State University of New York at Canton

PRESIDENT’S REPORT

2016-17
This coming year marks a significant milestone in SUNY Canton’s history.

Five decades ago, we forged our own path and relocated from a small cluster of buildings at St. Lawrence University to a beautiful, state-of-the-art campus of our own, beginning a reputation as “The College of the Future.”

We’ve also had some good press in the past year, courtesy of U.S. News and World Report, including:

- The College moved up 21 spots in the Best Colleges Rankings, jumping from 44th to 23rd on the list of Regional Colleges North rankings and was ranked 13th in Top Public Schools.

- New this year, the College was noted for our diverse student body. Approximately 28 percent of students at SUNY Canton identify as belonging to a minority group, and 25 percent identify as an under-represented minority. This was especially important to us as we opened our brand-new Center for Diversities and Inclusion and having appointed two new Co-Chief Diversity Officers who are working closely with our students, faculty, and staff.

- SUNY Canton’s online bachelor’s degree programs have been named among the 100 best in the country for a third time. The College was one of only three SUNY schools to earn a spot in this year’s rankings. Our online programs received seven separate rankings for their affordability, accreditation, and overall value.

Online programs allow the College to expand beyond our local region and to offer our newest majors, including Agribusiness Management, to larger and more diverse audiences.

All in all, SUNY Canton continues to expand its reputation as “The College of the Future.” Our last 50 years have led us to the successes outlined in this report. What will the future bring? I can’t wait to see what happens next!

Much has changed in 50 years. In 1967, we offered 5 two-year degree programs to 1,437 students. Today, more than 3,200 students are studying in our 25 bachelor’s degree programs, 21 associate degree programs and 5 certificate programs.

Fifty years ago, we were in the midst of building a brand-new $26 million campus. Today, we are completing $3.6 million in renovations, beginning an additional $11 million in construction projects, and are in the design phase for another $16.9 million in projects for the future. Add it all up, and our total improvements in progress come to $1.7 million more than the original price for the entire campus!

With all of the change throughout the years, including five name changes and four athletic identities, our core values and ethos have remained the same. We are the College that is relentlessly applied in everything we do. As a graduate of the Class of 1968 recently told me, we’re still the College that offers courses and programs that are useful in the real world and lead to great jobs. We’re still the College that has faculty with practical experience that they enthusiastically share with our students. Those things will never change.
SUNY Canton continues to celebrate diversity as the one thing everyone has in common, and to promote inclusion and a welcoming environment on the campus and in the community.

In accordance with the SUNY Trustees’ Diversity Policy, SUNY Canton appointed two Co-Chief Diversity Officers in July 2016. Lashawanda T. Ingram, the College’s Director of Diversity and New Student Orientation, and Professor William T. Jones, who teaches in the Business Administration and Legal Studies programs, have both helped lead efforts to foster and develop an appreciation of how our campus diversity is among our greatest strengths.

“We are tremendously thankful for the renewed focus on diversity from both the executive management of the College as well as from SUNY. We will remain focused on diversity initiatives in support of our campus ethos, ‘Everyone is Welcome Here’.”

- Courtney B. Bish, Vice President for Student Affairs and Dean of Students

In 2016-2017, SUNY Canton partnered with seven other colleges from across the United States to form the American Collegiate Athletic Conference (ACAA), which will provide students with the opportunity for post-season play. Through the tournament, the College hosted the first ACAA softball championship, the first cross country championship, and won the first ACAA men’s basketball championship, which catapulted the team into the Eastern College Athletic Conference (ECAC) playoffs and led the College to host an ECAC playoff game for the first time. The ACAA has proven to be an excellent home for the SUNY Canton Kangaroos as the College seeks a more permanent conference.

SUNY Canton Athletics helps raise the collective overall GPA and aids in student retention at the College. Student-athletes held a 2.96 overall GPA in the Fall of 2016, compared to the overall GPA of 2.81. In Spring of 2017, student-athletes held a 3.04 overall GPA compared to the overall GPA of 2.98. Retention rates were 96 percent for student athletes, and 100 percent for female student-athletes, compared to 88 percent for the general student body.

The Living Writers Series brought Pulitzer Prize-winning author Tracy K. Smith to campus as part of its African American History Month celebration. The renowned writer read poetry selections from her books, “Life on Mars” and “Ordinary Light.” Shortly after her visit to campus, the Library of Congress named Smith Poet Laureate of the United States.

