

BROOKLYN COLLEGE
POLICY COUNCIL

Minutes of the
November 20, 2024 General Meeting
5:00pm, Gold Room, Student Center

Present: President Michelle J. Anderson, Vice President Ronald Jackson, Executive Legal Counsel Jaclyn Helms, Interim Dean James Lynch, Interim Dean Paula Massood, Dean Maria Scharron-del Rio, Dean Peter Tolia, Professor Karen McFadden, Professor Douglas Cohen, Professor Namulundah Florence, Professor Mona Hadler, Professor Tim Shortell, Professor Malka Simon, Professor Patricia Antoniello, Professor Brian Sowers, Noam Abrahams (USG), Anna Belenko (USG), Carrie Ebbin (USG), Nitu Farhin (USG), Taseen Islam (USG), Jaia Jones (USG), Dylan Karlowski (USG), Haritha Lakshmanan (USG), Doha Nemr (USG), Cyle Paul (USG), Jamie Jones (GSO).

Absent: Provost April Bedford, Senior Vice President Alan Gilbert, Vice President Todd Michael Galitz, Interim Dean Philip Napoli, Professor Jillian Cavanaugh, Professor Joseph Entin, Professor Beth Evans, Professor Mobina Hashmi, Professor Sophia Suarez, Pauline Rhoden (GSO).

Non-voting: Sadiya Hoque, Naomi Hymowitz (USG), Carmine Tepedino (USG), Shannon Dyett, Robert Echevarria, Aharon Grama, Mohamed Tabani.

1. President Michelle J. Anderson called meeting to order at 5:02 p.m.
2. President Anderson announced the launch of a new Teams channel for Policy Council and a Doodle poll to determine updated meeting times for the semester.
3. Professor Tim Shortell moved to approve October 30, 2024 minutes, seconded by Noam Abraham (USG). Unanimously approved.
4. Executive Legal Counsel Jaclyn Helms submitted a written report on Governance and Policy. The committee is supporting the Presidential Advisory Committee for Staff (PACS) in developing bylaws and integrating it into the governance structure, forming a subcommittee to lead this effort. The committee emphasized the need for greater clarity and support on compliance with Open Meetings Law, Roberts Rules of Order, and governance standards across governing bodies.

5. Aharon Grama reported on behalf of Fiscal, Infrastructure and Planning Committee, noting the launch of Town Hall meetings, and provided updates on capital projects, infrastructure and food services.
6. Dean Maria Scharron-del Rio reported on the Faculty-Student Relations Committee's review of the disciplinary process document. The committee discussed clarifying the student advocate role under CUNY Bylaws Article XV, defining official complaints, and outlining student rights and expectations. Recommendations included incorporating the original CUNY Bylaws, providing clear distinctions between disciplinary and mediated processes, and ensuring faculty receive guidance on reporting student conduct. Key documents will be added to the faculty handbook. Robust dialogue ensued.
7. Professor Malka Simon reported on behalf of the External Relations committee, providing an update on Brooklyn College's Admissions Marketing efforts to attract prospective students.
8. President Anderson provided reports from the meetings with Student Government representatives and campus leadership, which included discussions on the Interim Events Policy and event-related factors have informed the current version; a scheduling conflict involving bell codes and course credits was addressed at the last CAP meeting; and, the student-centered scheduling survey that was released via Navigate on October 31 and will remain open until November 24 at 11:59 p.m. Faculty and staff are encouraged to promote student participation, as the feedback will help inform course scheduling.
9. President Anderson highlighted the revisions to the Interim Events Protocol, which now includes a provision from the CUNY Henderson Rules and a link to the CUNY Policy.
10. Haritha Lakshmanan (USG) suggested a friendly amendment to condense the language, under Section III: Event Authorization Criteria, to include: "Events should be held with minimal disruption to classes and other normal campus operations, and adequate and appropriate space must be available." Friendly amendment accepted by President Anderson. The discussion continued on the Interim Events Protocol.
11. Carrie Ebbin (USG) motioned to adjourn; Jamie Jones (GSO) seconded. The meeting adjourned at 6:07 p.m.

Governance and Policy Committee Report to Policy Council

The Governance and Policy Committee has met twice since the last Policy Council meeting, convening on November 5, 2024, and November 19, 2024. During our first meeting, the committee unanimously decided to take an active role in supporting the Presidential Advisory Committee for Staff (PACS) in developing bylaws and integrating PACS into the governance structure. We recognized PACS's need for assistance in defining their scope and structure.

