Agenda

• Welcome / Call to Order
• Approval of Feb ’19 minutes
• College Library Open Access Policy
• First Year Experience Task Force update
• Enrollment Management update
• Marketing & Thorburn Group update
• Marshall Hall renovation update (Part I)
• Committee Reports & Actions
• Old & New Business

www.esf.edu
ESF Women's Caucus

Girls Summit

grades 5-10
April 13

Take our Kids to Work Day

8-11 yrs old
April 25
ESF Women’s Caucus

ESF Ranked #1 for Enrolling, Graduating Women in Engineering

Girls Summit  
grades  
April 13  
5-10

Take our Kids to Work Day  
8-11  
April 25  
yrs old

THE CHRONICLE OF HIGHER EDUCATION  
57.1%
ESF Women's Caucus

Girls Summit
- Grades: 5-10
- April 13

Take our Kids to Work Day
- 8-11 yrs old
- April 25

ESF Ranked #1 for Enrolling, Graduating Women in Engineering
- 57.1% According to THE CHRONICLE OF HIGHER EDUCATION

Congrats Janine!

Janine DeBaise's essay "Cure for Pain" is featured in @Orion_Magazine! She writes about Buddhist artist Dennis Summers, who marks sites of environmental damage with 9-foot Crying Posts. He recently installed a Crying Post for the #Flintwatercrisis in his home state of Michigan.
College Libraries
Open Access Policy
Open Access Policy
Elsevier as an example why OpenAccess is critical for the future of scholarship

- SUNY pays Elsevier about $6.5m per year for access. ESF’s cost up 38% since 2012.
- SUNY paid an approximate $650,000 in Article Publishing Costs (2017)
- Elsevier’s recent proposal to UC nearly doubled their bill. Just like their SCOPUS proposal did for us last year.
Elsevier as an example why OpenAccess is critical for the future of scholarship

- 90% of articles published in ScienceDirect by SUNY faculty and researchers are paywalled
- We pay Open Access fees to make that other 10% available to some degree
- Elsevier has successfully paywalled Open Access
Elsevier as an example why OpenAccess is critical for the future of scholarship

$221,075 - ESF’s Cost for ScienceDirect

+ Article Publishing Costs for 127 articles ($500-$5000 per article)
+ Open Access Fees for 37 articles ($150-$5000 per article)
+ Time spent reviewing
Elsevier as an example why OpenAccess is critical for the future of scholarship

Our cost/use for ScienceDirect is between $2.86 and $7.44 per article - so it is cost effective. But the rent is too damn high.

Of the 2117 titles in ScienceDirect last year:

- 51% accessed 5 or fewer times
- Only 77 titles saw more than 100 cumulative uses for articles published in the last 5 years.
- That 4% of the collection is what we pay for.
SUNY Memorandum on Open Access

- That each SUNY campus create a provision requiring the cataloguing of materials in open access repositories and ensuring users know what it is they are accessing.

- Reiterating the University’s desire that faculty, students, and staff continue to strive to be published in leading journals. Open access is not meant to supplant those efforts but to increase access to them.

- Clarity that respect for and protection of faculty, student and staff ownership is priority. They decide, voluntarily, whether or not to have something included in an open access repository.

- Ensuring that the collaborative development process includes following local faculty governance procedures and engage constituents such as student governance, distinguished faculty, VPRs, library leadership, IT, institutional research, counsel’s office, staff who do research--program directors, post-docs, etc.

- That each campus open access policy shall be consistent with the rights and responsibilities set forth in the Board of Trustees Policies, Article XI, Title J: Patents, Inventions and Copyright Policy, as codified in Sections 335.28 and 335.29 of Title 8 of the Official Compilation of Codes, Rules, and Regulations of the State of New York.
Open Access Defined

Open Access is the free, immediate, online availability of research articles (and research data) with full re-use rights.

