

## **University Affairs Committee in 2020-21**

Chair: Matt Reuter

Members (alphabetically): Brenda Anderson, Nicollette Fenelon, Paul Firbas, Sobia Khan, Blanche Leeman, Ken Lindblom, Alex Orlov, Victoria Pilato, Kevin Reed, John Ryan, Laurel Scheinfeld, Pam Wolfskill

Cognate Administrator: Judith Greiman

Executive Committee Liaison: Pam Wolfskill

### **Committee Charge:**

This Committee will examine all aspects of the University's public image and fundraising, including publicity, athletics, and alumni relations.

### **Activities:**

The Committee meets as a whole once or twice per semester to discuss Committee business, plan for future activities, and review reports from small group meetings with various agencies across campus.

Most of the work is handled by the small groups, which each meet with one campus agency per semester to find out about (for example, this list is not exhaustive):

- new developments, programs, or activities overseen by the agency.
- interactions between the agency and the Long Island (or broader) community.
- messages the agency would like forwarded to the University Senate for consideration.

In the 2020-21 academic year, the Committee met with

- Alumni Relations (Fall 2020)
- Marketing and Communications (Spring 2021)
- Office of the President, Government and Community Relations (Spring 2021)
- University Police Department (Spring 2021)

We were also scheduled to meet with FSA in Spring 2021, but the meeting was postponed due to scheduling conflicts.

Enclosed with this summary document are the Committee's agenda/minutes for meetings during the academic year and the four reports for meetings with the agencies listed above.

The Committee also passes along the following messages:

- More coordination between DoIT and public-facing organizations (such as Marketing & Communications) should be pursued for consistency and content of information.

- The University Police Department is very interested in engaging with groups across campus to help train and raise awareness of public/campus safety.
- Relations with the near-campus community have improved throughout the COVID pandemic. There's more realization about the goals and activities of the university besides teaching students, such as the world-class medical center. How can we continue these improved relations?
- Revisions to the proposed community pledge are requested. We like the intent of the pledge, but have reservations about point 3. It could be interpreted in a way that discourages freedom of expression, such as participation in a group protest. The wording should be changed to make the scope and intention of the point more clear.

## **Agenda/Minutes (October 14, 2020)**

Attending: Matt Reuter, Paul Firbas, Andrew Flescher, Xu Du

Recording:

[https://stonybrook.zoom.us/rec/share/JFCGgGqVsXvkfgwcELBpdCZSeg6zr91skzA5QVS05p38kPEbgkcU15je\\_4BsGI2v.F5HpUuCJrVrTrNrS?startTime=1602695205000](https://stonybrook.zoom.us/rec/share/JFCGgGqVsXvkfgwcELBpdCZSeg6zr91skzA5QVS05p38kPEbgkcU15je_4BsGI2v.F5HpUuCJrVrTrNrS?startTime=1602695205000)

### **Agenda:**

- Welcome to new members; introductions.
- Report by Matt from the Senate chairs' meeting (held in June).
  - The Senate is hoping the new administration will be more receptive to shared governance.
  - Looking for ways for the Senate to help the SBU community through the ongoing pandemic and its challenges.
  - Online teaching and maintaining academic integrity.
  - Budget.
- Election of the chair for 2020-21.
  - Matt was renominated; seconded; approved unanimously.
- Discuss and establish goals for 2020-21.
  - Goal of committee:
    - Discuss image. What is our purview or scope? How aggressively do we want to advocate for (or against) particular issues? What are our options? (Ongoing discussion).
  - How does the University's image change in light of COVID? Are we still teaching students sufficiently well? Conducting research? How will all this be impacted by the looming budget issues?
  - How does the University respond to new/updated directives from federal and/or state governments?
  - How can we influence the University's image -- especially online -- to improve its stature, both domestically and internationally? What tools are available?
  - Continue the small group format with few meetings of the whole committee?
  - Any "standard" questions that we want to include in meetings?
    - From the April 2020 meeting: How have your plans changed under the new Presidential administration?
    - Probably some question(s) about COVID response and community relations; athletics and UPD might be particularly interesting to meet with in this context.
- Determine agencies to meet with in Fall 2020.
  - Alumni relations was delayed from Spring 2020.
    - Kevin interested
  - Accessibility, Athletics, and Staller Center are next in queue.
    - But Marketing & Communications may be more prescient

- Fall 2020: Alumni relations and Marketing & Communications.
  - Kevin will “lead” alumni relations; Paul for M&C
  - For M&C and international relations, we may also consider meeting with the Graduate School Dean
- Open discussion of current or recent events relevant to University Affairs.
  - From Paul: Interpreting banner images from the Far Beyond campaign.
  - Class-action lawsuits against many campuses about the “quality of product” in education. What is SBU doing to be in front of this and/or avoid being named to the law suits?
  - Ongoing “return to work” policies on image? So far so good.

