

VANGUARD

Official Newsletter of the Adjunct Faculty Association at Nassau Community College
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NCC HERE TODAY GONE TOMORROW?

**ENROLLMENT DROPS ANOTHER 17.76%
DECISIVE ACTION NEEDED NOW!**

**FROM THE
PRESIDENT'S DESK**
STARTING ON PAGE 2

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About Our Students,
Our Members,
Our College!*



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From the President's Desk



Stefan Krompfer

NCC HERE TODAY GONE TOMORROW?

Enrollment Drops Another 17.76% Decisive Action Needed Now!

Here we are in the second week of the Fall 2020 Semester and enrollment as of September 10, 2020, in comparison with September 12, 2019 **has fallen 18.58% in terms of credits, 20.30% paid credits and has dropped 17.76% in heads. Note: Currently Suffolk County Community College's (SCCC) enrollment is down 8.5% with an increase in part time enrollment and Queensboro Community College's (QCC) enrollment has declined by 5.5%.***

Combine this semester's decline in heads of 17.76% in heads with the decline of about 40% over the past seven years, and one must conclude that decisive action is needed now.

All too often over the past ten years and in particular over recent years, NCC has done little to stop the enrollment slide. It is no secret that most if not all high school guidance counselors only recommend NCC to their graduating seniors who cannot afford higher tuition colleges and/or those graduating seniors who have faltered academically during their four or five years of high school. Undoubtedly, a contributing factor to our enrollment freefall can be attributed to the belief of the Nassau County School District Superintendents that NCC is not doing enough for the students who come to us from their districts.

Several years ago, a proposal was brought to NCC's Board of Trustees to put in place an individual who would serve as a liaison with the Nassau County District Superintendents for the purpose of determining what the college needed to do to bring more of their graduating seniors to our college. This proposal was rejected. Recently that proposal has been revived. I implore

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From the President's Desk

College President Williams to review the proposal, to adjust it if needed and then to recommend it to the BOT.

NCCs marketing efforts continue to pale in comparison to SCCC. As stated in the first paragraph, their full time enrollment is down but 8.5% and their part time enrollment has grown while NCC's head count is down 17.76% There are many reasons why I believe the college's current marketing campaign is less than it needs to be. I will speak of just one.

NCC runs Late Start Classes as does Suffolk Community College. The purpose of offering these classes is to attract students who at semester start leave the colleges they are/were enrolled in and seek a low cost college that is close to home. Also, Late Start Classes gives NCC students who did not register in time for the start of the semester an opportunity to continue their education.

On Sunday 9/06 and Sunday 9/13, SCCC ran full-page *Newsday* advertisements*** touting the "Late Start" opportunities they currently offer perspective students who are yet to choose a college. The headline, "*It's Not to Late to start becoming the Person You Want To Be*" followed by the sub-headline, "*Register Now "Late Start" Schedule Begins October 7!*" The ad copy continues, "*We can meet you either remotely or in person to get everything started*", "*Late Start counselors and advisors stand ready to help find you classes that make sense for your work and life schedule.*" The ad speaks of remote learning opportunities and then invites prospective students "*To begin, simply visit our special Late Start*" website at sunysuffolk.edu/Late Start. **On Sunday 9/06 NCC, five days after this semester began, ran its "Take Control of your education" generic ad in *Newsday***** with no mention of the college's Late Start schedule. A generic ad whose purpose is to persuade students to come to NCC during a semester that had already started was a waste of advertising dollars.**

NCC offers 24 courses, 2 online and 2 remote that start on 9/14. SCCC lists 33 Late Start courses, many with multiples sections, offered via remote, online, face-to-face or hybrid teaching/

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From the President's Desk

learning modalities. SCCC's Late Start courses begin on October 7th. SCCC continues to bring new students and current students who were late to register and/or pay for their courses into the fold; NCC, except for a few stragglers, is done. NCC budgeted for a 10% decline in enrollment and expects a 20% decrease in state aid. The short fall is immense. Why limit additional enrollment with Late Start classes that begin on September 14th when a start date of October 7th supported by Late Start advertisements similar to those run by SCCC would have brought in many more students?