Further defined as the “Five R’s” Retain, Reuse, Revise, Remix, and Redistribute.
Green OA - A Baseline

81% of Publishers support some manner of self-archiving
Elsevier’s Self-Archiving Policy

Preprint

- Authors can share their preprint anywhere at any time.
- If accepted for publication, we encourage authors to link from the preprint to their formal publication via its Digital Object Identifier (DOI). Millions of researchers have access to the formal publications on ScienceDirect, and so links will help your users to find, access, cite, and use the best available version.
- Authors can update their preprints on arXiv or RePEc with their accepted manuscript.
Digital Commons and Dataverse

We have two Institutional Repositories ready to accept all manner of research and data.
We can go further.
First Year Experience
Task Force
The Committee

Co-Chairs: Dr. Neal Abrams & Amelia Hoffman

Eileen Baldassare
Malika Carter
Erin Craig
Janine DeBaise
Melissa Fierke
Sophie Gublo-Jantzen
Scott Shannon
Mark Teece
John Turbeville
USA Reps: James Quinn & Jourdyn-Evonne Lee

Our Charge

The task force is charged with looking at the present first year experience at ESF and coming up with an action plan to improve student retention, satisfaction, and success.

We will be reviewing all touch points within the first year such as:

Advising, Academic Preparation, Placement Exams, Early Warning Systems, Curricular Changes, Facility needs, and much more.

Timeline

Initiated: Jan 2019
Target completion: March 2019
## Timeline

<table>
<thead>
<tr>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
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<tbody>
<tr>
<td>INFORMATION GATHERING (Phase 1)</td>
<td>STRATEGIC DEVELOPMENT (Phase 2)</td>
<td>REVIEW &amp; ENDORSEMENT (Phase 3)</td>
<td>IMPLEMENTATION (Phase 4)</td>
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<tr>
<td>2/11/19 Task Force meeting</td>
<td>3/18 Task Force Meeting (Discuss Findings, Environmental, organizational barriers, trends, etc.)</td>
<td>Round 2: Open Campus Comment/ Feedback</td>
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<tr>
<td>2/25 Task Force Meeting (Sub Group- Faculty Focus Group, Discuss Data Trends)</td>
<td>3/25 Task Force Meeting (Draft Outcomes &amp; Strategic Themes)</td>
<td>Present to AG &amp; IQAS</td>
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<tr>
<td>2/28-3/1 Focus Groups(Faculty and Student)</td>
<td>3/26 Present to AG</td>
<td>Task Force Meeting</td>
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<td>3/1-3/7 Code: Identify SWOT &amp; Prioritize</td>
<td>4/2 Round 1: Open Campus Comment/ Feedback- Initial Findings</td>
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<td>TBD Draft 2: Refine based upon feedback</td>
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We want your involvement & feedback

Open campus forum on:

Tuesday, April 2nd, 2019
At 11:00am
In 12 Illick

- We will discuss our process as well as share some of our recommendations
- Looking to generate additional solutions to some of the issues students face within their transition to ESF.

Initial screening of impact vs. cost analysis from Task Force
Enrollment Management
Enrollment and Marketing Update: Academic Governance

3/26/19
F-Y and TR Applications

- **F-Y Regular Applicant Pool:**
  - 1490 v. 1805 applications (-315 or -17.5%)
  - 1023 v. 1075 accepts (-52 or -4.8%)
  - 35 v. 38 deposits (-3 or -7.9%)
  - Similar selectivity ranges and percentages as previous years

- **TR Applications:**
  - 696 v. 635 (+61 or +9.6%)
  - 118 v. 111 accepts (+7 or +6.3%)
  - 51 v. 59 deposits (-8 or -13.6%)

- **Early Decision Applicant Pool:**
  - 107 v. 170 applications (-63 or -37.1%)
  - 103 v. 136 accepts (-33 or -24.3%)
  - 99 deposits v. 132 deposits (96.1% yield which is the same yield from last year!)

*Data as of March 23, 2019*
What Is Happening in the Marketplace?

- SUNY-wide decline
- Other state systems down
- Perception of buying power amongst the privates
- Changes in demographics
Projected High School Graduates in New York State
Projected High School Graduates in New York State