In our second meeting, we refined this plan by unanimously voting to establish a subcommittee to lead the PACS bylaw development process. The committee agreed that the subcommittee will initially focus solely on drafting bylaws for PACS, without yet addressing their potential placement within the broader governance structure. This approach ensures that PACS's foundational governance framework is clearly articulated before considering its integration. The subcommittee will be co-chaired by Aharon Grama and Mandisa Washington, with the inclusion of PACS representatives, to ensure the process is collaborative and representative. The subcommittee will focus on drafting a framework for PACS's bylaws that defines their scope and structure, with updates to be presented at future Governance and Policy Committee meetings.

Additionally, in both meetings, the committee discussed the need for greater clarity and support regarding compliance with Open Meetings Law, Roberts Rules of Order, and governance standards across governance bodies. We identified the importance of education and process development to promote transparency and accountability. Initial ideas include conducting a survey or audit to identify areas of non-compliance and providing centralized tools to streamline adherence to governance requirements. These discussions are ongoing, and the committee aims to develop actionable steps to support institutional compliance.

This report summarizes the committee's progress and plans for continued work on these critical issues. Our next meeting will be December 12, 2024 at 10am.

Town Hall Planning

Progress from October:

The committee initiated plans for campus-wide town halls tailored to students, faculty, and staff. Feedback from leadership was being collected to define key focus areas, and options to incorporate these into existing meetings (e.g., Student Senate, Faculty Council, PACS) were explored.

November Updates:

- Finalized the need for separate town halls to cater to varying audience needs.
- Faculty and staff town halls are expected to be held in early spring, focusing on key areas like facilities, budget, and food services.
- Due to the limited time remaining in the fall semester and the absence of further Student Senate meetings due to finals, student-focused town halls have been deferred. These are planned for the first sessions after winter break, aligning with the spring semester schedule.

Capital Projects & Infrastructure

Progress from October:

Updates on capital projects were shared, focusing on enhancing preventative maintenance practices via the Archibus work request system.

November Updates:

- Feedback from Faculty Council Campus Planning will guide future discussions.
- Efforts remain concentrated on balancing detail with accessible presentation formats to engage diverse stakeholders.

Food Services

Progress from October:

Steps were taken to introduce kosher and halal food trucks on campus.

November Updates:

- Food services remain a central topic for upcoming town halls, with the aim of presenting updates to students, faculty and staff.

Policy Council External Relations Committee Report

November 20, 2024

- The External Relations Committee met on November 15 and discussed Brooklyn College's Admissions Marketing efforts to attract prospective students. Ludovic Leroy, Interim Assistant Vice President for Marketing and Communications, joined the meeting as a guest.
- Mr. Leroy reviewed a presentation (attached) that highlighted key elements and results of last year's successful admissions marketing campaign. He emphasized that the digital strategy allows for a targeted, cost-effective campaign. The effort is also tracked and adjusted based on an ongoing review of data analytics. Mr. Leroy also noted the close collaboration with the admission recruiting team and with faculty members on content that is used to represent the college's strengths to prospective students.
- Committee members expressed their appreciation for the scope, quality, and results from last year's admissions marketing campaign. The committee encouraged sharing the presentation more broadly with faculty and staff, including a potential presentation at a PACS meeting this year.
- Members of the committee suggested additional admissions selling points to differentiate Brooklyn College from its peers. This includes the uniqueness of having dedicated student resources through ISSO, BMLI, Women's Center, and the LGBTQ+ Center. Other suggestions included providing free campus event tickets to prospective high school students and adding alumni representatives to Open House and Admitted Students' Days.

