It’s been a great year, and we’ve accomplished so much thanks to the continuing commitment of our fantastic faculty and staff. We’re expanding our degree offerings, enhancing campus facilities, and receiving national recognition for the quality of our programs. In short, our campus is better and stronger than ever. Here are a few highlights:

**Academics**

- **National Rankings:** SUNY Canton was named as a top regional college by U.S. News & World Report, which also ranked our online programs as among the best in the nation. Our online degrees in Finance and Criminal Justice: Law Enforcement Leadership were recognized as the most economical of their kind in the country. Ten online degree programs were selected to become part of Open SUNY+, making them more visible to students across New York State and beyond.
- **New Senior Staff:** Dr. Douglas M. Scheidt joined SUNY Canton as the new provost and vice president for academic affairs. Dr. Scheidt’s background in program development and assessment will be crucial as we continue to grow and expand our offerings.
- **Award-Winning Faculty:** Three faculty members received the prestigious SUNY Chancellor’s Awards: Dr. Stephen E. Frempong (Scholarship & Creative Activites), Jill L. Martin (Adjunct Teaching), and Pamela P. Quinn (Faculty Service).
- **Guest Speakers:** SUNY Canton hosted a number of nationally known writers, poets, and filmmakers, including Arthur Flowers, Bess O’Brien, Jennifer Finney Boylan, Patrick Lawler, Laura Gray-Rosendale, Bill McKibben, and Daniel Torday.

**Athletics**

- **Top Athletes:** Golfer Zachary J. Mead captured the 2014 United States Collegiate Athletic Association (USCAA) National Championship.
- **Winning Results:** Our campus hosted the Women’s 2014 USCAA National Volleyball Championships where the Kangaroos placed third. In addition, the SUNY Canton’s Men’s Baseball team qualified for the Empire 8 Tournament.
- **Outstanding Coaching:** Women’s Head Volleyball Coach Carol M. LaMarche was named the 2014 USCAA Coach of the Year.

**Enrollment, Retention, and Graduation**

- **Record Enrollments:** Enrollments for both our online Winterterm and Summer Sessions reached record highs during the past year.
- **Improving Retention:** SUNY Canton implemented an early-engagement measurement system to aid in identifying students who need additional support.
• **Graduates:** More than 1,000 degrees were awarded at the College’s 107th Commencement Ceremony.

**Degrees Awarded**

<table>
<thead>
<tr>
<th>Year</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
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<tbody>
<tr>
<td>888</td>
<td>969</td>
<td>1,071</td>
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Community Outreach and Awareness

• **Athletics:** SUNY Canton hosted the New York State North Country Region Special Olympics for the third year and won the NCAA Division III Special Olympics Spotlight Poll for a documentary-style video about athlete Trudy Davis.

• **Education:** More than 100 sixth-, seventh-, and eighth-grade girls participated in Women in Engineering Day. Several other youth-focused summer camps helped expose children to STEM fields.

• **Veterans:** The College was recognized as a top school for military and veteran students by Military Advanced Education magazine and G.I. Jobs magazine. In addition, a veteran student scholarship was established, and the College hosted a Wounded Warrior Sled Hockey Tournament.

• **Safety:** SUNY Canton University Police officers Acting Chief Alan P. Mulkin, Lt. Brian E. Kurish, and Officer Daniel V. Callahan received the State University of New York’s Heroism Award for saving a student’s life.

Enhanced Facilities

• **Building Upgrades:** Significant facility upgrades have been made to Chaney Dining Hall, Southworth Library Learning Commons, French Hall, and Heritage Hall.

• **Athletic Upgrades:** Several new athletic fields are now available, and the tennis courts have been renovated.

Grants and Economic Development

• **Namings:** This summer two campus buildings were named after influential leaders in the College’s history. The Faculty Office Building was renamed MacArthur Hall for President Emeritus Dr. Earl W. MacArthur, and the Grasse River Suites was renamed Kennedy Hall in honor of retired President Dr. Joseph L. Kennedy.

• **Economic Development:** We are participants in Start-Up NY and have enrolled our first partner company. I am now a member of several North Country economic development boards, including the North Country Regional Economic Development Council.

• **Successful Grants:** Major grants were received to support TRiO, the Collegiate Science and Technology Entry Program (CSTEP), and instructional technology.

On a personal note, it hardly seems possible that I’ve been president of SUNY Canton for a whole year now. I’ve enjoyed getting to know our faculty, staff, students, and alumni and appreciate the warm welcome my family and I have received from everyone in the community. SUNY Canton is on the move, and I’m looking forward to a great upcoming year!

