

ANNUAL REPORT 2011-12



Committed to Student Success

State University of New York
at CANTON

EXECUTIVE SUMMARY

Creating new programs, setting new records, and working collaboratively to achieve lofty goals never seems to get old. In my 19th and final year as SUNY Canton's president, those things were still exciting, fun and rewarding. I'm proud of the powerful team of people we have assembled here and their ability to overcome obstacles and get things done, always moving forward.

This fall, for the fifth consecutive year, we will set another new record in enrollment, approaching and perhaps surpassing 4,000 students. For the third consecutive year, we will set another new record in applications, reaching close to 7,000 applications when we had previously never surpassed 6,000. The growth has been incredible.

We opened two new buildings on campus during the past year: the Grasse River Suites residence hall and the Convocation, Athletic and Recreation Center. Those two buildings helped change the personality of our campus and positively influence the perception of residential options for upperclassmen and exciting on-campus activities for all students.

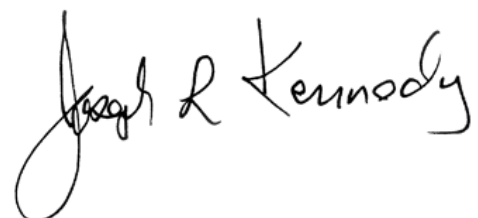
Two new majors have been developed by our faculty, approved by SUNY and populated with students by our Admissions Department. Donations during the past year approached \$1 million, despite a sluggish economy. Our Athletics Department added four sports teams last year and was accepted as a first year provisional member in the NCAA - Division III.

International students are becoming more prevalent on our campus, adding exposure to different cultures, making our domestic students more aware of global similarities. We are keeping ahead of the latest trends and technologies to make certain our students are prepared for the future.

An on-campus fire threatened to delay academic programs and even commencement. We worked together through this and other challenges, graduated on time, and kept the effects of the fire to a minimum disruption.

An incredible momentum is in motion at SUNY Canton. It's been growing for nearly two decades. That momentum will continue under the College's new administration, and I'm confident they will continue doing what they do best - making SUNY Canton better, for everyone.

Joseph L. Kennedy

A handwritten signature in black ink, reading "Joseph L. Kennedy". The signature is fluid and cursive, with the first name "Joseph" written in a more stylized, looped manner.

ACCOMPLISHMENTS FROM 2011-2012

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RECORD-BREAKING APPLICATIONS

- **Nearly 7,000** students applied for the Fall 2012 semester. This marks the first time we have ever surpassed **6,000 applications**, crushing last year's record.
- The College has also managed to significantly increase the average GPA of incoming freshman and deposited students (first-year student GPA up from **80.3 to 81.8**).
- Applications are up **130%** from 2006 and have more than doubled since 2007.

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TWO NEW FOUR-YEAR DEGREES

- The long-awaited **Applied Psychology** program will be offered for the first time in the 2012 semester. It is the first Bachelor of Science degree program within the School of Business and Liberal Arts.
- The brand new **Homeland Security** major is an extension of the successful Criminal Justice and Criminal Investigation programs.
- The Office of Admissions immediately began processing applications for the two new programs mid-year; another example of SUNY Canton's cross-departmental teamwork and shared sense of success.

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AN ONLINE SENSATION

SUNY CANTON OFFERS THE SECOND MOST ONLINE BACHELOR'S DEGREE PROGRAMS WITHIN THE SUNY SYSTEM.

- **Eight degrees** are available online.
- Faculty added **42** new online courses to increase the total of SUNY Canton OL courses to approximately **500** annually.
- Summer Session saw a **28%** growth from the previous year, with almost **1,800 students**.
- Winterterm Session saw a **12%** growth, with **1,400 students**.

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GREAT GRAND OPENINGS

THE ENTIRE COLLEGE COMMUNITY CELEBRATED THE GRAND OPENING OF THE CONVOCATION, ATHLETIC AND RECREATION CENTER, NICKNAMED ROOS HOUSE, WHICH WAS BUILT THROUGH THE STATE UNIVERSITY OF NEW YORK CONSTRUCTION FUND.

- It includes a brand new ice rink, lap pool, field house, basketball courts, fitness center, and office space for athletic staff.
- Designed to meet LEED Silver Standards for energy and efficiency – and recently achieved certification, as reported by our Facilities Department.