Adjourn

## Agenda/Minutes (February 17, 2021)

Attending: Matt Reuter, Brenda Anderson, Kevin Reed, John Ryan, Paul Firbas, Blanche Leeman, Victoria Pilato, Laurel Scheinfeld, Pam Wolfskill, Ken Lindblom, Alex Orlov

Recording:

[https://stonybrook.zoom.us/rec/share/qYeWtPYCy\\_nYB05DvE49Yt7-ma4jX3aEigRSr9U1yP2AbIutPxs-pX4--jBzBVax.rsPcz4unM2cDRk4j?startTime=1613585034000](https://stonybrook.zoom.us/rec/share/qYeWtPYCy_nYB05DvE49Yt7-ma4jX3aEigRSr9U1yP2AbIutPxs-pX4--jBzBVax.rsPcz4unM2cDRk4j?startTime=1613585034000)

### Agenda:

- Discuss meetings from fall 2020.
  - Alumni relations
    - Good meeting, although perhaps too much presentation and too little discussion.
  - Marketing & Communications
    - Delayed until spring 2021.
- Select agencies to meet with in spring 2021.
  - Marketing & Communications on deck, having been delayed from fall 2020.
    - Nick Scibetta (since departed SBU) discussed with the committee and general senate about his efforts to market/advertise direct research outcomes and profiles from specific faculty (including Alex Orlov). This was in addition to “Far Beyond”, is it still going on? There was a marked rise in donations after this research-focused advertising.
    - Discussion of potential items for the meeting
      - What is marketing? Do we market the University President or the programs? How does the transition from Stanley to Bernstein (interim) to McInnes affect their goals?
      - What is their strategic plan, given relatively small size (compared to other R1 universities)?
      - How are efforts to reach out to high school guidance counselors?
      - What are priorities, and why?
      - Can departments and programs better liaise with M&C to help advertise academic achievements?
      - What worked from Nick’s oversight? What can be improved as we transition to a new administration? Possibly reach out to Nick via LinkedIn?
  - Accessibility, Athletics, and Staller Center are next in queue.
    - Staller Center could be interesting, especially in the era of COVID? How has a remote environment worked? What lessons have they learned?
    - Might be better to wait on athletics for the fall, with a new budget. But there are similar issues with the Staller Center.
    - Meet with Judy Grieman? Last time she met with the committee, she discussed many issues through her office regarding house parties from

students. How have these issues evolved with COVID? Has traffic to south P-lot impacted the area/community? Matt will work coordinate with Judy to have her attend our end-of-the-year meeting.

- Accessibility is supremely important in teaching, but hard to get available tools. Pam serves on the President's ADA committee. Keep our focus on university issues (not necessarily student or faculty specifically).
- FSA.
- Career center? Questionable purview to our committee. But, if in our committee's scope, career center would be interesting to discuss. Alex will contact Stephen Adelson to inquire.
  - Stephen indicated that it would be appropriate for us to meet with the career center in their capacity of working with alumni. Nikki Barnett, the Director of Career Development, oversees the career center's alumni relations.
- Action: Matt will circle back to the committee via email early the week of February 22 to poll and establish a subgroup.
  - FSA selected.
- Open discussion of current or recent events relevant to University Affairs.
  - Ongoing "return to work" policies on image?
  - Goal: Committee tries to be more direct with agency meetings. Perhaps 20 minutes of an overview talk, leaving 40 minutes for discussion. (As opposed to just a 60-minute presentation).
  - We may want to revisit agencies more quickly due to the pandemic; changes in engagement (e.g., alumni relations).
  - Put together a short, template email for contacting agencies.
  - We've had a large turnover in administration of these agencies in recent years. Our goal can also be to help with continuity and observe changes.

