

MOHAWK VALLEY COMMUNITY COLLEGE
Utica and Rome, New York

COLLEGE SENATE MEETING MINUTES
Tuesday, October 6, 2015, IT 225

College Senate web page: <http://www.mvcc.edu/senate/senate-home>

Present: J. Baumann, C. Bolton, J. Brown, K. Capuana, L. Charbonneau, S. Frisbee, A. Haines-Stephan, K. Hartman, D. Kelly, R. Labuz, D. McDermott, M. McHarris, R. Manley, R. Mink, B. Molinaro, S. Myalik, K. Radeljas, A. Radlowski, M. Radlowski, J. Rahn, J. Roberts, R. Santos, R. Spetka, T. Townsley, M. Treis, G. Warchol, J. Woodrow, and President R. VanWagoner.

Student Senators: E. Chwazik, J. Lowman, and E. Luther.

Absent/Excused: K. Capone, J. Coleman, S. Dar, A. Doughtie, D. Elseth, M. Henningsen, L. Kahler, P. Katchmar, J. Livadas, C. Miller, M. Taverne, and J. Wilcox.

Guests: N. Chrisman, M. Eannace, D. Katz, S. McCall, S. Reynolds, M. Snyder, T. Squires, and R. Suhr.

CALL TO ORDER

The meeting was called to order at 2:32 p.m.

APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING

C. Bolton moved, and A. Haines-Stephan seconded, to approve the minutes of the September 1, 2015, meeting, with three minor corrections. The motion carried, with none opposed and no abstentions.

CHAIRPERSON'S REPORT

D. Kelly welcomed new Senators Rose Manley and Tom Townsley. Tom will fill in for Shahida Dar this semester, and Rose will replace Magan Leahy.

D. Kelly reported on issues discussed at the FCCC Campus Governance Leaders Conference in Cooperstown on September 18th and 19th. These issues include SUNY Excels, the SUNY Diversity Task Force, Statway/Quantway (piloted by some institutions within SUNY), applied learning, community college councils, the Chancellor's completion agenda, and skills/competency-based education. The FCCC urged each community college to form a committee to keep abreast of emerging trends in higher education. The Faculty Caucus agreed to serve as that committee. C. Miller, D. Kelly, and R. Labuz will serve as contacts with the FCCC on these issues. For links to more information on these issues, see <http://www.mvcc.edu/senate/useful-web-sites-and-documents-1/useful-web-sites-1>.

STUDENT CONGRESS REPORT

E. Luther, Student Congress President, introduced John Loman as student Senator along with himself and E. Chwazik, SC Treasurer. He reported that Student Congress formed a Nominating and Elections Committee to take on the task of filling college committee vacancies. The SC Program Board attended the Association for the Promotion of Campus Activities and won Program of the Year. Recent concerts generated a lot of money, which Student Congress would like to use to help the community, as about 30% of MVCC's students live below the poverty level.

PRESIDENT'S REPORT

President VanWagoner thanked those who worked on the Title III grant, which awarded the college \$2.2 million for the establishment of a Learning Commons, which aligns with the objectives of Achieving the Dream.

He also commented on some of the issues discussed at the FCCC Campus Governance Leaders Conference. He stated that SUNY policy mandates that all SUNY colleges have a diversity plan by April 2017 and appoint a Chief Diversity Officer by that same year. He reported that our community college council region includes Oneida, Herkimer, and Fulton-Montgomery Counties. Our Board members as well as our FCCC representative and the Senate chair, would like to be involved in this. MVCC's attempt at monitoring emerging trends in higher education has been Hawk Vision, which is looking at broader trends beyond SUNY and beyond higher education. He pointed out that the lead article in the most recent issue of *Community College Journal* has an excellent article on using analytics to predict student success. (To read the article, see: <http://search.ebscohost.com/login.aspx?direct=true&db=eue&AN=109021165&site=ehost-live> Click on PDF Full Text.)

Currently the CCED and cultural brochures are the main print publications going out to local households. The college is working on another brochure to promote our programs.

VICE PRESIDENT'S REPORT

VP Squires presented an explanation of Follett's management of the bookstore with regard to textbooks. First, he explained the mission, vision, and strategic plan of the Auxiliary Services Corporation, which monitors the money generated by the bookstore, among other things. The ASC pays for recognition awards, the Rome shuttle bus, promotions, innovation grants, Presidential scholarships, equipment, Phi Theta Kappa trips, certification tests, the ASC leadership scholarship fund, and other things. The ASC owns the bookstore but it is operated by Follett.

He then handed out an excerpt from the ASC/Follett contract concerning policies and procedures on textbooks. VP Squires stated that there are several reasons why textbooks are more expensive now. The cost from the publisher has increased by 4-6%. Follett does not do manual mark-ups; i.e., it does not mark up some books at a lower percentage than others—markups are all the same percentage. Follett marks up new books 25% and bundles 30%. Shipping and handling are included in the retail price. Codes that accompany textbooks are also marked up.