The popular series also brought Professor and Ojibwe tribal member David Treuer to speak as part of Native American History Month. Treuer read from his poignant nonfiction book, “Rez Life,” which examines Native American reservation life, past and present, through research into issues like sovereignty, treaty rights, and natural-resource conservation.
Promote Academic Excellence

SUNY Canton gives out challenge coins to inspire student success during each year of their education. Starting in the Fall 2014 semester, freshman and transfer students who complete their first semester with a GPA of 2.0 or better and in good standing are presented with a challenge coin. Additional color-coded coins are earned after students’ third, fifth and seventh semesters and require increasingly high GPAs. The final gold coins will be presented for the first time in 2018. President Zvi Szafran devised this incentive based on a concept from the College’s Veteran’s Association to help encourage retention and completion.

“I wanted to present students with something they could hold and want to keep,” Szafran said. “Beyond grades, honors, and awards, the coins serve as a reminder that we are proud of their accomplishments and that we are dedicated to seeing them through their entire education.”

The College strives to provide an environment where students can think critically, innovate, and become leaders.

The addition of four new degree programs will position graduates to enter fast-growing job fields. The College will begin offering a Bachelor of Business Administration in Agribusiness Management, a Bachelor of Science in Game Design and Development, and a Nursing Dual Degree program (A.A.S./B.S.) in Fall 2017. SUNY Canton will be announcing its new Technological Communications Bachelor’s Degree in early September to begin in Fall 2018.
Throughout the past year, SUNY Canton’s faculty members’ research has spanned a diverse range of topics and areas of expertise. Their work not only serves to further students’ knowledge but also develops industry relationships to strengthen the College’s reputation and create opportunities for graduates.

- Professor Emily Hamilton-Honey, Ph.D., presented her research paper, “For Love and Country: Gender Roles, Masculine Space, and Wartime Propaganda in the Ruth Fielding Series” at the Berkshire Conference on History of Women, Genders, and Sexualities.

- Associate Professor Adrienne C. Rygel, Ph.D., took three students to the Northeast/North-Central Joint Sectional Geological Society of America Meeting and Conference in Pittsburgh, Pa. Each student presented on the erosion potential, sediment loading, and nutrient loading of the Grasse River Watershed.

- Instructional Support Associate Kamal A. Turner, who works with the College’s Graphic and Multimedia Design program, received a scriptwriting award from the Broadcast Education Association for his short film in production, “One Awkward Ride.”

- Kaitlin J. French, a 2017 SUNY Canton graduate, had her short story “The Seek” selected for publication by the website Everydayfiction.com. French was recently hired as an Admissions Counselor at the College.

Assistant Professor Erica M. Sharpe, Ph.D., is studying the effects of yoga on anxiety, mood, mindfulness, body awareness, and overall mental health. Sharpe has also begun studying the antioxidant properties of mushrooms.

Assistant Professor Kathleen Mahoney and Fulbright Scholar-In-Residence Caroline McCaw, Ph.D., (pictured above) presented their findings from an interactive Graphic and Multimedia Design student project at the Converge Conference in Los Angeles and the Cumulus REDO Conference in Kolding, Denmark.

The College’s Scholarly Activities Celebration kicked off with a presentation by famed scientific illustrator David Allen Sibley, author and illustrator of the New York Times best-selling book, “The Sibley Guide to Birds.” Throughout the week, students presented on topics such as campus sustainability efforts, wind energy generation in Peru, and the possibilities of using marine sponges to prevent cancer cell growth.

Students from SUNY Canton’s American Society of Civil Engineers (ASCE) Chapter finished in a strong seventh place at the National Student Steel Bridge Competition at Oregon State University. SUNY Canton was the only college from New York to compete at the national level.
GOALS

Improve Operational Effectiveness

“When a student is comfortable in their surroundings and equipped with adequate knowledge of processes and procedures, they are likely to be more successful. Every operational improvement is supportive of the student experience.”

- Shawn K. Miller, Vice President for Administration, Chief Financial Officer, and Operations Manager

The College continues to focus on key areas of operational effectiveness to assure financial strength and vitality, and improve campus infrastructure inside and outside of the classroom.

- The Financial Aid office created an aggressive outreach plan to notify students about the early Free Application for Federal Student Aid (FAFSA) processing cycle. Their successful efforts saw 6,278 aid applications received, as compared to 5,815 in 2016.

