**Integrated Planning Council Meeting**

**May 22, 2020**

**Meeting Notes**

Present: Z. Toro, N. Barcelo, C. Casamento, S. Cintorino, G. Claffey, D. Dauwalder, S. Hazan, M. Jackson, J. Jarrett, M. Jasek, Y. Kirby, J. Melnyk, B. Merenstein, S. Collins, J. Tully

**Investment Priorities (continued discussion)**Council members began the meeting with a continued discussion regarding budget recommendations and investment priorities. Members were asked to consider the UPBC’s top ten priorities, as well as year one action items from the strategic plan. Council members then took turns ranking the priority items that would have the most impact on enrollment, retention and student success, as well as what would be most important to initiate during the current climate. Some of the items that ranked highest were:

* The website
* The financial aid package
* Enrollment management
* Marketing and Communications social media coordinator
* Training for equity and inclusion

Z. Toro then asked members to share their thoughts on which of the priorities should be in the top five. Members then engaged in discussion, and the most common items suggested were:

* Website
* Marketing and Communications social media coordinator
* Assistant Counselor for Student Affairs
* Advisors
* Advertising
* Coordinator for LGBT center
* Daycare/drop in center
* Data imaging position
* Data scientist position

Z. Toro reported that some of the IT costs covered by the System Office will now be covered by the University, and therefore, must be accounted for in our budget planning. C. Casamento then noted that some of the other investment priorities might be “must haves,” as the University may not be able to function without them. These priorities were:

* NorCom/Motorola Service Contract
* Cyber Security Penetration Test (audit requirement)
* Cisco phone ela - #6 (bond roll)
* Security information and event management # 5 (bond roll)

Council members agreed that the above items must be funded, and they added Training and Education to that list. In addition to these items, Z. Toro asked the Council to decide on the top five most important investments. Members agreed to the following:

* Assistant Counselor (10 month)
* Professional Advisors
* Assistant Director of Marketing and Communications (New - Social Media Coordinator - Admin II)
* Advertising
* Website Enhancements

After a brief discussion, members were asked to rank the top five out of the following investments priorities:

* Kuali Software Solution
* Assistant Director of Graduate Recruitment & Admissions
* Administrative Operations Assistant (Professional 1)
* drop in center staff
* NEOGOV (18)
* Circle of Care/Maria's Place
* Coordinator of LGBT Center
* Esports

Members will submit their votes to C. Casamento by Tuesday, May 26th. C. Casamento will then aggregate the votes and share the results with the Council.

Chatbot Pilot Funding Request  
G. Claffey presented a funding request to the Council regarding the implementation of chatbot software. Chatbots can be utilized on websites and web-presence applications, and the software uses “rules based” logic to provide automated responses to website users on a 24/7 basis. If a question cannot be answered by the artificial intelligence, the question can either be routed to a live person on a chat-console or to other avenues for support (i.e. phone number, email, website).

G. Claffey stated that the cost for the first year would be approximately $100,000. Rollout would occur immediately to provide answers to university based COVID-19 operational questions. After that, the software can be used to answer common Admissions, Bursars, and Financial Aid questions, to name a few.

After a brief discussion, Z. Toro suggested that C. Casamento look for alternative funding to support this initiative. Council members agreed with this suggestion. In addition, Z. Toro will present the initiative to the Foundation board.

**Next IPC (tabled)**