NCC's marketing mix must be assessed soon. Recommendations for adjustments/changes as well as recommendations to maintain and enhance what the college does well must be made to the College President and the Academic Senate in a timely manner. NCC's in-house marketing professionals who currently teach in the Marketing Department possess the skill and experience necessary to do such an assessment. I propose that a committee of no more than 7 members of NCC Marketing Department be formed to take on this task.

As you well know, the college has implemented an opt-out textbook program that promised students that they would have their textbooks on the first day of class. The cost of these textbooks is paid to the college as a fee when students pay their tuition. For too many students, this is not working.** NCC took \$26 per credit from the students, promised delivery by the first day of class, then failed to deliver on that promise. Many students have had to go out and purchase the textbooks they require from sources outside the college. Many are going without textbooks because the college has not made good on their promise to put textbooks in student's hands on their first day of class. Student complaints (and to quote one student, "disgust") with this program are being communicated to our faculty, Chairs, Deans, and our college administrators at the highest levels.**

I ask: Why did the college embark on this program that was being challenged by no less than nine lawsuits against major textbook companies; our textbook provider Follett is one of

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From the President's Desk

those companies. **These lawsuits argue that inclusive access deals strangle the used book market and therefore drive up the textbook prices that students must pay.** And they allege that publishers and retailers are violating antitrust laws because they, as one case puts it, “*colluded to restrain trade in textbooks through the Inclusive Access conspiracy.*”

On Tuesday the 7th, I was on the docket to speak at the college's Board of Trustees Zoom Meeting. Because of an error on my part, I could not get into the meeting. At that meeting I heard praise of pieces of the college's marketing program by one trustee and another trustee questioned the opt-in textbook program and it was fluffed over. I also heard our college president infer that all is right with the Nassau County School District Superintendents. When the subject of NCC's 17.76% drop in enrollment was brought up, our college President alluded to other community college's decline in enrollment as a mitigating factor. In actuality, the comparison needs to be made with our local community colleges such as **SCCC (-8.5%) and QCC (-5.5%).** There is little relevance in making a comparison to community colleges in the far northern and western sections of NYS. As all of this downplaying of the seriousness of the issues addressed in this column emerged, I became enraged, something that rarely happens to me. It was fortunate that I could not speak at the meeting, because the way I would have expressed myself would not have been pretty. I am speaking now through this column calmly, which is the way I want to be.

This column is entitled **NCC HERE TODAY GONE TOMORROW? Enrollment Drops Another 17.76% Decisive Action Needed Now!** If not from the college President then it must come from NCC's Board of Trustees and soon.

Stefan Krompfer
President
Adjunct Faculty Association

Addendums: *CUNY Enrollment Chart, **Sample of emails pertaining to the Prepaid Opt out Textbook Program, ***SCCC *Newsday* Advertisement, ****NCC *Newsday* Advertisement