To keep costs down, VP Squires recommends the following: (1) learn the new pricing structure and refund policies; (2) consult with the bookstore staff before finalizing the adoption of a textbook; (3) finalize textbook adoptions as early as possible and don't change them later; (4) promote textbook rentals as an alternative, (5) become familiar with Follett's Discover program, for which training will be offered to faculty and students; (6) use of more customized texts (though the bookstore will not buy those back); and (7) exploration of other Follett programs, such as one in which each student gets a flat fee with their tuition bill which includes all textbooks.

J. Baumann expressed concern that many of our students cannot pay out of pocket for textbooks and wait for reimbursement. She also asked if students could be reimbursed by the bookstore for purchasing textbooks from Amazon or elsewhere. R. Labuz said he would ask other FCCC members what their bookstores do and get back to us with the answers. Please send any questions about bookstore operations at other colleges to him. C. Bolton suggested the creation of a pamphlet outlining textbook options to students and their parents. M. Treis gave an example of a place in Albany run by students where students can take their textbooks and get money back for them as well as buy other used textbooks. R. Suhr stated that if the bookstore stopped selling

college supplies it could sell books cheaper and make a profit. T. Squires and R. Labuz will investigate any instances of textbook price discrepancies or overcharges.

See the appendix to these minutes for the full text of VP Squires' handouts. For VP Squires' PowerPoint presentation, see: <http://www.mvcc.edu/senate/useful-web-sites-and-documents-1/useful-documents>

FACULTY COUNCIL OF COMMUNITY COLLEGES REPORT

R. Labuz will be attending the October Plenary next Thursday and Friday and report on it at the November Senate meeting.

NEW BUSINESS

Faculty Caucus charter change: The Faculty Caucus added a statement under the "Does" portion of their charter to reflect their role as the committee to investigate emerging trends in higher education, to read:

Research and address emerging educational issues and communicate with similar groups on other campuses and with the Faculty Council of Community Colleges with regard to initiatives, findings, and recommendations.

J. Woodrow moved, and J. Roberts seconded, to approve the amendment. The motion passed, with none opposed and one abstention.

Disciplinary Appeals Committee charter change: The committee requested a change to their purpose statement to reflect their new responsibility for reviewing student Title IX appeals, to read:

The purpose of the Disciplinary Appeals Committee is to ensure students the right of due process, providing for a fair, timely, and impartial hearing of disciplinary decisions, including those relating to Title IX of the Education Amendments of the 1972 Landmark Federal Civil Rights Law.

S. Frisbee moved, and A. Radlowski seconded, to approve the change in purpose statement. The motion carried, with none opposed and no abstentions.

Signage and Wayfinding Project: Matt Snyder presented the results of the meeting and discussion between the Facilities Committee and March Associates, the firm hired to develop the college's signage. The exterior plan calls for about 20 illuminated "monumental" signs, LED message boards, and banner signs. Interior signage will include about 40 large format directories/maps in key campus entrance/landing locations, about 20 hanging signs over key service areas, and about 1000 room and regulatory signs. Other things being considered include app-based kiosks, DOT signs, flexible/portable event signs, names for pathways/roadways, and AUTOCad maps. Funding for this is included in the Oneida County capital projects and in the County Executive's 2016 budget proposal. A public hearing on the budget is set for mid-October. If it passes it will move on to the state for budget inclusion and approval. D. Katz asked if these signs were ADA compliant. M. Snyder answered in the affirmative. M. Radlowski asked if room numbers can be changed so that they're in order, especially in the Academic Building. M. Snyder replied yes.

Wellness Committee: D. Kelly stated that discussion continues with the Wellness Committee concerning the transition from a Senate Committee to a College Council.

ADJOURNMENT

J. Woodrow moved, and A. Haines-Stephan seconded, to adjourn the meeting. The meeting was adjourned by common consensus at 4:25 p.m.

NEXT MEETINGS

The next meeting of the College Senate will be **Tuesday, November 3, 2015, at 2:30 p.m. in IT 225.**

The next meeting of the Senate Advisory Committee will be Monday, October 26, at 3:00 p.m. in PH 304.

Respectfully submitted,

Krista Hartman
Senate Secretary

APPENDIX:

VP SQUIRES' REPORT

Auxiliary Services Corporation's Vision and Mission

Vision

We continually strive to enrich the lives of members of the College as they support the reason we exist-learning and teaching.

Mission

We support the missions of the College by providing essential non-academic services and financial support, with outstanding service, quality products, and a unique experience while adapting to changing demands. We add value to the College with efficiency, transparency, accountability, and entrepreneurial thinking, while demonstrating responsibility for environment and our community.

ASC - Strategic Plan

2014-2019

Goal #1 - Respond to changes in dynamic marketplace.

Strategies

- 1a. Consider outside expertise to develop priorities and execution of action plan.
- 2a. Consider increasing availability of technology/tablets for students.
- 3a. Pursue licensing partnerships with large vendors

Goal #2 - Develop entrepreneurial initiatives to expand capacity and resources.

- 2a. Increase consumable goods options for students.
- 2b. Expand mobile bookstore opportunities at various events.
- 2c. Partner with MVCC Foundation to invest portion of ASC fund balance.
- 2d. Explore possible new services and ventures.

