

2012 - 2013

State University of New York at Canton

2 0 1 2 - 1 3 P R E S I D E N T ' S R E P O R T



Committed to Student Success

FOREWARD FROM ACTING PRESIDENT JOSEPH C. HOFFMAN



During the 2012-2013 academic year, SUNY Canton has focused on its strategic goals and worked to align our Campus accomplishments with the Power of SUNY Six Big Ideas. Throughout this process, we have maintained our commitment to providing an accessible, affordable, high-quality education to our students, growing consistently and sustainably, and engaging with our community.

Our student body has grown tremendously over the last five years. To support this growth the College invested in new faculty and staff, strengthening our academic programs and student services. Generous grants from the Canton College Foundation and Governor Cuomo have allowed the Campus to create state-of-the-art learning facilities to enhance the hands-on curricula in technology and science classrooms. In addition, the Southworth Library Learning Commons has become an innovation hub for SUNY-wide library services.

SUNY Canton also entered into a strategic agreement with SUNY Potsdam about the definition and process of sharing services between the two campuses. Shared services, with thoughtful planning and thorough assessment, can result in significant efficiencies and cost savings. The College has already realized some of these savings, all of which are being reinvested into direct instruction and student services.

Our commitment to sustainability has resulted in project development for a wind turbine on our Campus – the first of its kind at any SUNY institution. The turbine, when completed in 2014, will supply more than half of the College's energy needs, dramatically decreasing our dependence on fossil fuels. It will also provide a crucial learning tool for students studying in the Technology, Science, and Business fields.

The College has maintained a high profile in Canton and beyond. In May, SUNY Canton hosted the 2013 New York State - North Country Region Special Olympics with the support of dozens of volunteers, including student-athletes, faculty, and staff. We welcomed community members to Campus to hear distinguished speakers and visiting scholars in our Sustainability Lectures and Living Writers Series. We offered free community services, such as the Volunteer Tax Assistance Program. In turn, our students have become an integral part of our host community by participating in service activities and working in local internships.

Through a time of transition and change, SUNY Canton has continued to thrive because of the commitment of our students, faculty, staff, and alumni. As we recognize our many accomplishments in 2012-13, we look ahead with optimism and confidence to the year ahead.

Best Regards,

A handwritten signature in white ink that reads "Joseph C. Hoffman". The signature is written in a cursive, flowing style. It is positioned over a background image of a blue sky with white clouds.



Focus on Sustainability

SUNY and an Energy-Smart New York

The College is working in conjunction with the New York Power Authority and Sustainable Energy Developments on a plan to construct a 1.8-megawatt Vestas V100 wind turbine that would provide electricity to the campus. The turbine would advance educational opportunities for students, including those in the Alternative and Renewable Energy Systems, Management, and Electrical Engineering Technology programs. When constructed, it would be the first of its kind at any SUNY college or university.

Environmental experts from the North Country and New York State shared their knowledge with the Campus and the community during a lecture series about sustainability. Guest presenters included SUNY Canton alumnus Richard Destito, who was featured in *The New York Times* for his work to revitalize one of the poorest neighborhoods in Syracuse using environmentally conscious methods.

Total
Height:
436 ft

Hub Height: **263 ft**

Rotor Diameter: **328 ft**

Power Output:
1.8 MW

Photo manipulation of how the wind turbine could look.

This report is printed on Mohawk paper which is manufactured with wind-generated electricity and has a post-consumer recycled percentage of 50%. It's also carbon neutral and acid free.



1 tree preserved for the future



2 lbs water-borne waste not created



357 gallons wastewater flow saved



39 lbs solid waste not generated



78 lbs net greenhouse gases prevented



595,000 BTUs energy not consumed

Savings from the use of emission-free wind-generated electricity:



220 lbs ghg emissions not generated



1,832 cubic feet natural gas unused

In other words the savings from wind-generated electricity are equivalent to:



not driving **218** miles or



planting **15** trees

mohawk windpower

MOHAWK carbon neutral



Create a Robust, Active and Enriching Campus Life

SUNY and the Vibrant Community

From concerts to festivals, SUNY Canton always has something going on. Recent academic programming and physical upgrades to the Campus have drawn student and community interest.

The reconstruction of two pedestrian footbridges that connect the Campus and downtown Canton was completed in Fall 2012. The new design includes covered, lighted walkways to enhance student safety.

The College hosted a number of acclaimed authors as part of the Living Writers Series. Guest lecturers included *New York Times* bestselling author Mary Karr, *New York Times* columnist and ESPN contributor William Rhoden, and Cave Canem Poetry Prize winner Iain Haley Pollock.

The College successfully completed its first year of provisional status with the NCAA Division III and received approval to move into year two of provisional status.

SUNY Canton's Student Government Association (SGA) Executive Officers were active on the State level by participating in SUNY Student Assembly conferences. In addition, both SUNY Canton's SGA President and Secretary served on the SUNY Student Assembly Executive Committee.