Adjourn

## Agenda/Minutes (May 19, 2021)

Attending: M. Reuter, J. Ryan, B. Leeman, L. Scheinfeld, A. Orlov, V. Pilato, B. Anderson, S. Khan, P. Firbas

Recording:

[https://stonybrook.zoom.us/rec/share/sPt18tC1ODciMBg7-7Kqn8iAte3bDfLOT\\_2MtWhBl\\_XCnHLJtRBG18X-7YwZZMab.hDEY1tSMj9E0tnMO](https://stonybrook.zoom.us/rec/share/sPt18tC1ODciMBg7-7Kqn8iAte3bDfLOT_2MtWhBl_XCnHLJtRBG18X-7YwZZMab.hDEY1tSMj9E0tnMO)

### Agenda:

- Discuss meetings spring 2021.
  - Marketing & Communications (M&C)
    - <https://docs.google.com/document/d/1eamYYRpK4QARrnvMGAuHDYqslpNj3Orlqs0C-6h7Us/edit?usp=sharing>
    - How can M&C help faculty and staff make better use of webpages and social media platforms? There was discussion of this; what type of training would be most useful?
    - How do we better communicate our research with the public? How to engage M&C?
    - More consistency in standards/templates from the university would be helpful (regarding webpages). Better coordination between DoIT and M&C might help in this effort.
    - Will there be a permanent leadership position to M&C to make long-term decisions? Who implements them? Maybe revisit M&C when permanent leadership is in place.
  - University Policy Department (UPD)
    - <https://docs.google.com/document/d/1i3p4cwnXbndj8FsfVxVIPdHvuc4zmiQeEloumrymXZo/edit?usp=sharing>
  - Office of the President, Community and Government Relations
    - <https://docs.google.com/document/d/1WGDOD29xrbz0vWYFqmIz4UsNlBEN2TTgJloVwEZnYnU/edit?usp=sharing>
  - FSA
    - Delayed to summer/fall 2021.
- Discuss standard/seed questions for future meetings.
  - [https://docs.google.com/document/d/1TRlkkm56zCzQoi3pILP302Bkxhh-bvSj727jERtT\\_dk/edit?usp=sharing](https://docs.google.com/document/d/1TRlkkm56zCzQoi3pILP302Bkxhh-bvSj727jERtT_dk/edit?usp=sharing)
- Comment on proposed language for a Community Pledge (requested by senate executive committee).
  - [https://www.stonybrook.edu/commcms/studentaffairs/pledge/pledge\\_form.php](https://www.stonybrook.edu/commcms/studentaffairs/pledge/pledge_form.php)
  - The pledge has good intentions. Point 3 has a bit of a different tone and may be interpreted repressively. What is its goal? Could it be rephrased to be more clear in its goals?
  - What's the context? What agency (student affairs or a subsidiary) is driving this?

- Open discussion of current or recent events relevant to University Affairs.
  - No items.
- Comments to the broader Senate:
  - More coordination between DoIT and public-facing organizations (such as M&C) should be pursued for consistency and content of information.
  - UPD is very interested in engaging with groups across campus to help train and raise awareness of public/campus safety.
  - Relations with the near-campus community have improved throughout the COVID pandemic. There's more realization about the goals and activities of the university besides teaching students, such as the world-class medical center. How can we continue these improved relations?
  - Revisions to the community pledge. Point 3 could be interpreted in a way that discourages freedom of expression, such as participation in a group protest. The wording should be changed to make the scope and intention of the point more clear.

Adjourn



**University Senate**  
**University Affairs Committee**  
**Meeting with Alumni Relations (Dec. 2, 2020)**

Kevin Reed  
Brenda Anderson  
John Ryan  
Sobia Khan  
Pamela Wolfskill

**Who we met with:**

**Janet Masini, Interim Director of Alumni Programming:**

Janet is responsible for the overall development and oversight of events, programs and engagement of Stony Brook's more than 200,000 alumni worldwide.

**Kristin Matthews, Interim Director of Alumni Operations:**

Kristin is responsible for the strategic development of outreach strategies, volunteer management and delegation and implementation of techniques to assist in the management of general administrative functioning of the Office of Alumni Relations.

**General updates:**

- Over 200,000 SBU alumni.
- 2019 survey of alumni (Prior to COVID pandemic) has 3,163 responses from 43,618 recipients (~7% response rate!). Survey covered alumni satisfaction, engagement, communication preferences and philanthropic motivations.
- Virtual and digital engagement opportunities (email, social media, etc.) is something that the survey showed alumni wanted before the COVID pandemic. This is important for staying connected with Alumni!
- Top interests are faculty research, alumni news and university programs and rankings.
- 70 in-person alumni events in 2019 and 60+ virtual events (most since the COVID pandemic). A lot were fun activities like trivia and game nights as well as a virtual book club.
- 40 under Forty recognizes exceptional alumni, most recent was in 2019. They plan to recognize alumni going above and beyond during COVID.
- 20+ Alumni Chapters and Networks that host reunions, socials and more. The Black and Latino Alumni Network has been a great advocate for social justice. Also, Health Science alumni are particularly active and this has been strengthened during the pandemic.