SUNY Canton endorsed Governor Cuomo’s sexual assault prevention policy and joined President Obama’s “It’s On Us” public-awareness campaign by holding a student-selfie competition. In addition, more than $1,000 was raised to benefit the St. Lawrence Valley Renewal House, which assists victims of domestic violence and sexual assault.

Dr. Zvi Szafran with SUNY Chancellor Nancy L. Zimpher at Dr. Szafran’s presidential inauguration ceremony.
Throughout the past year, SUNY Canton has worked to strengthen intellectual and social connections between the College and the surrounding community through volunteer service endeavors, educational events, guest lectures, and performances.

Notable authors who visited the College throughout the year as part of the popular Living Writers Series included critically acclaimed author Daniel Torday, writer and performance poet Arthur Flowers, bestselling novelist and LGBT activist Jennifer Finney Boylan, and award-winning poet Patrick Lawler.

For the second year, students celebrated the legacy of Dr. Martin Luther King Jr. with a day of community service. The Student Affairs Division invited more than 50 children from the Ogdensburg Boys and Girls Club to campus to play basketball, volleyball, and kickball with students.

Students and faculty members from the Accounting program helped 64 community members prepare and file their tax returns as part of the Internal Revenue Service’s Volunteer Income Tax Assistance (VITA) program.

The International Programs Office and the Office of Diversity Affairs worked to promote a more diverse and inclusive campus community by hosting events such as visiting scholar and international student lectures, African and Native American dance and drum performances, and sexuality and gender-identity awareness workshops.

For the third year in a row, SUNY Canton hosted the New York State North Country Region Special Olympics. Nearly 200 Special Olympians competed in more than 10 events, and approximately 200 student-athletes, coaches, faculty, and administrators volunteered.

SUNY Canton was the host of the 2014 USCAA National Volleyball Championships, as well as the New York State High School Cross Country Championships, which attracted 850 runners and nearly 4,000 spectators.

Women’s Volleyball Coach Carol M. LaMarche was awarded the 2014 United States Collegiate Athletic Association (USCAA) Coach of the Year.

Go to the cantonpr YouTube channel to watch the SUNY Canton NCAA Special Olympics poll winning video on Trudy Davis.
During Dr. Szafran’s inauguration week celebration, students participated in a “Pay it Forward” day where they helped clean up local parks and recreation facilities. Members of the Criminal Justice Student Association also donated a Kevlar vest to a Lewis County Sheriff’s Department K-9 officer.

Students from the SUNY Canton Dental Hygiene program received the American Dental Hygienist Association’s Student Member Community Service award for the fourth time since the program began in 2006. The program works extensively with the community through its location at the Veteran’s Administration Outpatient Medical Facility in Rome, N.Y. Students provide free dental care for former members of the U.S. armed forces and provide volunteer services for youth and elderly populations.

During 2014-15 students completed more than 9,000 volunteer community service hours.

The SUNY Canton baseball team finished fourth in the inaugural Empire 8 Tournament, and five players were chosen for the Empire 8 All-Conference Team.

Golfer Zachary J. Mead captured the 2014 United States Collegiate Athletic Association National Championship at Penn State in October.
GOALS

Promote Academic Excellence

The College continues to provide the resources, skills, and faculty expertise students can utilize to think critically, lead others, and innovate.

SUNY Canton’s student-athletes continue to excel academically, and in Spring 2015, they earned a cumulative GPA of 3.06, exceeding the overall undergraduate GPA. Ten of 14 athletic teams earned cumulative GPAs of 3.0 or higher.

Throughout the past year, many of SUNY Canton’s faculty members have received awards, published and presented their research, or shared their knowledge in a variety of ways. Some highlights include:

• Amani M. Awwad, Ph.D., presented papers at both the Society for the Study of Social Problems and the American Sociological Association. She is an associate professor in the Social Sciences department.

• Christina Lesyk, a Ph.D. student in the Hospitality Management program at Iowa State University, presented her research on three topics at the Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. She is an adjunct instructor in the Social Sciences department.

• Sean T. O’Brien, Ph.D., co-edited the book, “Race & Immigration in the New Ireland,” which was selected as a Best University Press Book for general readers. He is an assistant professor in the Humanities department.

