

**Bronx Community College  
Auxiliary Enterprises Corporation (AEC) Meeting  
Thursday, March 10, 2022  
12 pm – 1 pm Via Zoom**

**Attendees:** President Thomas Isekenegbe, Chairperson; Grisselle Nadal, Secretary; Assistant Vice President David Taylor, Treasurer; Faculty member Neil Hwang, Katherine McGuire, External Member; Michael Williams, External Member; Ekinadose Elizabeth Asemota, SGA President; Jeithy Jason Ofosu-Mensah, SGA Vice President; Kellis Rickards, SGA Legal Legislator, Joshua Jones, SGA Senator; Ryan McCarthy, Athletics Director, and Professor Paramita Sen.

**Guest:** Susan Fiore, Esq., Executive Legal Counsel to President and Labor Designee; Richard Ginsberg

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The Auxiliary Enterprise Corporation (AEC) Board Meeting was called to order at 12:00 pm by Chair Isekenegbe. He welcomed members and introduced our newest AEC member, Joshua Jones, SGA Senator.

At the AEC meeting of February 10, 2022, the committee did not have the opportunity to vote on the minutes of October 14, 2021. Chair Isekenegbe asked for a motion to approve the minutes of October 14, 2021. The motion was so moved by Treasurer Taylor, seconded by Michael Williams, and unanimously approved.

Chair Isekenegbe asked for a motion to approve the minutes of October 14, 2021. The motion was so moved by David Taylor, seconded by Ryan McCarthy, and unanimously approved.

There were no public comments.

Chair Isekenegbe explained to new member(s) that pre-pandemic, various constituents of the campus community would request funds from AEC. Pre-pandemic AEC had significant funds generated from food services, parking, vending machines, etc., but since the pandemic there has been no significant generation of funds due to the switch to online modality.

Chair Isekenegbe advised that there will be an on-campus commencement this year on June 3rd, very exciting and he can't wait.

Dr. Manny Lopez presented his request for funding for the rental of tents and chairs for this year's commencement on June 3<sup>rd</sup>. Dr. Lopez is requesting funds in the amount of \$57,567.54 to cover the three tents, chairs, and labor for commencement. The total cost of commencement is approximately \$145,000. The balance will be paid by BCC Association. The President asked for a motion to approve the request for funds. The motion was moved by Ekinadose Elizabeth Asemota, SGA President, seconded by Jason Ofosu-Mensah, SGA Vice President and unanimously approved.

Chair Isekenegbe introduced Susan Fiore, Esq., Executive Legal Counsel & Labor Designee to provide an update on the Healthy Choice litigation. Ms. Fiore advised that the motion on the temporary restraining order which was granted by order to show cause really resulted in no definitive action. The motion was marked submitted (both sides submitted papers pro and against). There were some oral arguments. Judge did not rule and advised that this was complicated and needed to read the documents. On February 18<sup>th</sup>, attorneys representing AEC drafted a motion to dismiss the complaint on the grounds of failure of Au Bon Pain to file a notice of claim. A notice of claim is required whenever you pursue a legal action. It's a procedural issue that we believe will result in the motion being granted. Another ground is that the contract is expired and no written request to extend the contract (that motion was submitted approximately on the 19<sup>th</sup> of February). Healthy Choice did not file opposition papers on time. Therefore, we are, at the moment, waiting.

Chair Isekenegbe advised that since March 2020 we have lost about 2,000 students. Spring enrollment is 7, 034. Spring 2020 we were close to 10,000. In the seven community colleges within CUNY we have lost about 20% of our enrollment. Nationwide, community college enrollment dropped about 9% since the pandemic. He advised that we are in the process of creating an enrollment management unit.

Chair Isekenegbe introduced Richard Ginsberg, Assistant Vice President of Communications and Marketing. Mr. Ginsberg advised that his team works on a bi-weekly email newsletter, called Update, the website banner also promotes the things his team is doing as well as a Communications and Marketing webpage. Mr. Ginsberg advised that his team does a lot of communications and marketing for enrollment purposes including television ads in the Bronx on Altise, the cable network both in English and in Spanish. Altise has a proprietary software that allows us to put in the geographical and demographical people that we want to reach, and the software emits the programs that those people are most likely watching. Looking into having a crew on campus to shoot footage of student and faculty interviews to create marketing. They also use paid social media by putting parameters into an algorithm which allows us to go into Facebook and Instagram to advertise. Also doing bus advertisement in the Bronx and upper Manhattan. Paid social media for Spring 2022 (Dec 6 to Jan 23) reach 32,000 people of which 1,900 of those people came to the how to apply page because they clicked on the advertisement, and it brought them straight to the how to apply page. There was a 2<sup>nd</sup> campaign from Dec 8 to Jan 24<sup>th</sup> aimed at people who were previously registered with us, called the "Come back, we miss you" campaign. That reached 31,000 people. 994 people visited our Winter and Spring Registration page. We had almost 14,000 interested people coming to our webpage on how to apply. ASAP enrollment is down and plan on working on a marketing initiative for ASAP. As part of the enrollment and steering committee readmit applications with a self-stamp return envelope. 400 students re-enrolled because of that, new recruitment brochures, postcards with QR codes on them. On almost every other week with BronxNet TV promoting events and programs. Working with a very big grant right now with the Luna Foundation to help us with adult learners.

Chair Isekenegbe asked for a motion to adjourn. The motion was moved by David Taylor, seconded by Ekinadose Elizabeth Asemota, SGA President, and unanimously approved.

AEC meeting ended at 1:03 pm.

Minutes Submitted by Grisselle Nadal, Secretary