**How has the transition with Matthew Colson leaving SBU gone?**

- There was a fair amount of preparation for Matthew's departure and Janet and Kris have jointly taken on his Director responsibilities in the interim until a new Director is hired.

- No search for Matthew Colson's replacement has started until a new VP for Advancement is hired.

### **How have Alumni Relations Activities changed and evolved during the COVID pandemic?**

- Many events were postponed and then transitioned to virtual events using Zoom.
- Will be honoring SBU alumni that are essential workers in the near future.
- STAY **HOME**coming was a great success. Included 30+ events for alumni and students. This included drive-in movies, trivia and game nights, faculty lectures, virtual class reunion, social media challenges, etc. There were 400+ alumni attendees!
- Virtual programs during the COVID Pandemic have included typical and COVID-specific events such as: Election Predictions from Stony Brook Experts, COVID-19: Facts, Fiction and Your Mental Health, A History of Pandemics, and Surviving My First Decade in Corporate America. All digital programs are available on SBU Alumni YouTube.
- Has thanked essential workers via digital media throughout the pandemic.
- Held virtual Job Fair this year in June 2020 with 63 employers and 423 alumni.

### **What are the goals for Alumni Relations for 2021?**

- Has started to engage President Maurie McInnis and alumni have participated in her recent Town Halls. They plan to engage with the President more to have her meet with alumni around the country at in-person events. It was noted that while President Stanley joined in many Alumni gatherings around the country, participation of alumni increased especially in Atlanta where many of our alumni are moving.
- Create virtual in-person experience engaging for alumni at home during future in-person events.
- How will potential email change to Microsoft impact alumni.stonybrook.edu email accounts.

### **How did Alumni Relations participate with Giving Day?**

- Alumni led the way in donations, making up 40% of the 2680 gifts during the drive. Over \$300,000 raised!

### **Has there been any criticism from alumni?**

- They try very hard to figure out what types of programming the alumni want both in general and specifically. So, they target messages and events towards people they think would be most interested.
- Sometimes the reasons alumni didn't want to get involved are practical (for example, the timing of events; weekend brunch was very popular)
- Alumni had criticism about diversity issues and so they've worked with Judith Brown Clark (Vice President for Equity & Inclusion and Chief Diversity Officer) on some new initiatives.

- Oftentimes alumni become reconnected when there is a need that Stony Brook can provide.

## Meeting with Marketing & Communications (March 24, 2021)

Paul Firbas (leader)  
Blanche (Marian) Leeman  
Laurel Scheinfeld  
Ken Lindblom  
Pam Wolfskill (could not attend)  
Alex Orlov  
Matt Reuter

### Who we met with:

**Terry (Teresa Flannery):** Interim Vice President since Aug 2020, one year appointment, with possibility of permanence through a search

**Kali Chan:** Interim Chief Media Relations Officer, supervising both campus, (replacing Lauren who is on leave now).

**Meryl Altuch:** Assistant Vice President Marketing at Stony Brook University

**Erin Mulvey Stoeber:** Assistant Vice President Marketing & Communications at Stony Brook Medicine

**Susanne Walsh:** experience in communication for business, organizational structure, HR, procurement, she manages all administrative staff, particularly help in advertising, which is a big piece of the marketing tasks.

### Questions:

**Question 1. Paul:** How do we understand the role of your office?

- Terry (Theresa): Everything she says in the meeting is in the context of being an Interim VP.
- Marketing and Communication are tools to help SBU and SB Medicine to elevate their reputation. The tools are used to create value, reputation equity through enrollment, fundraising, alumni engagements, and help the university to position itself in relation to research funding.
- The organization is half dedicated to the University and half to Medicine. She is not sure if that is the best way to do it. There could be some changes for efficiency if we “truly became one campus”.
- The organization has “creative services”. It produces content in support of the marketing and communication goals.

- It employs about 56 people: administrators, designers, writers, editors, videographers, web development, production team.

**Question 2. Paul:** Can you tell us more on your strengths and weaknesses?

**Terry:**

Strengths.