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From the President's Desk

**CUNY Year-to Date Enrollment

Term: Fall 2020
 Current Term Run Date: 9/8/2020
 Prior Term Run Date: 9/10/2019

Institution (IR)	Current Term Snapshot Headcount (IR)	Prior Term Snapshot Headcount (IR)	Prior Term Census Headcount (IR)	Percentage of Current Term Snapshot to Prior Term Census (IR)	Percentage of Prior Term Snapshot to Prior Term Census (IR)	Percentage Point Difference (IR)
Baruch	19,695	18,731	18,679	105.4%	100.3%	5.2%
Brooklyn	17,418	17,451	17,811	97.8%	98.0%	-0.2%
City	14,840	15,395	15,465	96.0%	99.5%	-3.6%
Hunter	24,081	23,175	23,193	103.8%	99.9%	3.9%
John Jay	15,723	15,625	15,880	99.0%	98.4%	0.6%
Lehman	14,606	14,405	15,143	96.5%	95.1%	1.3%
Queens	19,737	19,945	19,923	99.1%	100.1%	-1.0%
York	7,829	8,363	8,337	93.9%	100.3%	-6.4%
Graduate School	3,507	3,579	3,603	97.3%	99.3%	-2.0%
Journalism School	206	233	232	88.8%	100.4%	-11.6%
Professional Studies	4,037	3,442	3,558	113.5%	96.7%	16.7%
Labor & Urban Studies	399	366	364	109.6%	100.5%	9.1%
Law School	680	627	626	108.6%	100.2%	8.5%
Public Health	918	746	746	123.1%	100.0%	23.1%
Medical School	397	351	351	113.1%	100.0%	13.1%
Senior Total	144,073	142,434	143,911	100.1%	99.0%	1.1%
Medgar Evers	5,255	5,721	5,798	90.6%	98.7%	-8.0%
NYCCT	15,576	17,016	17,036	91.4%	99.9%	-8.5%
Staten Island	12,885	12,754	12,782	100.8%	99.8%	1.0%
Comprehensive Total	33,716	35,491	35,616	94.7%	99.6%	-5.0%
BMCC	22,834	25,298	25,500	89.5%	99.2%	-9.7%
Bronx	8,033	9,373	10,040	80.0%	93.4%	-13.3%
Guttman	1,056	1,000	1,023	103.2%	97.8%	5.5%
Hostos	6,180	6,759	7,120	86.8%	94.9%	-8.1%
Kingsborough	11,077	15,478	15,505	71.4%	99.8%	-28.4%
LaGuardia	13,300	15,273	18,285	72.7%	83.5%	-10.8%
Queensborough	12,545	13,317	14,035	89.4%	94.9%	-5.5%
Community Total	75,025	86,498	91,508	82.0%	94.5%	-12.5%
Grand Total	252,814	264,423	271,035	93.3%	97.6%	-4.3%

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****BELOW ARE EMAILS THAT I HAVE RECEIVED POINTING OUT THE PROBLEMS STUDENTS AND FACULTY ARE HAVING WITH THE OPT OUT TEXTBOOK PROGRAM.**

In the interest of anonymity the names of the senders and receivers of these emails have been deleted.

Subject: Bookstore, Did They Take The Money And Run?

Is the bookstore functioning today or did they shut down and run to the Caymans with the student's money? They are not answering their phone.

=====
Bookstore Sept 11 Message - Thank you for contacting the bookstore. Due to a high volume of emails, please allow 3 Business Days for a response.

=====
Subject: Student Can Not Do Her Homework

From:

Sent: Friday, September 11, 2020 4:35 PM

To: Caitlyn Newsom (2063) <c.newsom@follett.com>; Office Account NCC Bookstore <bookstore@ncc.edu>

Caitlyn,

Below is the email I received from a student in one of my online classes today.

I do not have a link to the textbook. **So, I'm not sure why the student was told to contact me. (Distance Education does not have anything to give instructors to tell us how to add a link to the textbook within Blackboard.)**

In any event, this student is very conscientious. The student needs the MKT 100 textbook. Can you please help the student and copy me on the response?

Here is the information:

----- Original Message ----- Sent on: Friday, September 11, 2020 11:36 AM

Respected Professor,

I contact the college book store. They said i have to tell my professor to send me the link on the blackboard to get access to my book. **My homework due date is approaching and I am worried.** Please help me to access the book since I cannot find the link to access the textbook on the black board.

Thanks

=====
Subject: Bookstore Issue

Hi ,

I wanted to bring a bookstore issue to your attention.