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of High School Graduates</th>
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<tbody>
<tr>
<td>2015/16</td>
<td>119,809</td>
</tr>
<tr>
<td>2016/17</td>
<td>120,504</td>
</tr>
<tr>
<td>2017/18</td>
<td>116,311</td>
</tr>
<tr>
<td>2018/19</td>
<td>116,472</td>
</tr>
<tr>
<td>2019/20</td>
<td>113,011</td>
</tr>
<tr>
<td>2020/21</td>
<td>111,330</td>
</tr>
<tr>
<td>2021/22</td>
<td>111,415</td>
</tr>
<tr>
<td>2022/23</td>
<td>109,279</td>
</tr>
<tr>
<td>2023/24</td>
<td>107,378</td>
</tr>
<tr>
<td>2024/25</td>
<td>108,277</td>
</tr>
<tr>
<td>2025/26</td>
<td>106,972</td>
</tr>
<tr>
<td>2026/27</td>
<td>104,286</td>
</tr>
<tr>
<td>2027/28</td>
<td>102,775</td>
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<tr>
<td>2028/29</td>
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</tbody>
</table>

Non-New York City
Projected High School Graduates in New York State

NYS Excluding NYC and Long Island

- 2015/16: 85,403
- 2016/17: 85,250
- 2017/18: 81,754
- 2018/19: 81,575
- 2019/20: 79,878
- 2020/21: 78,233
- 2021/22: 78,142
- 2022/23: 76,496
- 2023/24: 75,327
- 2024/25: 76,318
- 2025/26: 76,031
- 2026/27: 75,218
- 2027/28: 73,516
- 2028/29: 72,237
Projected High School Graduates in New York State

New York City

Number of High School Graduates

- 2015/16: 64,830
- 2016/17: 65,352
- 2017/18: 64,957
- 2018/19: 62,691
- 2019/20: 60,795
- 2020/21: 62,855
- 2021/22: 63,678
- 2022/23: 64,572
- 2023/24: 66,666
- 2024/25: 67,988
- 2025/26: 69,986
- 2026/27: 69,895
- 2027/28: 69,986
- 2028/29: 70,595
Projected High School Graduates in New York State

Onondaga County
CustomViewbook - Project

- CustomViewbook Sample

- How does it work?
Marketing & Thorburn Group
Marketing Update: Thorburn Project
The Thorburn Group

Timeline:

- SUNY PIF for a ESF National Visibility Campaign, April 14, 2017
- Award of PIF November 13, 2017
- Creation/Launch of Visibility and Marketing Committee (January – April 2018)
- Creation of a RFP with responses formally due July 5, 2018
- On-Campus Proposal Demonstrations July 25 and July 26, 2018
- Selection and Kick-off Call August 21, 2018
- 2-day on-campus visit, September 18 and 19, 2018
- Academic Governance Update, October 16, 2018
- Communication/Marketing review of Institutional Audit, November 19, 2018
- Executive Cabinet review of Institutional Audit, December 10, 2018
Institutional Audit

- Confusion with naming convention
  - SUNY College of Environmental Science and Forestry
  - State University of New York College of Environmental Science and Forestry
  - ESF

- Streamline our brand and logo guidelines

- Use of more templates

- Lack of resources: How do we share our story with the rest of the world?
  - Operationalizing the brand foundation work
  - Top priorities
ESF Communication and Marketing Style Guide

- https://www.esf.edu/communications/style/

- https://www.esf.edu/communications/style/download.htm
Marshall Hall Renovation (Part I)
Administered by NYS Construction Fund
Design Team Chosen: Chiang-O’Brien Architects

EXAMPLES OF THEIR WORK:
Carnegie Library at Syracuse University
Hendricks Chapel – Toilet Rooms
Existing Conditions
Project Goals

• Revitalize Marshall Hall

• Optimize Space for
  • Landscape Architecture
  • Environmental Studies
  • General Education

• Create Teaching Spaces to Serve Entire Campus

• Create Social Equity Spaces

• Improve Campus Accessibility
Existing Marshall Hall Classrooms (5 total)
Site Analysis
Site Analysis
Site Analysis

Pedestrian circulation and building access
Program Analysis

Existing Program
Building Analysis

Structural

First Floor

Basement

Second Floor

Third Floor

Fourth Floor

Chiang | O'Brien Architects
Building Analysis

Existing Circulation

First Floor

Second Floor

Third Floor

Fourth Floor

Chiang | O'Brien Architects
Concept Option 4
Concept Option 3
Site Concepts
Site Concepts
Concept Option 5
Committee Reports
Committee on Curriculum

• Curriculum Change- Natural Resource Management (minor revision)
• Curriculum Change- Chemistry (minor revision)

• What constitutes a Major Revision and a Minor Revision?
Old & New Business