- Content and creativity is high quality and one of the best in higher education. Excellent work on the SB Univ and Medicine brand, with demonstrable results (they track results on a regular basis) that show that the university reputation is improving.

Weakness.

- There needs to be more growth in digital marketing, specifically related to enrollment and mostly graduate enrollment.
- Some **master** programs would benefit from the application of more digital marketing tools (in-house created or outsourced).
- We currently do not have “resources dedicated to make sure our content is optimized”. For example, we need to creating content and put that in other places for interested students; we need landing pages and more capacity to develop digital advertising, paid marketing in social media deliberately targeting folks who are interested in our master programs or “who match the demographic profile” of our current students in those programs.
- Once you “capture” an online interested student, you cultivate the relation, so that they ask for more information and eventually apply, enroll and engage in the university. We do not have the resources to have our content come up in various locations

**Question 3. Ken** starts by saying that he is glad that C&M is prioritizing MA programs, but since Terry is new (only 6 monts), Ken asks why is this only now being mentioned, considering that SEO Search Engine Optimization is not a new idea...

**Terry:**

- The use of SEO in higher education is fairly new. SB is not late. Is not an exception on this. Institutions that have excellent online programs, for profit or not, like Western Governors University were the first to develop these digital capacities... she does not feel that SB is too far behind the curve.
- Terry refers to her recent book published by J Hopkins UP, [How to market a university](#), there is whole chapter on digital marketing, the tools are relatively expensive as an investment, and we want to apply those tools to programs that can give a return on those investments (not small programs in terms of enrollment).

**Ken** disagreed... “There is a bit of arrogance that has blocked us”. It is also easy to take the big programs and work with them, we also need a marketing strategy for programs that have great potential but are not big (now).

**Terry:**

- For example, in **Sue**’s area they are introducing digital marketing, developing templates (so small departments can do a one-page flyer with little resources) and training faculty, staff and grad students who are willing to help in developing content that would make a difference.

**Question 4. Matt:** in the 6 months that you (Terry) have been at SB, what have been the challenges in working with departments? What can departments be doing to help you (C&M)?

**Terry:**

- Math and Stats is one of the departments in the pilot, along with 3 other programs, in conjunction with the graduate school.
- As part of the training with faculty and graduate students, C&M helps to identify the **roles, goals and motivations** of master students and narrow what you can say about your program.
- We need to motivate prospective students to engage and ask for more information; and then we produce content that aligns with that, developing a landing page, so that content speaks immediately to folks and matches to what they see on a digital ad.
- Know your program and students well, self-describe the program.
- People from the departments create the most authentic message, but they are also busy with teaching and research, and cannot keep a constant commitment to marketing...
- The authentic message needs to be shared with C&M, so that the office can “feed the beast”. The strategy is to create constant content to keep attracting prospective students.

**Meryl:**

- New prospective students want to hear about the success of past students.
- Working with the graduate school, one of the challenges is to share outcomes, and connect with alumni. It is really important to collect their stories, which is what motivates new prospective students.

**Comment by Alex:** successful universities create great content that follow visitors on social media... SB departments create content that looks amateurish, we need some sort of unified strategy or guidelines to be competitive or outsource it to professionals, like the office of C&M, instead of spending departmental resources and not getting good results...

**Terry:**

- video production is very expensive, and particularly if video producers are unionized, etc
- We need templates, especially if C&M cannot help directly.

**Question 5. Alex:** how do international grad students decide which university to attend? How are we thinking strategies to raise our profile internationally?

There was no direct answer.

**Question 6. Alex:** How do we make faculty web pages better?

**Brenda:**

- We are leaving faculty web pages up to faculty
- search rankings should be considered.
- We need guidance and support to capitalize on what the faculty is doing.

**Meryl:**

- My team is responsible for the CMS (everything that sits on stonybrook.edu), we do not manage every page, we will help in first creation and provide tools for updating, some faculty pages are on CMS and others are outside, the more we put on our CMS the better off we are to help with the creative aspect, and making sure that the content is seen in best light.
- It is a great question. She can go back to her team on this “faculty page issue,” and see how it can be better managed.

**Terry:**

- At the university level, there are only a couple of people that do web developing, it is one of those areas where that capacity is not what it could be.
- CMS formatting for the public has to be accessible according to ADA guidelines.

**Question 7. Laurel:** what is the status of the Far Beyond campaign. Are we still pursuing?

**Terry:**

- Far beyond had good results and awareness, good return on investment.

