. They have re-engaged them because they realized we dropped about 100 students in enrollment since they stopped working with us.
- FFC needs to come up with a balanced budget proposal for the trustees in April
    - They are trying to preserve the TIAA-CREF contributions by looking at other cost saving measure around the college (handout was provided on these)
- They see this is a 2 year problem that won't extend beyond that
- Looking at 3.6% increase in Health Insurance premiums
- Questions from SAC members were detailed. Some points addressed were:
    - **Tuition remission:** the college may adopt a policy that states employees need to work here for a certain period of time before receiving this benefit instead of being able to opt-in from day one. Many colleges operate this way. Goal is to grandfather in those already using the tuition remission
    - **Student employment:** The school budgets $1.8 million for student wages but the last two years were have spent out over $2 million. They are looking at why this is and thinking more critically about the types of jobs students have. Are they beneficial to the student and the institution?
    - **College Travel:** can the school use credit cards that offer points rewards systems and then transfer those points into free travel for some?
    - **Increasing summer revenue:** Strategic planning is looking at this. Right now the summer is a wash; no real revenue is generated here. There are also difficulties with the facilities are being used because they can't be cleaned or maintained in the summer when they need to be.
- Salary increases have shifted to October to ensure we meet our class before spending out more money.
    - Question was raised if open enrollment for health care could also be changed as many hinge their coverage on raises.