- The College has partnered with leading industry provider Extreme Networks to deploy a campus-wide infrastructure upgrade. The $800,000 improvement will bring Wi-Fi to almost every part of the campus – inside and out. The same technology has been utilized in several NFL stadiums.

SUNY Canton received the most Construction Fund support of any SUNY College or University because of its strategic planning. The Facilities Planning Department, under the direction of Shawn K. Miller Vice President for Administration, had many of its major projects ready to start when a call for proposals was issued.

The SUNY Canton Help Desk received more than 4,169 requests for technical support. More than half of those were resolved within 15 minutes, due to the effectiveness of the staff.

The Canton College Foundation helps foster student success and supports the College in its growth and positive impact on the community.

As a result of savings earned by refinancing Kennedy Hall, the Foundation added $100,000 in funding for scholarships. Total scholarships equaled $376,000. This sum helped relieve a portion of the financial burden for 310 students.

The Foundation also awarded $25,000 in campus enhancement grants and $20,000 in faculty-staff professional development grants.

Total giving for the past year was $749,353, up 11 percent from the previous fiscal year. The participation rate for alumni giving increased from 820 donors to 917 this year. This figure includes 273 individuals who had never made a gift before.

“We’ve expanded the number of events we held for alumni around the state and the country, increasing engagement. We also continued and increased the events held for current students, connecting them with the Alumni Office and laying the groundwork for future involvement as alumni.”

- Anne M. Sibley, Vice President for Advancement
With the declining population of high school graduates, it has become increasingly important to offer advanced educational opportunities to students at a young age.

SUNY Canton is home to Liberty Partnerships, which recently received $450,000 in continuing funding from the New York State Education Department (NYSED). This pre-college preparatory program builds on the College’s strength in engineering technology to offer three summer STEM programs.

Grant funding from NYSED and the Department of Defense Education Activity allowed students from the Carthage area to spend a week on campus building customized remote-control vehicles. Some of the students utilized 3D printing technology to construct one-off parts.

The annual Engineering Open House brought more than 200 elementary through high school aged students and their families to the Canino School of Engineering Technology. The event introduces younger students to STEM fields and helps them discover their technical ability and creativity through an engineering challenge. Coinciding with the Open House, the College held a career fair which brought in representatives from more than 25 different companies. Corning Incorporated Foundation provided financial support for the event.

Young women from area middle and high schools were invited to campus to explore career options in traditionally male-dominated fields during Women in Engineering Day. More than 300 guests attended the event. Students tested water samples, used the College’s CNC machines, tested the strength of materials, and learned elements of code in a video game.

The School of Business and Liberal Arts orchestrated a “Mad City Money” event through the College’s Financial Literacy Center. The College’s Financial Aid Office and other volunteers helped teach 200 area high school students budgeting skills.

The School also sponsored, coordinated, and hosted the St. Lawrence County High School Mock Trial Tournament.

This Spring, the St. Lawrence County-David Sullivan Law Enforcement Academy saw the largest class in its 22-year history.

Twenty-eight cadets were sponsored by area law enforcement organizations to become police officers, and an additional three students from SUNY Canton’s Law Enforcement Leadership program completed their degree through the academy. One of the students was hired immediately by Canton Village Police Department.
SUNY and an Energy-Smart New York
Focus on Sustainability

SUNY Canton’s energy savings and sustainability practices allow the College to do more with less.

The College’s Physical Plant replaced about 20 outside street lights with new lower-voltage LED lighting fixtures purchased through an incentive from National Grid. The five-year avoided costs equate to roughly $68,000 with a 155 KWH reduction in electricity usage.

The College’s Environmental Change Organization created a compost pile on campus to help fertilize the flowerbeds and gardens that grace the campus. Chaney Dining Center contributed approximately 4 tons of food scraps, which equated to significant waste removal savings. Students and faculty members spearheaded the composting project.

SUNY Canton is one of the largest area purchasers of food from locally grown sources and New York State manufacturers.