Over the summer, I was contacted by the publisher of the INT101 textbook to let me know that they were temporarily offering a one-year access code for online text support along with the text for the same price as the text alone. There is usually an additional charge for this access. I forwarded this information to Caitlyn Newsom at Follet so she could order the 'bundle' in lieu of the text alone. At the start of the semester, I was dismayed to see that the website did offer the bundle, **but at a significant upcharge from the text price.** Follet did not pass along this 'free' offer to the students, nor was the text without the bundle offered as an option.

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When Caitlyn was asked why they were charging students for something that was free, she replied that the offer applied only if the student ordered directly from the publisher. This is not what the publisher conveyed to me.

Additionally, **while the publisher confirms that Follet ordered 54 copies of the text in early August, Follet has told my students that they do not have any hard copies in stock.**

I thought you would like to know how Follet is serving our students.

Subject: A Faculty Member Inquired. How Wide Spread Are The Textbook Distribution Problems?

FROM A CHAIR TO HER DEPARTMENT'S CLASSROOM FACULTY

I know my department is receiving numerous emails from students about problems getting their books through the bookstore. Before I write to Joe, Julio, and Mark, I would like to know how wide spread the issue is. My students have experienced problems getting access to eBooks and picking up textbooks from the bookstore.

Have you/your faculty also been receiving emails from students related to textbooks/course material?

THE REPLIES:

#1 TONS!!! Materials aren't there. They are waiting for 3000 calculators to come in. Students need to make appointments to get materials once they come in. **Students don't know how to access online materials.** Access code problems. **Courses weren't flagged as OER, so students need refunds for**

those courses. Just a mess.....which we knew it would be.

#2 Apparently some of the lab manuals are not available in the book store....back ordered.....**meanwhile my assistant put the orders in back in the Spring** I believe

#3 Dear Colleagues,
The bookstore issues are now pouring in on day two; they are too detailed and varied to list here, but it is chaos.

Warmest,

#4 Yes, It is getting worse today. I only replied to XXXXX before but just so all of you know, you are not alone.

#5 Good afternoon We are mostly using OERs in DCRAA but the one class with the most sections using textbooks - **NCC 101 - is a mess. I have the email threads between us and the Bookstore from the last few months regarding the three books that instructors could choose to use for the course BUT we are now being told that they only ordered one of them for ALL sections and the other two books were pushed by the wayside without giving us a clue.** Any department NOT having textbook issues?

Subject: Automatic reply: Book store

This automated email from the Bookstore says to "allow 2 business days" for a response. That's an eternity for a student without a textbook.

The email also tells students that their digital books

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are available in Blackboard. If you click on the 5 minute instructional video in this email, you will hear the bookstore tell students to ask their instructors about how to access the textbook. The flyer that the bookstore put together for students also directs them to faculty. **YET, faculty were not informed or trained regarding digital access in Blackboard. Plus, if a student opts out, the bookstore is still sending the message to reach out to faculty about a digital book.**

Subject: Automatic reply: Book store

Thank you for contacting the bookstore. Due to a high volume of emails, please allow 2 Business Days for a response.

To learn more about the NCC Access program, please visit <https://www.ncc.edu/campuservices/bookstore/nccaccess.shtml>

To watch a 5 min instruction video about the NCC Access Process, click here <https://bcove.video/3gyLxGA>

If you have received a Ready for pick up email and would like to sign up for a pick up time, click here <https://www.signupgenius.com/go/10C0D4DA8AC23A2F5C61-nccbookstore>

If you have digital books, they can be found in Blackboard under your digital bookshelf. If they are not located in Blackboard, you would have received an email with log in instructions for your materials, please check your junk folder.