- Meryl was part of the team and is now in the team that is expanding it to “Further Faster”, the next iteration of the same strategy with a slightly newer expression.

**Comment by Alex:** more in-person strategies, working with High Schools in Long Island and extending it to New York City.

**Question 8. Paul:** About the student’s newspaper, how does C&M work with *The Statesmen*?

**Terry:**

- They are learning as they are doing. It is important to work with them and establish a good relationship with them. In the past the relationship was not always friendly. Now they are flipping it and being supportive of their work.

**Paul:** I have a question as a member of a small department that is trying hard to make good use of its webpage and all social media, can C&M organize a workshop to help faculty and graduate students to optimize our use of social media and rethink our websites?

**Terry:**

- yes, I hear that loud and clear. C&M would incorporate those training sessions into their practice.

**Overall impression:**

Excellent meeting. The C&M does a tremendous amount of work and recognizes its areas that need to be further developed.

Making the services user friendly to faculty and departments would benefit all of SBU. If C&M makes their tools and website more intuitive for users, and at the same time provides templates and offers some basic training, there will be more effective collaboration and best results.

Paul

Thanks to Blanche for her meeting notes.



**Meeting with Office of the President: Government and Community Relations (April 14, 2021)**

M. Reuter, K. Reed, B. Leeman, P. Wolfskill, J. Ryan, L. Scheinfeld, A. Orlov, N. Fenelon, B. Anderson, P. Firbas

Recording:

[https://stonybrook.zoom.us/rec/play/IVu--ZG7JdBV9EKcYIJ\\_ihhJCccZII0I6XXMlnAVQIRtWd905Hg-6fFNBgaANftkl124hrnW96bs\\_gD7.rFMlbnUJP\\_yjS9mV?continueMode=true&\\_x\\_zm\\_rtaid=IWqW09IjTvemBkvf06TJhg.1618415981782.7fafc0c70cf1e8aacd39136161b3bb25&\\_x\\_zm\\_rhtaid=359](https://stonybrook.zoom.us/rec/play/IVu--ZG7JdBV9EKcYIJ_ihhJCccZII0I6XXMlnAVQIRtWd905Hg-6fFNBgaANftkl124hrnW96bs_gD7.rFMlbnUJP_yjS9mV?continueMode=true&_x_zm_rtaid=IWqW09IjTvemBkvf06TJhg.1618415981782.7fafc0c70cf1e8aacd39136161b3bb25&_x_zm_rhtaid=359)

**Who we met with:**

**Judy Greiman, Chief Deputy to the President, SVP Government & Community Relations:**

Cognate liaison to our committee.

**Questions/Minutes:**

- Ongoing efforts since last meeting: Presidential transitions and pandemic since last meeting.
- Particularly in spring 2020, managing a large caseload (COVID) and providing PPE was challenging, particularly on the hospital side. Managing a massive donation drive and campaign. Coordinating that students and faculty all had the proper technology to operate in remote environments.
- President McInnis was involved in decisions before her start in summer 2020. She's very interested in engaging and developing relationships with key players across the university (deans, department chairs, faculty, staff, and students, etc.)
- We did not have more than 100 student cases of COVID in total over the course of the fall semester. A large part of this success is due to our overall planning and to students on campus maintaining rules and policy.
- Ongoing efforts to make sure the strategic budget initiative turns into actionable items.
- There are ongoing efforts, both by Buffalo and us, to change policy within SUNY to treat graduate education/tuition differently; to recognize the investment needed to create and maintain two AAU institutions in NY.
  - Changes in both the governor's situation and the legislature composition have altered the debate.
  - Federal COVID relief is not covering the COVID-related expenses we've had. There are efforts to fill the gap.
  - TAP gap: increasing the maximum (better than 2010 level, but not enough) and some money to SUNY institutions with large TAP gaps. Unsure what the levels will be.

- President McInnis presented to the SUNY finance committee to discuss budgetary issues in research institutions. Hopefully this is the beginning of a long overdue conversation with committees and the governor's office.

What have been the biggest challenges concerning community relations in responding to COVID?

- The evolution of needed responses. Initially had to deal with very sick Long Islanders in a hospital system that was taxed; making sure that the community knew we could give the best care possible. This also meant communicating to the powers-that-be that we need the PPE and supplies to treat patients. This was a complex effort and had some creative solutions (working with the local community to improvise workable solutions).
- Today: SBU hospital has vaccinated 250,000 Long Islanders so far. We're the state's primary distribution center in the area. Moreover, lots of SBU people are running other points of distribution across Long Island. Our relations with more under-served communities have been strengthened through these efforts (both in terms of health and academic).