5 ROOS RISING

THE SUNY CANTON KANGAROOS COMPLETED THEIR NCAA DIVISION III EXPLORATORY YEAR DURING THE 2011-2012 ACADEMIC YEAR AND WERE GRANTED FIRST-YEAR, PROVISIONAL STATUS.

- Athletics added women's volleyball, men's golf, and men's and women's lacrosse last year. In the upcoming year, women's ice hockey will begin as a club team, giving the college a total of **14 sports**.
- We also transitioned from the NAIA to the USCAA, contributing to successes in recruiting dramatically more athletes. In the past two years, SUNY Canton has more than doubled the number of student-athletes and will surpass **300 student-athletes** this year.



THE CELEBRATIONS CONTINUED WITH THE GRAND OPENING OF THE GRASSE RIVER SUITES.

- Offers more than 300 new beds on campus with individual rooms grouped in apartment-style suite settings. The magnificent new building is primarily designed for upperclassmen and will further aid our student retention from two- to four-year programs.
- Financed through bonds secured by a partnership created with the Town of Canton and the Canton Capital Resource Corporation.
- Provided housing during Alumni Weekend.
- Housed international students during the International Summer Institute.



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AROUND THE WORLD

THE INTERNATIONAL PROGRAMS OFFICE HOSTED NEARLY 50 STUDENTS FROM RUSSIA AND CHINA AS PART OF THEIR SUMMER INSTITUTE; NEARLY DOUBLE THE NUMBER FROM THE PREVIOUS YEAR.

- International Programs is working in tandem with admissions to recruit more international students.
- The articulation with Kazan State Finance and Economics Institute continues to enroll students in Russia.
- Faculty from the Physical Therapist Assistant program created an agreement with the International Institute of Health Sciences in Sri Lanka, which allows students to sit for the national physical therapists' assistants licensing program.
- Faculty led five students on a three-week exchange program in Guangdong, China, and an additional exchange in Croatia.

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RENOVATION, INNOVATION

NEARLY EVERY SINGLE BUILDING IS BEING RENOVATED FOR 2012-2013.

- The improvements are slated to make the College more attractive, more energy efficient and environmentally friendly.
- Most notably, the College's signature footbridges are undergoing a complete transformation.
- Renovation of Nevaldine Technology Center.
- Completion of the electrical substation or "Energy Center" to provide emergency power.
- Replacement of the exterior of Heritage and Rushton Residence Halls, following the previous completion of Smith and Mohawk.
- Transformation of the previously unusable Dana Athletic Center to house the University Police Department.



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LIBRARY LEARNING COMMONS

THE SOUTHWORTH LIBRARY CONTINUES TO UNDERGO A REMARKABLE CULTURAL SHIFT AS A CENTER FOR DIGITAL INNOVATION AND STUDENT SUPPORT.

- The Library houses the Information Services Help Desk, creating a unified location for student information access.
- Library patron traffic has doubled from the 2008-09 academic year.
- Laptop loan circulation has increased approximately **235%**. Circulation of iPads has been highly successful.
- Electronic database usage increased nearly **143%**.
- Information Services handled approximately **5,000 help desk requests** over the past year.



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A FOCUS ON RETENTION

THE COLLEGE'S ACADEMIC AFFAIRS OFFICE CREATED AND INTRODUCED THE CANTON COMPLETION INITIATIVE OR "GATEWAY 2 SUCCESS" TO INCREASE RETENTION AND DECREASE REMEDIATION OF STUDENTS.

- This program will pilot during the 2012-2013 academic year.
- Will offer students a content-specific course in their major while receiving remediation exclusively during their first semester.
- Overall goal is to assist students to adjust to the new rigors of college academics.
- Provides a co-teaching model and block scheduling for remedial classes.



10 BUILDING BETTER BRIDGES

THE COLLEGE'S STEEL BRIDGE TEAM WON THE REGIONAL CHAMPIONSHIPS AT THE NEW ROOS HOUSE ATHLETIC CENTER.

- It was the first time the team competed at their home campus.
- Nine teams competed in the event.
- It was the 13th time in 17 years that SUNY Canton students have captured the **regional title**.
- The team went on to capture **eighth place** out of 47 teams competing at the national championships.

