

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

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Accessibility Issues on Campus:

The following synthesizes what we learned about accessibility issues at Stony Brook based on the questions we asked of Marris Trachtenberg, of the President's ADA Advisory Committee, and Pamela Block, who teaches Disability Studies at the School of Health Technology and Management. Our focus, as members of the University Affairs Committee, is in particular on accessibility issues affecting potential visitors to the campus and/or potential users of its resources-whether members of local communities, or prospective students, or friends and families of students and employees.

physical accessibility (=how well people can physically access the campus):

- the Stony Brook campus inherently is a somewhat challenging one to make accessible, owing to the fact that it does not lie on flat terrain, which means that (non-accessible) stairs have had to be installed in many different parts of the campus to transition between areas of different elevation.
- nonetheless, the university seems to have done a good job of addressing many of these problems by installing ramps etc. in many areas in campus, as well as to ensure access to many buildings.
- a brief walk around campus is enough to reveal plenty of obstacles to accessibility which might prove daunting to visitors: for example, unevenness in the bricks or concrete blocks paving the surfaces of many walkways, which must certainly make for a very bumpy ride for wheelchair users (and in some cases, possibly prevent forward movement); doors to campus buildings which do not have buttons to open them & are thus not wheelchair-accessible and which require people in wheelchairs to go all the way to the other end of the building to get in; and so forth.
- accessibility problems may be reported in several ways: for example, repair issues (like door opener buttons not working) can be reported to a building manager, OIDE, or through the FIX.IT system, while other accessibility related concerns should be shared with Marjolie Leonard, ADA Coordinator.
- more broadly, several campus offices collaborate on working on accessibility issues: OIDE, SASC (see below), CELT, and Campus Planning, Design, and Construction (CPDC); in addition, there are two committees working on the topic, the President's ADA Advisory Committee, and the ADA and Technology Steering Committee, both of which have several faculty members.
- obviously budgetary constraints limit the degree to which efforts to alleviate accessibility issues can be pursued; still, visitors to campus have apparently experienced difficulties due to these accessibility problems, and further improvements could only benefit visitors' perceptions of (as well as ability to access!) the university and its resources.

conceptual accessibility (=how well people can access the knowledge offered by SB):

- the university has made great strides not only in making course materials more accessible to students (by giving faculty information on the topic, and installing the feature in Blackboard which shows the degree of accessibility of materials which have been posted there), but also in making its website more accessible to people with different kinds of vision, learning, and other disabilities who might be interested in learning more about the university and accessing its resources.
- in addition, a new director of the Student Accessibility Support Center (SASC), formerly known as Disability Support Services (DSS), has been appointed; the university's reasonable accommodation process has been reviewed and modified; and the university has improved their list of accessibility-related resources (see www.stonybrook.edu/commcms/oide-accessibility).

how the disability community perceives Stony Brook:

- when we set out to work on this project, we were not aware that SB administrators had previously made the decision to eliminate the PhD track in Disability Studies, and had just made the additional decision to eliminate the Graduate Certificate in the topic as well. The closing of SB's Adaptive Aquatics program had already apparently caused a great deal of unhappiness within the local disability community; the latest decisions, unless reversed, will almost certainly cause SB to acquire an even more negative reputation among the local disability community, possibly nationally as well.

Meeting with Athletic Director to discuss Revenue, fundraising, ticket sales & corporate sponsorship

Course flexibility is a challenge for students

Some courses are only offered once, perhaps during practice times, or fill up quickly, etc.
 This issue sometimes affects students' ability to graduate on time
 Athletics working with instructors to get progress reports on students so that early intervention is possible. That is, make sure students are succeeding in their courses so that retakes are minimized.

Average student-athlete GPA has risen from 3.08 to 3.18 since 2014.

Revenue:

Most revenue from Student fees

State funding has gone down from \$8.5 (2016) to \$6.9 million last year

Uptake from fundraising

NCAA tournament revenue

APR - NCAA changing funding model soon to reward academic performance rate

Local TV contracts

-Hopeful for future. Large expense needed for even local coverage.

Engaging campus community in

-athletics: Starts with orientation

-Getting athletics more involved in orientation?

VP Student Affairs will help

And without a Marketing Staff at present Getting international/residents on Campus

Getting game weeks more on campus - Winning is important

Idea: Getting admitted students to games for free

Signage - is complicated! But better advertising of events needed

Pilot beer garden was a success

Future Ideas/Goals:

outh group nights for getting kids to games

letting more creative with Social Media

Traffic is an issue, has worked with Campus police... they've been helpful and receptive Campus needs better coordination. E.g., Staller center and athletics could coordinate to avoid scheduling large events at the same time. That really strains campus infrastructure Getting NCAA tournaments and High School events

Looking to compare to big time AAUs - big research, big academics, big athletics Same issues with faculty - budget constraints

Also met w/ Prof. Lonnie Wollmuth, Vice Chair of IAB

IAB is engaged with AD; membership is presently heavy on staff and lighter on faculty. Perhaps a better balance needed. Might also consider having an alumni and/or senate-appointed faculty rep on IAB.

Athletics is very focused on academics and promoting student-athletes. SBU very proud of improving academic performance by athletes. Athletics is interested in oversight and compliance; they deal with infractions when they occur. IAB examines budget annually, but has no means of approving or disapproving it. IAB not involved in discussion of student fees or of the west-side stands at football games.

Staller Center-- Alan Inkles, Director

- Alan mentioned that he has a great team, especially when it comes to fundraising and in finance.
- The state doesn't meet the financial needs of the Staller Center, including salaries, so fundraising covers the rest.
- All fundraising is through the Foundation.
- Staller starts the year off in the Red and dips into reserves when needed, which he is happy to have.
- Creative ideas to get more students into Staller events such as giving flyers to faculty and staff and have classes take pics with the flyers for a photo contest. Winner gets a pizza party given by Staller.
- Important to make students aware that their first event is free and then they get 2 tickets thereafter for \$10 each. Outreach is needed because too much info is given during orientation for students to retain this info.
- Parking isn't a huge problem, as the Admin lot remains free during events Friday, Saturday, and Sunday, but there are still complaints by patrons that it takes a while to get out of the parking lot. Alan hopes to continue winning the argument of leaving the parking lot free at these times as he gets pushback every year.
- Accessibility - there is no Valet service because of expense and liability. The Center is familiar with their repeat patrons who require extra assistance (traveling alone) and save a handicapped spot by the building for them. Could be better. The Center itself has accessibility and they haven't heard of any other ways they could change things besides for getting to the Center and parking.
- Parking in general is an issue especially for patrons that wish to stop in to buy tickets. The 10 minute parking by the Admin lot ended a year ago. There is no place for short term parking - which brought up the "Amazon problem" as well. There is no short term parking for Amazon users. And, no one can ever find it either.

FUTURE: Need more active committee members. Upcoming meeting in April include FSA Director and Chief of UPD .