How have the responses to COVID impacted the surrounding community? For instance, the drive-up testing center in south P lot last spring, increased hospital traffic, etc.

- Far fewer complaints on traffic issues, particularly related to treatment and vaccination traffic. The community seems to have a much clearer idea about the value of SBU.

How was (is) the transition from Interim President Bernstein to President McInnis? Have there been any significant policy shifts or plans regarding SBU's relations with the surrounding community?

- Judy sits on the Three Villages Board of Commerce, has chatted with them about President McInnis's vision. The president wants SBU to be a destination; this will require a strong community relationship to strengthen.
- Community relations are very strong due to COVID -- we helped treat and vaccinate them -- and open to new discussions with President McInnis.
- Students are welcomed in Port Jefferson, but not as much in Stony Brook Village. Ongoing efforts to remedy it and make students more welcome in SBV.
- The Port Jefferson shuttle (trial basis, pre-COVID) was wildly successful. Students wanted more of it and at other times.
- Other communities, notably Smithtown, are interested in reaching out to students, building on the success of Port Jefferson's efforts.

The last time we spoke with you (2-3 years ago), you mentioned friction between the university and nearby neighborhoods regarding off-campus housing. In some cases, students were frustrated by poor quality and expenses, and your office was coordinating better resources to help students find/acquire more reasonable housing. Community members also expressed

some frustration with parties and other “activities” by students. Are there any updates to these situations? How has COVID impacted them?

- Fewer student parties and low illegal rentals due to decreased student presence on campus. Many of the usual issues have been decreased in ‘20-’21.
- We expect some of these issues to rise again as we come out of the pandemic, but we also have in place great working relationships with the University, Suffolk code enforcement staff and Suffolk PD around off campus housing issues.

Some properties that would have been rented to students may now be going to people looking to escape the city. Is this becoming an issue?

- Not as of yet, but many students are not on Long Island.
- The market seems to be adjusting and realizing that more affordable housing is needed in this area. Expecting new options to develop in Port Jefferson and the mall areas. This may benefit graduate students, junior faculty, etc., leading to shifts that help other students in the near-off-campus options.

There was at one time a University Housing Committee, does it still exist?

- Not aware. Possibly a committee that works with students to help them determine legality, etc.

What are plans for on-campus housing?

- There were plans for the arena back to the LIRR station for graduate and undergraduate housing, space for faculty and alumni, space for visitors, and an open community area (fountain, park, minor retail). This is paused due to COVID. Given changes in market, ongoing discussions are considering whether to adapt this project and keep it going.
- There are plans to expand dorms.

How is Stony Brook’s relation to legislators in Albany?

- Strong relations with Steve Englebright (SB assembly representative). He serves on the Higher Education committee. Have been developing relationships with new senators who replaced Flanagan and LaValle. They support the campus but their influence is somewhat limited due to the fact that they are Republican, and the Legislature and Governor are all Democrats.
- Strong relationships with Fred Thiele, other LI senators like Kaminsky, Kaplan.
- Jim Gaughren has been helpful, a Long Island Democrat, has been responsive, and serves on the Higher Education committee.

Where are we with differential tuition?

- We were almost at the finish line. Chancellor was on board but Legislators were not interested in tuition increases.

## **Meeting with University Police Department (April 15, 2021)**

M. Reuter, B. Anderson, K. Lindblom, B. Leeman, P. Wolfskill, L. Scheinfeld, A. Orlov, P. Firbas

Video link:

[https://stonybrook.zoom.us/rec/play/VNlegwpOs1JbGgZPJrJ7zxhZ-7A9B3WlQIEh-WlxH7a\\_ad3V2K0Nyznyzz66bSjdlycjjsa2uUL4zOBr.EjSsOR1rLQVIUVLh?continueMode=true&\\_x\\_zm\\_rtaid=19z1tdy1RI2\\_KT885NlppQ.1618497992131.8e8d112a62c8733628cf628499baa188&\\_x\\_zm\\_rhtaid=870](https://stonybrook.zoom.us/rec/play/VNlegwpOs1JbGgZPJrJ7zxhZ-7A9B3WlQIEh-WlxH7a_ad3V2K0Nyznyzz66bSjdlycjjsa2uUL4zOBr.EjSsOR1rLQVIUVLh?continueMode=true&_x_zm_rtaid=19z1tdy1RI2_KT885NlppQ.1618497992131.8e8d112a62c8733628cf628499baa188&_x_zm_rhtaid=870)

### **Who we met with:**

#### **Lawrence Zacarese, UPD Chief:**

Been in UPD for 12 years (assistant chief, director of emergency management); chief for ~8 months.