The College’s Career Ready Education and Success Training Center remains at the forefront of the College’s sustainability efforts. In fact, the operation itself runs completely off of green energy. This year, the program offered the following energy-related trainings:

• Solar Ready Vets, which enabled more than 68 Soldiers from Fort Drum to complete the professional career-ready training, funded by grants from NYSERDA and the GI Bill.
• Safety and Fire Considerations for Solar PV, which trained 130 fire and rescue personnel.
• Photovoltaic Permitting and Inspection methods to train code officials and other professionals.
• A solar program specifically for architects and engineers, which will help integrate more photovoltaic panels into new construction projects.

SUNY and the Entrepreneurial Century

By incorporating business development education throughout SUNY Canton’s academic programs, the College is able to help future graduates and alumni prepare for New York’s blooming entrepreneurial environment.

A class of future entrepreneurs created marketing plans for a Canton-area business. Four teams entered into a competition to help boost business at Gamer Craze, a popular business in the downtown area. Suggestions for free marketing opportunities included integrating video, launching an Instagram account, and an associated Twitter campaign for the store. Professor Charles R. Fenner, Ph.D., said the competition serves as an applied-learning opportunity of marketing theory.

The Small Business Development Center met with 340 businesses, creating 25 jobs and saving 41 jobs, with an overall economic impact of $8.6 million.

The Canton College Foundation brought the President and CEO of COP Construction back to his alma mater as part of the Excellence in Leadership Lecture Series. Edward Bedell, a 1969 alumnus, (pictured right) took the helm of COP Construction after working as the company’s Vice President of Operations.

Other guest speakers during the year-long series included a supply-chain manager for Ford Motor Company, an executive from Corning Incorporated, and the CEO of Nicholville Telephone Company and SLIC Network Solutions Inc. They all supported the innovative determination that the College emphasizes throughout its curricula.

Outdoor enthusiast and entrepreneur Richard S. Patri, a graduate of the Class of 1991 and the Chief Operations Officer of a popular fishing website, also presented some of his strategies for success. Fishhound.com, which has amassed more than one million Facebook fans and 60,000 Twitter followers, provides the most comprehensive collection of fishing reports in the country.
Real-world environments offer abundant learning opportunities for students at SUNY Canton.

Pictured above is Jessica L. Fischer, who just completed her junior year in the Mechanical Engineering Technology program. She was selected to join 12 other students from around the world for a four-week volunteer project to construct a wind turbine in the village of Playa Blanca in Peru. The trip was organized by the nonprofit organization WindAid.

While pursuing my degree, I had the opportunity to take courses that focus on alternative energy,” she said. “This project will take my education one step further and allow me to see first-hand how providing access to environmentally friendly power can transform someone’s life.”

International students continue to excel at SUNY Canton. Poornima Rathika Balasubramaniam Nanayakkara was selected as one of this year’s Chancellor’s Award Recipients.

Nanayakkara came to New York through an educational agreement with the International Institute for Health Sciences in Sri Lanka, having previously earned a Computer Technology diploma in her home country. She earned an associate degree in the Physical Therapist Assistant program and then joined the College’s four-year Health and Fitness Promotion program.

The College hosted two esteemed international guest speakers over the past year: Gheewhan Kim, Consul General for the Republic of Korea, spoke at the College about United States and Korean economic partnerships; and Brita Wagener, Consul General for Germany, discussed recent developments in transatlantic relations during an open lecture.

Clemente Connection
The College has continued its Athletics connection with the Roberto Clemente family. This year, Luis Clemente, son of the late baseball Hall of Famer and noted humanitarian, was a Living Writers Series guest speaker. He discussed the life of his famous father, which is chronicled in his book “Clemente: The True Legacy of an Undying Hero.”

Luis’ son, Bobby, plays infield for the SUNY Canton men’s baseball team. In 2016, The Clemente Foundation partnered with SUNY Canton to host the first Clemente Cup, an NCAA Division III baseball tournament held in Puerto Rico where 10 collegiate teams from across the U.S. competed for the title. Between games, the SUNY Canton team held clinics for Puerto Rican youth. Plans are under way for a second Clemente Cup in 2018.
GOALS

Build Greater Awareness of SUNY Canton

SUNY Canton continues to increase its visibility through the use of social media marketing. The greatest increase in recognition is directly linked to its video marketing efforts.

The College received 59,000 views on YouTube and nearly 91,000 views on Facebook on the 36 videos produced entirely by campus staff this year.

The most popular Facebook video was an endeavor to highlight Mohawk Hall’s pet-friendly wings. Students held cat yoga sessions in the common space as a stress-management tool. In total, the video received 14 thousand views, 131 likes, 116 shares, and 37 comments, solidifying it as the most popular post to date.

