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Ithaca College Student Governance Council Meeting Agenda  
Monday, 3/3/2025| 7:00 P.M. in Campus Center Taughannock Falls Room

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**Call to Order: 7:05 PM**

**Roll Call:** Rishabh Sen, Eva Horst, Kathi Hodel, Caleb Cackowski, Nicole Sutera, Tisa Manandhar, Juno Brooks, Amelia Grimshaw, Giulia Gennari, Lori Armstrong, Login Abudalla, Baneet Pukhrambam, Noeline Luyindula, Abe Marron, Claude Hayes, Mureen Doherty, Dan Rogers

**Absent:** Ty Anderson, Manan Maini, Evan Wasserman, Marshall Long, Joslyn Forcione

**Ithacan Reporter:** Aela Shaw

**Approval of the Minutes:** Quorum not met.

**Appropriations Financial Report**

- Allocated a total of \$16,199

**New Business**

**Community Session**

- Cliff-Simon mentions that there is more attendance and student involvement for the retreats
- More stuff available on Instagram to show what the retreat looked like
- Building Better Brotherhood, so far only 8 people have RSVP-ed for an event for 30 people, so please advertise it!

**Guest Speaker**

**Rakin "Rock" Hall**, Vice President for Enrollment Management and Student Success

1. About Rock Hall
  - a. Been with Ithaca for a year now, grew up in San Diego, California
  - b. 1st Gen student
  - c. Degree in broadcast journalism, IC is very similar to his own alma mater

- d. Worked in 6 colleges and universities before Ithaca College
  - e. Office hours every Wednesday, 3PM - 5PM
2. Building student cohorts
- a. Quantify, qualify, and diversify
  - b. Operating college like a system and not a machine
  - c. Can help attract bright young minds from everywhere
  - d. Recognize how tricky it can be to attend college for some, emphasis on retention of students at IC
  - e. Every cohort reflects what is happening within the world
  - f. College should give you the tools to carve out and create a world fit for you and navigate it

**Login asks about what Rock Hall's office is doing to increase transfer enrollment.**

*Rock Hall says that what Login mentioned about lower transfer and retention rate is true, and that there indeed needs to be a strategy. Hall also says that Ithaca remains a "well kept secret" and needs to put themselves out there to attract more people. Hall also says increasing marketing and intentionality to all of NYS and beyond would help, and can be echoed on the graduate level too.*

**Rishabh asks about the deficit not being made last year, and wants Hall to share some plans in work right now to increase enrollment.**

*Hall mentions that the budget plans have focused on specific companies that help market First Year enrollment, but believes that strategies can be modified, especially in terms of ED and EA applications, as they don't have scholarship or incentives tied to it. If scholarships are implemented for the November, December and January deadlines, more enrollment can be expected. Marketing will be done by August instead of December, and parent engagement strategy will be implemented too.*

**Juno asks if it has been difficult to implement diversity within cohorts since the SC Affirmative Action.**

*Hall says that there might be more creative and new strategies and more relying on community and each other to overcome the consequences of this law.*

**Nikki asks how Hall's office is preparing for the possibility of losing FAFSA?**

*Hall says that they are preparing for it since it is inevitable. Hall says talks happen daily, but there are certain strategies like involvement of people who solely look for grants.*

**Giulia asks how the expansion beyond NYS would work?**

*Hall says that over the years, push in this direction has decreased. He also mentioned more money dedicated to regional territory managers in the budget to increase regional enrollment to better understand who IC is as people.*

**Login talks about the issue regarding credit matching within the transfer student population. Why did the office responsible for this particular issue solely stop existing and how can it be brought back?**

*Hall says that articulation agreement needs to exist within a certain radius from IC. There are certain programs and technology that could help with this issue to have a clear articulation agreement before transferring. A good chunk of this issue falls under the Office of the Provost.*

**Rishabh talked about the use of CIALFO and what the strategy might be with this for international students.**

*Hall says that they were eager to be in partnership. The International Counselor's Conference will also happen in Ithaca College within a year. Another strategy is to increase parent connections too.*