Brytewave/Redshelf Support
<https://brytewavesolve.zendesk.com/hc/en-us>

Subject: The Problems Students Are Experiencing

Students are experiencing a lot of issues when trying to get their textbooks through the bookstore. Faculty and Chairs are receiving numerous emails from students who are feeling overwhelmed, frustrated, furious, etc. These are some of the problems students are faced with:

- All sections of a course are supposed to use the same book but some sections are listed as “Course Materials are being finalized. **Check back soon for updates.**” and/or students told by email “I show that your instructor has not submitted any required materials.”
- **Books not listed under the right course** so students aren’t getting them under their book fee
- Wrong edition
- Missing books, **books/supplies on back-order**
- Access codes listed as “back ordered”
- **Unable to access digital materials; receiving a blank screen** (other students don’t know how to access online materials)
- Courses were not identified as OER, **so students need refunds for those courses**
- Print books were supposed to be mailed to the students and **the bookstore could not provide students with shipping or tracking information**
- Students are making appointments to pick up their books and **are still waiting in extremely long lines**
- Students are not familiar with process; **bookstore is not answering messages**

These are just some of the emails that have come my way.

*** Suffolk Community College advertisement in Newday, Sunday 9/06 and Sunday 9/13.

It's Not Too Late

to start becoming the

Person You Want to Be



Register Now... "Late Start" Schedule Begins October 7!

Achieving academic goals is rarely easy. Throw in a pandemic and an economic crisis and it's understandable if these issues have made you hesitate or left you feeling stuck.



At SUNY Suffolk, you can find your future. In addition to offering the lowest college tuition on Long Island, our "Late Start" schedule begins October 7 and runs through December 23. It provides an opportunity to get started – or continue – toward your degree.

Classes will be offered through remote learning and our Late Start counselors and advisors are ready to find classes that make sense for your work and life schedule. We can meet either remotely or in-person to get started.

You can search for classes and times at sunysuffolk.edu/LateStart. Some of the available classes include:

Introduction to Business	Marine Biology
Public Speaking	Statistics I
Macroeconomics	Issues in Philosophy
Freshman Composition	Introduction to Psychology
The Short Story	Introduction to Sociology
Western Civilization I	Elementary Spanish I

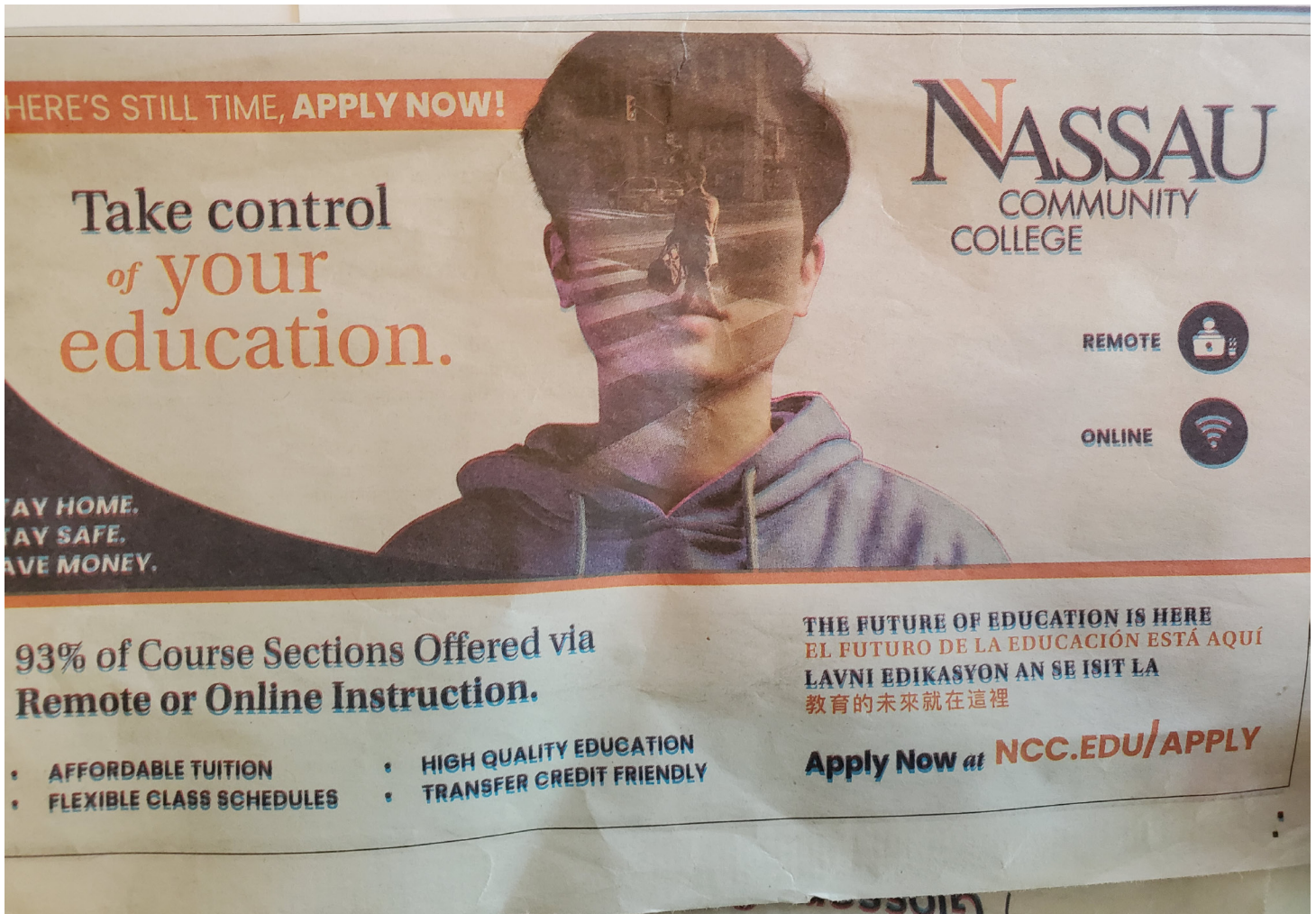
If haven't already completed an admissions application, you can get started now at sunysuffolk.edu/apply.

