

**Minutes of the Meeting of the Planning and Budget Committee
Hofstra University Senate
Tuesday, October 13, 2020**

Present: Craig Burnett, Sabrina Sobel, Elisabeth Ploran, Gioia Ciani, Sleiman Ghorayeb, Richard Apollo, Keun Lee, Joe Barkwill, Nate Rigel, Geoff Tarson, Michael Sikorski, Ling Huang, Herman Berliner, Jessica Eads

Meeting began at 11:15 am.

Minor edits suggested to the 9/15/2020 minutes. Edits accepted. Motion to approve the minutes from 9/15/2020. Seconded and unanimously approved.

Discussion with Jessica Eads (V.P. for Enrollment Management) and Provost Berliner on Short and Medium Term Enrollment Challenges and Retention Efforts

V.P. Eads:

- Adapting to Zoom/Online recruitment was a challenge, but ultimately has led to several nice innovations with enrollment efforts
- Looked at what other universities were doing as well, modeling good strategies
- Ultimately, goal is to replicate as much as possible the in-person experience
- Have begun micro-targeting based off of search information
- Constructing a database and selecting target students off of certain attributes (e.g., location, interest in NY, etc.)
- In some ways, this has made it easier to get responses from students who live far away
- Next year, by far, will be our biggest enrollment challenge
- We continue to struggle with a decline in high school graduates in the Northeast, and this will start to show up in other target areas because of a nationwide decline in births around the great recession
- We are still learning about this generation of students, but we do know that while they are conscious about spending money, they will pay for products they deem valuable
 - o This means that the challenge for Hofstra is to convince them that the value is worth it
- We also are working to make sure that if students do decide to stay closer to home, we become a logical choice
- We are pioneering new retention efforts and targeting those who may be looking to come back to Hofstra to finish their degree

Provost Berliner:

- Additional opportunities have arisen in graduate education because of the recession, we need to focus on being competitive online
 - o Most students now expect to complete a graduate degree online
- We are also experiencing a decline in international students due to COVID-19
- Overall, we are well-placed to face our challenges
- Continue to expand on our strengths, including with the health professions

- Additional discussion occurred on the possibility of creating synergies between Biology and the health-related degrees
 - Sabrina Sobel suggested reaching out to Laura Vallier about these matters (Nate Rigel agreed and has subsequently sent additional information to the committee)

Discussion of Grant Administration

- Nate Rigel provided details about how support after being awarded a grant had been somewhat difficult at time
- Both Provost Berliner and Rich Apollo will look into potential solutions
- At the very least, the Provost's office will facilitate introductions to new the staff responsible for support in this area

Old Business

- Craig Burnett provided an update on both Ethics Point and 6.19 release time.

Move to adjourn. Seconded.

The meeting adjourned at 12:25 pm.