**Eva asks how strategies are going to be changed to increase enrollment.**

*Hall says that marketing did not happen until August when deadlines started from December. Admitted, deposit, application rates are all up, but still need to formalize this strategy. They will also be sending out intercom information to parents and students in May and June. There are also different firms for advertising, transfer students, and financial aid. They are also working on graduate programs, especially hybrid and online education programs.*

**Nikki asks about the student success aspect of Hall's position.**

*Hall says that there is an incredible student success team led by Dave Curry and career engagement plans too. Student coaching center works to enhance student success. Retention right now is above 80% and leave of absence is also low which goes to show that student success is doing what they can to better student experience.*

**Noeline asks what Hall's office can do during the enrollment process so they can know more about BIPOC unity centers and RLCs as well as themed living options for 1st Gen students.**

*Hall says that once again they could have done a better job with marketing. Housing would also play an important role in putting these ideas and resources out up front to enrolling students.*

**Giulia talks about the lack of knowledge that exists within the incoming students about the PT program within the school of HSHP and asks if his office has done anything to increase this knowledge.**

*Hall mentions the use of AI to gather more information about who knows how much about IC. Currently they are working to increase the advertisement through social media to explain things through video mediums.*

**Noeline asks about the attack on DEI and how that would affect IC.**

*Hall says that every year, we observe a pushback against progress, and this is an example of it. Hall is hopeful that there will be ways to overcome this obstacle.*

**Abe asks what programs are going to be highlighted to increase student enrollment.**

*While MTD and Park is what IC is generally known for, Business and HSHP are equally exceptional as well as H&S, which is usually overlooked but can be very useful in the long run for students.*

**Confirmations**

**Miscellaneous**

## Continuing Business

### Miscellaneous

#### Senator Reports

- **Claude Hayes**, Senator at Large
  - CAC and Communications committee
  - Working on accessibility bill for CAC
  - Outreach things for Communications, made the IG story posts
  - Open to helping with initiatives
- **Juno Brooks**, Class of 2027 Senator
  - Makerspace: People don't know what SGC does, and some skepticism regarding appropriations committee
  - Some students want more attention towards student with disability, maybe a center for them especially or more events
  - Issues with the Code of Conduct definition of sexual assault, Juno is looking to meet with the Title IX and Legal offices to talk about these definitions
  - Bus schedule for the new schedule

~ Eva and Mo ask Juno to reach out to CAC and DSA as they are collaborating soon.

- **Manan Maini**, Class of 2028 Senator

## Officer Reports

### President of the Student Body

- Student Director of the Alumni Association Board of Directors position
  - SGC will nominate someone for this position, requirements: first year or sophomore, there will be an Engage form available for this
- Giving Day tabling
- Meeting with President Cornish

### Vice President of Campus Affairs

- Dr. B Updates
  - IC missions stay the same even with the changes in legislation across the country
  - Vending Machine prices going up, they are looking to change it
  - Solicitation bill passed last semester, was rescinded, it is tabled for now

### Vice President of Academic Affairs

### Vice President of Business & Finance

- Appropriations:
  - Money running out, less than \$40,000
  - Fall 2025 funding starting after spring break
  - Tim Downs will be a guest speaker soon

### Vice President of Communications

- Communications committee meeting:
  - 2 week cycle for meeting, planning and work session
  - Worked on reels that will be on IG soon
  - Town Hall meeting on April 14, different location and space in general compared to the last Town Hall

Vice President of Residential Affairs

Senate Chair

- Senator 1:1s
  - Sign up if you haven't!
- Temperature Check

Chief of Staff

### **Open Agenda**

Caleb mentions the Center for Health Promotion's college wide survey that currently has a response rate of 7.4% and they are hoping to get it up.

Noeline talks about the Tri Alpha honor society's induction that will be happening soon, and mentions the resources like the 1st Gen lounge and event with Cornell about pre-law that people should utilize.

**Adjournment: 9:02 PM**