The second most popular effort was linked to SUNY’s Mascot Madness competition. Videographer Morgan D. Elliott’s training montage, a satire of the film “Rocky” featuring Roody Roo, received 8.7 thousand views, 118 likes, 153 shares, and 18 comments.

The most successful media efforts of the semester were linked with faculty research. Regionally, an article about a study to determine if yoga can help students deal with stress appeared in the Canton-specific local papers and the Madison County area. Internationally, the article ran in the Punjab News Express in India.

Another popular press release was a program announcement for the new four-year Agribusiness Management program. Many of the College’s most successful alumni trace their roots back to its agricultural programs. The media outreach effort, including a program video, drew local attention and helped secure funding for a scholarship.

Athletics broke a new record this year. The SUNY Canton men’s basketball program drew an average per game attendance of 565, ranking them first among NCAA Division III schools in New York State during the 2016-17 season.

Social Media Stats

Facebook
Nearly 9,000 fans

Twitter
More than 2,100 followers

Instagram
Approaching 1,200 followers

YouTube
Exceeding 300 subscribers with approximately 154,000 views

GOALS

Drive Decisions with Relevant Information

SUNY Canton continues to develop and implement its Strategic Plan using new metrics, dashboards, and strategies. This allows the College to prioritize resource allocation and predict expenditures as linked with Student Learning Outcomes and other assessment plans.

Provost Douglas M. Scheidt, Ph.D., increased the allocation to the Library Textbook Loan Program to reduce student expenditure on textbooks. This initiative directly influences student retention and graduation rates. There were 2,571 more textbook and reserve transactions, or a nearly 23 percent increase as compared to the prior year.

“Campus strategic planning, including enrollment, retention, graduation, and placement, is a theme across all of our institutional goals. A SUNY education is the ticket of entry into a professional career. We want to have all of the conditions and resources in place to make certain that our students are successful.”

- Douglas M. Scheidt, Ph.D., SUNY Canton Provost and Vice President for Academic Affairs.

Another, and more interactive, dashboard will go online this year. The College’s Facilities Department will be installing a touchscreen, interactive energy-management system at the heart of the campus. It will allow anyone to compare energy usage for every building on campus.
GOALS

Optimize Enrollment

Enrollment trends continue to improve through cross-campus collaborations culminating from initiatives in the Office of Admissions.

- The College achieved its fourth straight record Summer Session and Winterterm enrollments by adding courses in key subject areas.
- The Jumpstart summer bridge program served about 50 students and became a credit-bearing pre-college endeavor. Those students are now eligible to begin their studies this Fall.
- SUNY Canton submitted nine grant proposals to SUNY as part of its Performance Improvement Fund initiative; six of those proposals were approved. The majority of the funding will be used for online enhancements and expanded online programs.

“Our applications for Fall 2017 are up from the previous year. We’ve received 5,709 applications, which is the second-best record in the College’s history. The strength of our academic programs coupled with our ever-increasing online offerings will continue to drive the College’s growth for the next decade.”

– Molly A. Mott, Ph.D., Associate Provost and Dean of Academic Support Services and Instructional Technologies

SUNY and a Healthier New York

SUNY Canton continues its strong emphasis on the physical and emotional health of its students, faculty, staff, and guests.

The College’s newly formed Emergency Medical Services squad (pictured below) responded to nearly 100 on-campus calls in the past year with an average response time of five minutes. Most of the students in the club are also area EMTs with the Canton Volunteer Rescue Squad and help strengthen the College’s ties with the community. Their volunteer efforts won them the SUNY Canton Humanitarian Award and the highly coveted Student Government Association President’s Cup, which is bestowed annually for completing the most philanthropic activity in an academic year.

Dr. Rosemarie C. Heisse of the College’s Davis Health Center served as medical director for the EMS squad, and Jennifer Hynes, LPN, EMT, provided ongoing support throughout the semester. In addition to the EMS efforts, the Health Center ran 155 healthcare programs and events focused on student and community well-being.

The newly formed Green Dot Violence Prevention Program provided 31 programs with 1,691 contacts. Green Dot advocates for bystander intervention and challenges students to use words or behaviors to stop power-based violence.
GREAT MAJORS, GREAT CAREERS.