• Eunjyu Yu, Ph.D., authored an article titled “Let Developmental Students Shine: Digital Writing,” which was featured in the spring 2014 issue of Research and Teaching in Developmental Education. She is an associate professor in the Humanities department.

• Umesh Kumar, Ph.D. (left), and Brian K. Harte Ph.D., co-authored a paper titled “Investor Response to Convicted Firms Within and Outside of the United States,” which earned a best paper award at the Academy of Business Research fall 2014 Conference. Kumar is an assistant professor in the Business department and Harte is a professor in the Criminal Justice department.

• Emily Hamilton-Honey, Ph.D., received the Dr. Nuala McGann Drescher Affirmative Action/Diversity Leave Program award to publish research about gender roles in young adult literature written during World War I. She is an assistant professor in the Humanities department.

Canton College Foundation Fundraising

The Canton College Foundation staff raised $1,580,000, surpassing their annual fundraising goal by 182 percent.

More than $400,000 in scholarship funding supported approximately 380 students during the 2014-2015 academic year.

Ten new endowments were created, totaling $166,000.

During the past year SUNY Canton received $185,494 in new grant funding and $1,494,559 in continued funding for initiatives such as TRiO, the Cooperative Energy Education Program, the Collegiate Science and Technology Entry Program (CSTEP), and STEM scholarships.

Students from all disciplines showcased their research projects at the annual Scholarly Activities Celebration in April.
SUNY Canton hosted a number of youth-focused learning workshops over the past year to encourage children to seek out careers in STEM fields.

An open house introduced the College’s STEM curricula to pre-college students. Activities included tours, an engineering design competition, and interactive demonstrations.

Summer activities such as Camp Invention and Edge on Science’s rocket, bridge, and catapult camps help expose children to STEM fields at an early age.

The annual Women in Engineering Day allowed girls in sixth, seventh, and eighth grades to participate in workshops designed to introduce them to careers in engineering.

SUNY Canton is committed to making timely, accurate information available to aid in planning and decision making.

In an effort to increase retention rates, a pilot project began this year to identify students who may be experiencing academic challenges early in the semester and encourage them to take advantage of various resources available on campus, such as tutoring, advising, and counseling.
SUNY and an Energy-Smart New York
Focus on Sustainability

The College is committed to fostering a campus-wide culture of sustainability by promoting environmental stewardship and social responsibility.

The Career Ready Education and Success Training Center (CREST) for Workforce Development conducted a solar heat and solar photovoltaic systems training for Akwesasne community members in support of the “Solarize Akwesasne” program.

SUNY Canton is partnering with Clarkson University to research a new generation of wood pellet boilers that offer higher efficiency energy output. The project aims to provide alternatives to conventional fuel oil and cord-wood heating.

A solar energy collection system was installed at the William C. Cooper Service Complex to generate hot water for maintenance purposes. In addition, French Hall and the Southworth Library Learning Commons have been upgraded with energy-efficient windows and roofs.

Online Learning Systems Manager Jerry J. Bartlett earned the title of most Fuel-Efficient Vehicle in the Toyota Green Grand Prix at Watkins Glen International for the second year in a row. His home-built diesel coupe achieved an estimated 250 miles per gallon on the course. The Grand Prix event is designed to promote efficient auto technologies and fuels, energy management, and ecological driving styles.

SUNY and a Healthier New York

SUNY Canton recognizes the importance of physical and emotional health and wellness. To that end, the College has sponsored programs, services, and special events that allow students to thrive.

The Davis Health Center brought more than 25 area agencies to campus in April to educate the College and community about healthy lifestyles. Participants learned about disaster preparedness, weight-loss strategies, tobacco cessation, caring for Alzheimer’s disease patients, and more.

University Police and the Counseling Center sponsored a number of classes during the academic year that dealt with safety awareness topics such as sexual assault, dating violence, Title IX, and active-shooter preparedness.

University Police Officer John Hudson, above, taught area police officers how to use lifesaving Narcan to reverse the effects of opioid overdose. SUNY Canton was among the first agencies to have officers trained to use the life-saving medication in the North Country.
The College has actively sought out opportunities to encourage entrepreneurial thinking and implement policies that help new and existing businesses prosper and grow.

SUNY Canton began its partnership with Adirondack Operations, LLC in January through the Start-Up NY initiative. The company, which develops software solutions for facility and construction management, plans on creating five new jobs within its first five years of operation. SUNY Canton was the first college in the North Country to have a Start-Up NY company in operation on its campus and the first college in the SUNY Technology sector to have an approved business in the program.