Staying close to home has never been smarter.
Register for SUNY Suffolk's "Late Start" schedule at sunysuffolk.edu/LateStart.



Suffolk
COUNTY COMMUNITY COLLEGE
sunysuffolk.edu/LateStart

**** Nassau Community College advertisement in Newday, Sunday 9/06.





HERE'S STILL TIME, **APPLY NOW!**

Take control
of your
education.

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STAY SAFE.
SAVE MONEY.

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COMMUNITY
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REMOTE 

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93% of Course Sections Offered via
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- AFFORDABLE TUITION
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THE FUTURE OF EDUCATION IS HERE
EL FUTURO DE LA EDUCACIÓN ESTÁ AQUÍ
LAVNI EDIKASYON AN SE ISIT LA
教育的未來就在這裡

Apply Now at **NCC.EDU/APPLY**



September 11, 2001, a beautiful sun filled morning; a day whose beginning would lend no clue to the profound suffering that would quickly follow. A group of devious individuals set out to inflict pain and suffering on countless innocent individuals and their families.

The acts that were perpetrated on that day, nineteen years ago, run counter to all that we stand for here at Nassau Community College and in our great country. The doors of our college are open to all who choose to pursue and continue their education. Our college family is comprised of individuals from all different backgrounds, races, religions and/or beliefs, ages and gender.

The indelible acts of September 11, 2001 were committed in the hopes that our way of life would be forever destroyed. Here on our campus, we are reminded daily that our freedoms will never die by the despicable actions of those who attempt to force their wills upon us. We witness the strengths of our democracy each day on campus when: religious clubs hold a meeting; a professor teaches a controversial subject; we challenge the decisions of those in charge and we have the ability to voice our own opinions in our classrooms and our conference rooms.

The acts that sought to divide and conquer us as a nation on 9/11/01, did just the opposite. The days and months that followed that tragic day saw a reunification of our great country in ways that could have never been anticipated. Let us keep that sense of unity forever in our hearts and minds. Our strength is found in our ability to find the commonality among one another. We should never lose focus of whom we are collectively...Americans.