11 SHARED SERVICES

THE COLLEGE CONTINUES TO INVESTIGATE SHARED SERVICES WITH SUNY POTSDAM AND OTHER SUNY SCHOOLS.

- The model has allowed for the hiring of joint Chief Financial Officer Natalie L. Higley.

BOTH SUNY CANTON AND SUNY POTSDAM ARE BENEFITTING FROM THE SHARED HIRING OF PATRICK MASSARO, THE MILITARY AND VETERAN STUDENT SERVICE COORDINATOR SERVING BOTH CAMPUSES.

- He is the primary point of contact for military families, veterans, and active military and serves as an advisor to the veteran's organizations on each campus.
- The College has close to **300 students** who have previous or current military experience. Subsequently, the College has established a new admissions process for military applicants.

12 MORE CLICKS, MORE FRIENDS

THE COLLEGE'S WEBSITE HAD A RECORD OF MORE THAN 2.2 MILLION VISITS IN 2011, WHICH IS APPROXIMATELY A 40 PERCENT GROWTH FROM 2008.

- The site frequently surpassed **10,000 visitors a day**.

- Mobile traffic was up more than **200%** from previous years with **89,000 visits** from tablets, smartphones, and other mobile devices.

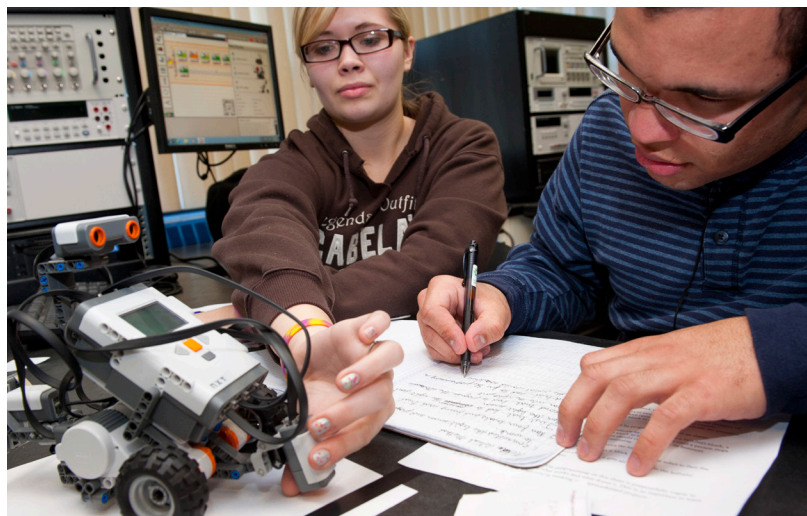
THE COLLEGE'S SOCIAL MEDIA PRESENCE CONTINUES TO GAIN MOMENTUM AMONG STUDENTS, ALUMNI AND OTHER STAKEHOLDERS.

- Through Facebook and Twitter, the College works closely with SUNY Public Relations to enhance its own image and the overall SUNY brand.
- Social media successes were integrated into the Athletics Department and new media strategies targeted fans, prospective athletes, and the general community. Almost every coach tweets with designated staff to post updates on scores and games.
- Specific Facebook groups were also created for academics and student support service departments as a means of communication and data collection for assessment.
- A targeted Facebook group "Be a Roo" is being utilized to connect incoming freshmen and transfer students with on-campus services in an effort to increase student preparedness.

13 DONATIONS HAVE IMPACT

THE FOUNDATION AND ALUMNI OFFICES RAISED MORE THAN **\$970,000** IN THE PAST YEAR.

- Major donations led to dedicating the Lloyd J. and Josephine F. Kingston Fireplace in Roos House and the Barbara Rich Wilder Nursing/PTA Study Suite.
- Provided more than **\$450,000** in student scholarship support and **\$20,000** in campus enhancement awards.
- Created a College-wide **Hall of Fame** and has held three induction ceremonies. **Seventy-five of the 100 eventual, initial honorees** have earned the prestigious honor.





14 FOOD ON THE FLY

TWO NEW FOOD VENUES ON CAMPUS WERE ADDED TO MEET THE CHANGING NEEDS OF STUDENTS.