Instructional Support Associate Neil A. Haney has filed a provisional application with the U.S. Patent and Trademark Office for his chainsaw oil delivery system with the SUNY Research Foundation’s assistance. His invention replaces traditional lubrication systems that require frequent maintenance and fail to consistently deliver the oil necessary to reduce friction and maximize cutting efficiency. Haney discovered the new way to deliver oil to the chainsaw while constructing a firewood-processing machine. The prototype was constructed in SUNY Canton’s Mechanical Engineering Technology lab.

The SUNY Canton Small Business Development Center (SBDC) engaged more than 400 current and future entrepreneurs during the past year through workshops and one-on-one advising sessions. From helping start-ups develop a business plan to offering resources to women-owned companies, the SBDC’s efforts have assisted in generating more than 40 jobs and acquiring nearly $3 million in investments for their clients.
The Office of Public Relations launched a number of initiatives over the past year to increase the College’s visibility, most notably an extensive video campaign highlighting degree programs, special events, and prominent alumni. The series has collectively received more than 13,500 views on YouTube.

SUNY Canton has received a number of national awards during the past year that recognize the College’s cost-effective, career-driven programs.

- Affordable Colleges Online named SUNY Canton’s bachelor’s degrees in Criminal Justice: Law Enforcement Leadership and Legal Studies as two of the most economical online programs of their kind in the nation.

- STEM Jobs magazine included SUNY Canton in its 2015 list of STEM Jobs Approved Colleges. The list features schools that have programs aligned with high-demand STEM occupations. SUNY Canton was chosen specifically for its program diversity and successful job placement.

- U.S. News & World Report named SUNY Canton as one of the top schools in the Regional Colleges—North division. The publication also ranked the College’s online bachelor’s degree programs among the best in the country.

- Military Advanced Education magazine and G.I. Jobs magazine both selected SUNY Canton as one of the most military-friendly schools in the nation.

- GreatValueColleges.net named SUNY Canton to its list of “25 Great Small Colleges for Animal Lovers” in recognition of the pet-wing housing option and veterinary technology degrees.

The College is crowdsourcing content creation to departments, including Financial Aid and the College Association, who benefit from centralized communications directly with Facebook audiences.

Social media remains an important means of outreach, especially to deliver crisis communications. An emergency situation in October rapidly reached more than 25,000 users. The posts supplement campus-wide emails and New York Alert emergency messages.

The SUNY Canton Funeral Services Administration program has been receiving national attention over the past year. In Fall of 2014, the program hosted a reporter from BuzzFeed, which has led to more recent inquiries from MTV, Vice Media, and Big Table Media. There is an increasing demand for qualified funeral directors due to retirements among the older generation and more women are considering the profession than in years past.
SUNY Canton continues to develop innovative strategies that raise retention and graduation rates, as well as attract a larger pool of students with a demonstrated aptitude for baccalaureate study.

The College established an Enrollment Management Working Group to gather and evaluate retention and graduation rates, enrollment trends, and other demographic data to make recommendations to the strategic planning body.

The highly successful First Year Experience Program is in its fifth year and has been instrumental in boosting semester-to-semester retention rates. Approximately 83 percent of students in the program continued from Fall 2014 to Spring 2015.

The Office of Admissions has sought out a number of ways to streamline the College’s application process, including:

- The implementation of the Common Application system, which will improve the College’s ability to attract out-of-state and international students.
- The transition from a fee-based external credential evaluation organization to internal evaluations by the Office of Admissions, which will alleviate financial costs incurred by international students.

Goals

Optimize Enrollment

SUNY Canton was one of 17 SUNY schools selected to offer online degrees as part of the Open SUNY+ initiative. The programs were chosen for their capacity to meet current and future workforce demands throughout New York State.

SUNY Canton increased its articulation agreements from 61 to 155 during the past year, and there are currently an additional 196 agreements in progress.

The Office of Admissions connected with potential students by hosting information sessions at a number of community events, such as the Gouverneur and St. Lawrence County Fair, the New York State Fair, the Bassmaster Elite Series event, and the Empire Farm Days.

Enrollments for the College’s highly popular online Winterterm and Summer Sessions continue to grow.

Improve Operational Effectiveness

Over the past year, the College has invested in tools that create efficiencies, simplify administrative processes, and attract prospective students.

- The Office of Institutional Effectiveness completed the implementation of Taskstream assessment software to streamline strategic planning assessment, as well as facilitate course student learning outcome assessments.