### **Questions:**

What have been the biggest challenges faced by UPD in responding to COVID?

- In role as emergency manager, became involved in COVID response and recovery; this transitioned well to take over as chief.
- Biggest challenge: Keeping on top of priorities. Managing the state testing site in south P lot, setting up a field hospital, running other testing sites, changes in student/faculty/staff presence on campus and maintaining safety. Also dealing with changes in university administration, budget issues, etc.
- Only university system in SUNY that reopened and didn't have to go remote; we're doing much better than comparable higher education institutions and SUNY institutions. SBU has then become a focal point for vaccination and community stability throughout the region.

How have the responses to COVID impacted the surrounding community? For instance, the drive-up testing center in south P lot last spring, increased hospital traffic, etc.

- State knew we were a resource early on and have been supported.
- Both internal and external communications have been critical. It was, is, and continues to be important that we're transparent. We kept the community involved in the planning process.
- This has built trust with the community, hoping now to build synergy off of this.

Have crime statistics changed, particularly in unexpected ways, during COVID? Where can the public find information on campus safety and reports?

- From a volume standpoint, crime is down. 33% overall in reportable crime. Only increase is aggravated assault, and this is more due to a change in definition to now include incidents with mental health patients at the hospital.

- UPD extended accreditation with the state (less than half of SUNY departments are accredited). Focus more on driving safety, yielding to pedestrians, and other safety issues.
- Keep the trajectory going as more people return to campus.
- Highlighting discussions on “what are the police and what do they do?” in light of George Floyd protests, etc. This Campus Safety and Personal Safety Committee is recommending activities with UPD, campus leadership, and the community to reform police activities. We’ve been doing body cameras, implicit bias training, etc. for several years.
- Annual reports (Cleary) are available on the UPD website (newly revamped). There’s also a link on the university homepage. UPD sends out the annual email; it’s mostly student journalists that view them.

Will UPD be offering training for students and faculty, potentially on the main and Southampton campus?

- Yes! Zoom works for some trainings; still planning the best mechanisms for delivering content. UPD Community Relations helps coordinate these trainings.

Commencement will be very different in May 2021, compared to the past. How is UPD preparing for numerous ceremonies, with varied capacities? What will this look like for UPD?

- Ongoing discussion with university administration, department of health, and other parties to maintain safety and allow maximal participation.

Given the Black Lives Matter movement across the country, has UPD experienced pushback? Are Black students fearful of UPD?

- The temperature on campus is lower in general, mostly due to decreased density.
- UPD engages with new staff to stay ahead of these issues. Not all conversations are great; there is anger and frustration. UPD wants to listen and work with the broad community to maintain equity, accountability, and transparency.

Have we seen anti-Asian violence on campus?

- No hate crimes in the last two annual reports. There’s nothing specific against the Asian community so far. Due to on-campus density, the temperature has been a bit lower.
- Goal is to keep the community engaged and communicating. University policing is somewhat different from municipal policing.

Verbal assault can be more prevalent in remote/online classes. A few years ago, the UPD response was “it’s hard to verify user identity” and the issues were resolved through community standards. Have there been any updates?

- UPD’s posture and technical abilities have changed.

- Zoom bombing has been reported on campus. Some are more harassing and annoying, others rose to criminal referrals and arrests to other departments.
- Handled case-by-case.

With regard to student disturbances in class, what happens when the police are called?

- Sometimes de-escalation by faculty can be successful, but what can faculty do, and how do officers respond?
- Officers are trained on de-escalation. Encourage faculty to de-escalate, but make sure faculty are comfortable in the classroom, regardless of venue.
- Report minor issues. UPD doesn't have to act, but this helps coordinate campus responses.

What can the Senate do to help UPD?

- Chief Zaccarese wants UPD to be seen as more than a police department. UPD wants to engage with organizations across campus and meet/discuss. The "Coffee with a Cop" program and Citizens Police Academy programs will be coming back to increase communications between UPD and the community.
- More opportunities to engage.