- The College Association worked with Yum! Brands Inc. to add a Taco Bell and KFC Express alongside regional favorite Jreck Subs.
- Added Joey's in the Roos House athletic center for game-day concessions.
- Opened a new quick-stop store in the Grasse River Suites residence.
- Completely renovated the Campus Center Store, allowing students greater access to sundry items during extended hours.

15 ACTIVE STUDENTS

THE STUDENT GOVERNMENT ASSOCIATION AND RELATED STUDENT ORGANIZATIONS SPONSORED OVER 120 PROGRAMS DURING THE PAST YEAR.

- On-campus events **doubled** from the previous year. These events included two major, well-attended concerts.
- **Nafeesa A. Johnson**, a Law Enforcement Leadership student from Brooklyn, was elected to the State University of New York Student Assembly Executive Committee for the second year. She is the **first** student from SUNY Canton to serve on the committee.
- **Kristy Tyson**, an undeclared major from Buffalo, was also elected to the committee.

16 COLLEGE BEFORE COLLEGE

FACULTY IMPLEMENTED THE EARLY COLLEGE HIGH SCHOOL PROGRAM, USING A \$200,000 GRANT FROM THE NEW YORK STATE DEPARTMENT OF EDUCATION.

- Teachers from participating North Country high schools offer college-level instruction supplemented by exploratory learning opportunities at the College.

- Approximately **40 freshmen** and sophomores from Massena Central High School and Ogdensburg Free Academy were recruited into the new program.
- Grant funding for this program was part of the overall **\$683,069** secured through the grants office.

17 FIGHTING FIRES

THE ENTIRE COLLEGE, WITH HELP FROM OUTSIDE AGENCIES, MITIGATED AND RECOVERED FROM THE COOK HALL FIRE IN FEBRUARY 2012.

- Although the fire was specific to an area containing science laboratories, and no one was injured, nearly every academic program and department of the College was affected. Likewise, nearly every department and academic program provided support and assistance.
- Immediately assembled the Emergency Management Team and related sub-committees were assigned to aid in the process with additional voluntary assistance provided by faculty and staff members.
- Cancelled all classes for **one week** to allow for appropriate lab tests to ensure the buildings were safe to re-occupy.
- Worked with other area colleges to mitigate any impact to students or class schedules, particularly the utilization of St. Lawrence University's science labs for SUNY Canton use.
- Maintained a clear and unified message to all constituents, stakeholders, the media, and other concerned parties.
- Utilized transparent updates via the College's website, email, and dedicated social media posts and responses. The communication efforts during the situation were complimented by both SUNY Public Relations and outside news agencies.
- Successfully worked alongside State and Federal agencies to accomplish post-fire cleanup.
- Successfully utilized the one-week hiatus and **reopened the College without disrupting previously scheduled breaks or the scheduled Commencement date.**
- Renovated and updated science laboratories, and a major portion of Cook Hall will be opened and repopulated during the Fall 2012 semester.



COMING SOON...

PLANS FOR THE 2012-13 ACADEMIC YEAR

- Fully implement the Canton Completion or “Gateway 2 Success” program.
 - Further investigate strategies for international recruitment, including potentially further partnering with SUNY Global.
 - Add more Open House and related events to accommodate the rising interest in SUNY Canton.
 - Continue overall academic and non-academic assessment to benefit student learning outcomes.
 - Develop and complete a mobile-friendly or responsive webpage to address users’ changing habits and technology.
 - Find or create a conference for SUNY Canton athletes to compete against similar schools.
 - Review and consider replacing or revising the Office of Lifelong Learning to either encompass non-credit programming and/or personal and community-based programs.
 - Revise scholarship structure in accordance with NCAA standards.
 - Continue overall College-wide physical growth, expansion, and improvement by following the College’s new Facilities Master Plan.
 - Form a student alumni society to connect students with their alma mater prior to graduating.
 - Review implementation of Raiser’s Edge and Stelter estate planning software to track alumni activities and increase alumni donations.
 - Unveil and promote the new University Bicycle Patrol and Community Policing programs.
 - Continue to upgrade current residence halls.
 - Increase Student Activities programming on campus.
 - Reduce designated smoking areas as part the overall goal to provide a completely tobacco free environment.
 - Continue healthy lifestyle initiatives, following the success of the President’s 5K Walk/Run Challenge.
 - Introduce Faculty Lecture Series for the upcoming year.
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