Admissions:

- Has reduced the number of mailings sent to prospective students.
- Created a SUNY Canton one page application – the previous one was six pages
- Increased email communication to all constituents – prospective students, high schools, and school administrators
- Reduced travel and consolidated areas
- Created an online scholarship application for incoming students

Alumni/Development:

- Has reduced the number of mailing sent to prospective donors
- Has captured more of email addresses from alumni
- Sending acknowledgement letters – year-end payroll deduction letters- via email
- Reduced travel
- Changed Phon-a-thon to use less paper and be more efficient with printing resources

Advancement:

- Communicates more through email to constituents
- Sending all Canton College Foundation Board Meeting materials and correspondence in electronic form via email or from website
- Scan documents instead of copying
- Used ANGEL to share scanned information for meetings such as Campus Enhancement and Faculty/Staff Awards
- Encourage Canton College Foundation Board members to participate in meetings via conference calling instead of travelling distances.
- Canton College Foundation Board of Directors has approved the building of a Bio-digester on the Foundation’s land along Route 68.
- The Foundation approved use of its land for placement of wind turbines should a collaborative grant effort be funded with Clarkson.
- David Gerlach has been working with the President’s Office and NYP to secure a wind turbine project. The initial review has been made and it is anticipated that the RFP for the project will go out in April through NYP.

Career Service:

- With the 2009 remodel of Career Services, new and more efficient lights were installed.
- Plans are underway to also install motion detectors for the lights so that they will come on when needed only.
- A heightened awareness of turning off computers when not used has been instituted.
- The number of physical mailings has been reduced
Public Relations:

- Press Releases/Public Messages
  - Watertown Daily Times

  A similar message also appears in the President’s Report in the annual SUNY Canton Magazine.


  - 2009 Recyclemania – press release

- SUNY Canton Website:
  - “Green Pages”
    - Travis Smith and Greg Kie helped Doug Welch create and implement his “Green Pages” utilizing an existing blog that Greg Kie had previously created for the Green Committee.