Goal #3 - Develop creative promotional initiatives.

- 3a. Improve physical space of the Bookstore.
- 3b. Improve online and social media presence.
- 3c. Expand/update presence in small displays around campuses.
- 3d. Change the name of the store.
- 3e. Increase apparel sales.

**Excerpt From ASC/Follett Contract
Presented to the College Senate 10/6/15**

9. Bookstore Stock and Sales.

- 9.1 Follett shall purchase from ASC all salable and rentable merchandise in the Stores, including new textbooks, used textbooks, trade, reference and technical books, Rental Program inventory and included Program inventory, whether in stock or rented, and general merchandise. Follett will cause all such merchandise to be inventoried by an independent firm. ASC may observe the inventory if desired. Within 120 days after the completion of the inventory, Follett shall pay ASC for the merchandise as follows:
- a) **New Textbooks**
 - 1. Follett will purchase new textbooks adopted for the next academic term, in quantities not exceeding course requirements, at standard industry discounts or cost. New textbooks purchased that are not utilized in the next academic term and are not returnable to the publisher will be charged back to ASC.
 - 2. Follett will purchase new textbooks not adopted for the next academic term, or adopted but in excess of course requirements, at the current wholesale price.
 - b) **Used Textbooks**
 - 1. Follett will purchase used textbooks adopted for the next academic term, in quantities not exceeding course requirements, at 50% of the current retail selling price. Used textbooks purchased that are not utilized in the next academic term and are not returnable to the wholesaler will be charged back to ASC.
 - 2. Follett will purchase used textbooks not adopted for the next academic term, or adopted but in excess of course requirements, at current wholesale price.
 - c) **Trade, Reference and Technical Books ("Trade Books")**
 - 1. Follett will purchase Trade Books that have been purchased during the past academic year and are returnable to the publisher at standard industry discounts or cost.
 - 2. Follett will purchase Trade Books not meeting these requirements at a price agreeable to ASC and Follett.
 - d) **General Merchandise**
 - 1. Follett will purchase general merchandise traditionally sold in college bookstores, purchased in the past academic year, in saleable condition, and not in excessive quantities, at standard industry discounts or cost.
 - 2. Follett will purchase general merchandise not meeting these requirements at a price agreeable to ASC and Follett.
- 9.2 Follett shall also purchase from ASC any verified, usable credits with publishers or vendors in accordance with Follett's procedures.
- 9.3 In operating the Stores, Follett will charge industry standard, competitive and fair prices, which, at present, are as follows:
- a) On new textbooks and trade books, not more than the publishers' list price, or a 25% gross margin (cost divided by .75) on net price books and list price books sold to Follett at less than a 25% discount off list, plus freight and handling costs and rounded up to the next quarter.
 - b) On coursepacks, text "packages," "kits," "sets," and "bundles," and non-returnable and return-restricted texts, not more than a 30% gross margin (cost divided by .70), plus freight and handling costs and rounded up to the next quarter.

- c) On ebooks and other digital content, when Follett determines the end-user price, Follett will follow the same pricing rules applicable to coursepacks, and when the publisher determines the end-user price and Follett acts as agent, Follett will use the publisher price.
 - d) On used books, including cloth, paperback and others, not more than 75% of the new textbook selling prices rounded up to the next quarter.
 - e) On rental books, Follett will be setting rental fees for each title, and any given title's fee may vary as a percentage of the retail selling price.
 - f) On general merchandise, not more than the normal gross profit margin for similar merchandise in the college bookstore industry.
 - g) Where applicable, includedED Program fees ("includedED Fees") will be determined by Follett for each semester or summer session and submitted to MVCC.
 - h) Tool boxes/sets used in the Airframe and Powerplant program will be marked up a flat \$100. These sales will be non commissionable
- 9.4 Follett will expeditiously process text requests placed after the adoption deadline. Text requests for the includedED program placed after the adoption deadline may result in the materials being excluded from the includedED Program.
- 9.5 Follett shall purchase used textbooks year round. Follett shall purchase used textbooks adopted for the next academic term in quantities sufficient to meet course requirements at not less than 50% of the student's purchase price rounded to the nearest quarter. Follett shall purchase used books not adopted for the next academic term or in excess of course requirements at wholesale prices prevailing in MVCC's locality rounded to the nearest quarter.
- 9.6 Follett will accept returns in accordance with the following policies:
- a) Non-textbook items in resalable condition may be refunded or exchanged at any time with original receipt.
 - b) Textbooks in resalable condition may be refunded with receipt within seven (7) calendar days from the start of classes or within two (2) days of purchase thereafter, including during summer term.
 - c) Textbooks purchased during the last week of classes or during exams may be sold back under the book buyback policy.
 - d) Computer software may be returned if it is unopened and shrink-wrapped.
 - e) In addition, upon proof of drop/add, Follett will accept textbook returns from students who have dropped a course up to thirty (30) days from the start of classes or until the end of the official drop/add period, whichever comes first.
- 9.7 In operating the Stores, Follett shall accept as a minimum, MasterCard, Visa, Discover and American Express charge cards. Follett will pay all merchant charges associated with acceptance of these credit cards.