Admissions Marketing Overview FY24

Admissions Marketing

Brooklyn
College

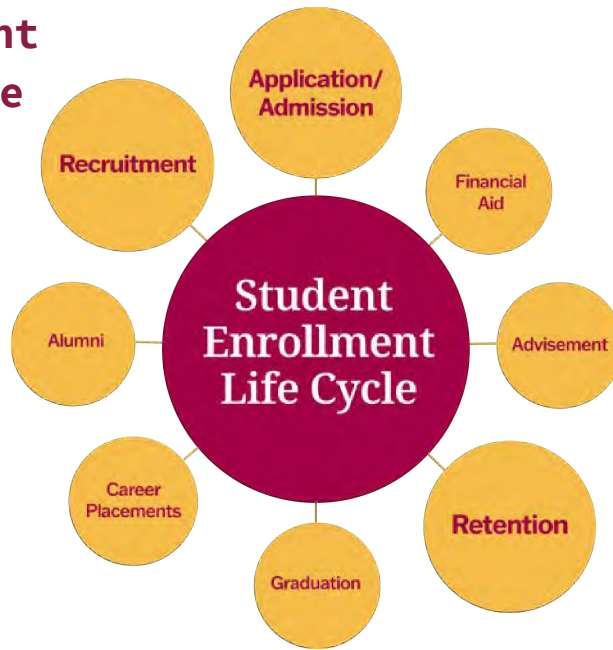
We are Brooklyn



Admissions Marketing

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Enrollment Life Cycle



Admissions Marketing **Brooklyn College**

Media Buy Summary

Impressions

25,883,863

CTR

0.53%

Clicks

135,951

Video Completes

1,976,350

Admissions Marketing **Brooklyn College**



Introduction: Marketing Cost-Per-Student

Average college/university spend nationwide on marketing is between \$429 and \$623 per enrolled student.

In FY24, cost per enrolled student \$102.

Admissions Marketing

**Brooklyn
College**



Accept and Commit Campaign: Channels

- Print Packet
 - 16,566
- Postcards
 - 5k

Admissions Marketing

**Brooklyn
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Accept and Commit Campaign

Reach: 16,566



Admissions Marketing

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Digital Experiences: Channels

- Viewbooks
- Virtual Tour
- Website

Admissions Marketing

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Digital Experiences: Custom Viewbook

July 1, 2023-June 30, 2024

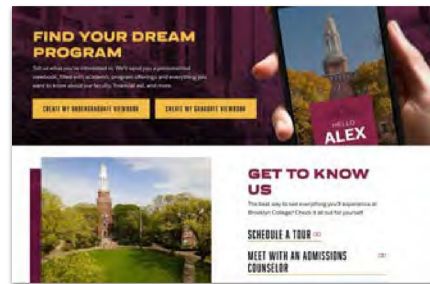
Offers a digital personalized experience for prospective students and captures their name and email address.

UG leads captured: 1,570

Top 3 UG degrees: Comp Sci, Film, Psych

Grad leads captured: 874

Top 3 Grad degrees: Business Admin,
Cinema Arts, Accounting



Digital Experiences: Virtual Tour

July 1, 2023-June 30, 2024

Offers a virtual tour of campus for prospective students and captures their name and email address.

Total visitors: 6,448

Leads (email captured): 1,408



Digital Experiences: Website

July 1, 2023-June 30, 2024

Visitors: 1.2MM

57 Feature Stories: Students,
Alumni, Faculty, and Staff

Enhancements

- Launched chatbots
- Completed 739 enhancements/updates requested by faculty



Admissions Marketing Brooklyn College

Tow Mentorship



Admissions Marketing Brooklyn College

Inaugural Newsletters

July 1, 2023-June 30, 2024

- Admitted Students BC Buzz
Average Open Rate: 58%
- LGBTQ+ Newsletter
Average Open Rate: 54.5%
Launched in June 2024
- School Counselor Brief
Average Open Rate: 16%
Launched in April 2024



End of Year Sizzle Reel



Faculty Sizzle Reel



Admissions Marketing

Brooklyn College

Organic Social Media



Admissions Marketing

Brooklyn College

Collaborative Effort

The Transfer Story

Problem

Our goal was to increase fall 2024 transfer applications by 1.5% to 7,000. However, for the first two weeks of July our transfer applications were flat.

Solutions

1. Re-ran organic ads on social media directing to the landing page
2. Targeted email campaign to leads and incomplete applicants
3. Directed applicants to virtual workshops to assist with application completion

Outcome

Surpassed transfer application goal by **8.2%**.

Target was 7,000 and 7,492 applications were received

Admissions Marketing

Brooklyn
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Enrollment Results

	Freshmen		Transfer	
Applications	30,214	7.6% ↑	7,492	8.2% ↑
Enrolled	1,788	17.6% ↑	1,149	7.1% ↑

Increase over last year

Admissions Marketing

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