TGIF Gutmaniacs!

Hope this finds you well! For those who were on yesterday’s College Council meeting, we learned that it is indeed possible to ‘govern’ the college through the technology we have. In addition to the emotional high from just seeing everyone’s shining face, it was good to get some business done.

At this morning’s meeting of the Coronavirus Emergency Group, we discussed the following:

- Howard reported on a Chief Academic Officers meeting that he had yesterday. Of note for us, there will soon be a FAQ sheet related to the Credit/No Credit policy the Board of Trustees passed this week. Sadly, but realistically, CUNY is working towards an understanding that summer school will be delivered through long distance instruction. Therefore, we must begin planning that our Spring 2 term will also be. Howard will discuss the ramifications of this for Guttman once the CUNY policy is clear.

- At the Council meeting yesterday, the enrollment numbers given were not correct. Here are the correct numbers from Mary Coleman:
  - 879 students are enrolled for Spring 1, which is 136 less than the Fall 1 enrollment.
  - With 49 students graduating in Fall 1 and 2, we are left with a total of 87 students who did not persist. (Last year’s number was 154, which suggests that our retention efforts are having a positive impact).
  - Of those 87 who are not registered for Spring 1, 44 were dismissed for academic reasons, so we really have a group of 43 students who elected not to return.
  - We are researching more about these 43 who elected not to return, and we will provide information when we have it.
  - However, we need to be aware that the 879 figure might well include students who were engaged during the first two weeks of the term, when things were “normal,” but who haven’t engaged since then. This is just one of the reasons why the outreach OSE Advising staff is doing to students who received Starfish attendance flags is so important.

- We know we need to keep our students as engaged as possible. Even with spring break coming up (beginning late next week), we are going to ramp up a messaging campaign to encourage them to stay in touch. We hope that faculty and staff will deliver the same messages to the students.

- OSE offices are working hard and quickly to ramp up events and meetings for students.

- Here’s a link to the State of the Grizzly chat that took place on Wednesday. [https://youtu.be/RGGv4uiv9FA](https://youtu.be/RGGv4uiv9FA)

- There will be another chat next Wednesday at 3:00.

- Here is a report from the Communications team. More of our students are engaging with social media at a higher rate, and our websites, judging by average time on page, are providing the information people need. If you have any questions or ideas about our communication efforts, please be in touch with Joanna or I. We need and want feedback and ideas from you to understand how we can communicate better, particularly if we are going
to be existing virtually for several months more. Kudos, kudos, kudos to Joanna, Jeff, Anthony, and Kristina. They are a dream team.

- Instagram and Facebook:
  - compared to February, we doubled the number of posts, and our engagement went up (true on both platforms)
  - On Instagram, we gained 66 followers, as compared to about 25 in Feb
  - this suggests students are turning to social media for news and updates
  - most popular posts feature the community being engaged in some way (Charles’ video, “we’re in this together,” Peer Mentor announcement)
  - Interestingly, what is more popular on Facebook is different than Instagram; the more official covid-related announcements gained more likes

- Website:
  - Overall, homepage and coronavirus page were the most visited pages in March, Working Remotely page was #9
  - Traffic for coronavirus page peaked on March 11 and 17, and has been dwindling since
  - Avg time spent on the page was about 3 minutes (even as number of visits decreased), as compared to avg overall for the GCC site is about 1 minute
  - Working Remotely page – avg time spent is between 4-6 minutes
  - Distance Learning main page avg time spent is about 2 mins
  - The increased time suggests people are going to the pages and finding, reading the info they need.

- Finally, a heads-up message for early next week. HR will be sharing with the campus the details and nuances of the “Families First Coronavirus Response Act,” passed recently by the U.S. government. It went into effect on April 1 and extends through December 31, 2020. The law provides for paid leave entitlements due to the coronavirus and, you won’t be surprised to know, it is very complicated. As they always do, our fantastic HR team will advise us on our options. So, expect an email early next week from HR, and study it carefully

That’s it for now, folks. Stay well and have a good weekend.

Linda

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