In a show of solidarity, SUNY Canton and SUNY Potsdam students held a simultaneous sit-in at both campuses to encourage and promote tolerance, inclusion, and respect for all members of the colleges' communities.

**FOOTBRIDGES
CONNECT
SUNY
CANTON
TO THE
LOCAL
COMMUNITY**

**GUEST
LECTURER
MARY
KARR
FROM
THE
LIVING
WRITERS
SERIES**



**SUNY CANTON
HOSTED THE
NEW YORK
STATE NORTH
COUNTRY
REGION
SPECIAL
OLYMPICS
SUMMER
GAMES**

**PROGRAMS
FUNDED
BY THE SGA
& OTHER
STUDENT
ORGANIZATIONS**

140+

SUNY Canton hosted the New York State North Country Region Special Olympics Summer Games in 2013 for the first time in the College's history. Nearly 300 Special Olympians competed, and approximately 200 students, coaches, faculty members, and administrators volunteered at the event.

Nearly 200 students volunteered their time to perform lawn care and trash cleanup for elderly and disabled community members during the annual "Hop to Help Day."

The Student Government Association and other student organizations sponsored more than 140 programs on campus during the past year and were engaged in a number of philanthropic and community outreach initiatives, including a voter registration drive and a Hurricane Sandy relief fundraiser.

The College received a commendation from the Middle States Commission on Higher Education for the financing that allowed the Alumni Association and the SUNY Canton College Foundation to construct the Grasse River Suites residence hall. The recent addition offers students independent apartment-style suites, significantly enhancing lifestyle options for students. It also adds to the physical beauty of the Campus.

Drive Decisions with Relevant Information

The College recently received reaccreditation from the Middle States Commission on Higher Education following a two-year institution-wide self-study and peer-review process.

The College was commended for its implementation of the institutional scorecard, which links departmental goals with SUNY Canton's seven goals and objectives outlined in this report. Each objective is linked directly to the departmental

budget to increase overall transparency within decision-making and financial processes.

The Council for University Strategic Planning (CUSP) and the College's senior leadership also utilize the scorecards, which include both academic and non-academic assessment intended to create and evaluate departmental goals within the College's overall strategic plan.

SUNY and a Healthier New York

SUNY Canton integrates fitness and healthy lifestyles into everyday life at the College.

The College's new athletic facilities received high praise, according to the Student Opinion Survey. SUNY Canton's Roos' House athletic center was listed first among its SUNY peer institutions.

The new fitness center saw 42,000 visits, including:

- More than 20,000 student visits
- Approximately 3,500 faculty and staff member visits
- Nearly 1,300 alumni visits
- Numerous visits by community members, families of faculty and staff, and area veterans

The fitness center also offers specialty programs such as fitness classes, swimming lessons, and independent weight training.

The College is preparing to transition to an entirely tobacco-free campus in 2014 and has implemented programs to assist those who wish to break tobacco addiction.

The annual 5K challenge brought runners from around the area to race on the College's riverside cross-country trails. Students have ample resources to achieve a healthy lifestyle through the College's Davis Health Center and its associated activities, including annual health fairs held in conjunction with area healthcare agencies and advocates.

**THE ATHLETIC
DEPARTMENT
LAUNCHED
ITS WOMEN'S
ICE HOCKEY
PROGRAM
THAT WILL
COMPETE
IN THE
NCAA**



Athletic Updates

- The volleyball team finished fourth in the country in the USCAA.
- Men's soccer and men's lacrosse both received berths in the ECAC playoffs last year.



**SUNY
CANTON
WAS THE SITE
OF THE 2012
USCAA
VOLLEYBALL
NATIONALS**



Promote Academic Excellence

According to SUNY's 2012 Student Opinion Survey, SUNY Canton was ranked highest among its peer colleges in the availability of courses within a given major, general academic advising, and financial aid services.

The College introduced its 23rd bachelor's degree, a B.S. in Applied Psychology. Students may choose to focus on Human Services or Applied Behavior Analysis. Twenty-six students enrolled in the program's first year.

The SUNY Canton College Foundation awarded more than \$450,000 in scholarships to 300 deserving students. This represents a \$25,000 increase from last year, enabling the scholarships to help 30 more students.



**THE SUNY CANTON
COLLEGE FOUNDATION
AWARDED MORE THAN
\$450,000 IN SCHOLARSHIPS
TO 300 STUDENTS**



**23 BACHELOR'S
DEGREES OFFERED AT
SUNY CANTON**

The Foundation also grants Campus Enhancement Awards to help the College grow and aid in the creation of new high-profile projects and learning experiences. In 2012, the Foundation awarded \$30,000 for 19 unique or innovative projects, including:

- A spectrometer, Nano solar cells, fiber optics, and other high-tech supplies for the physics program
- Engineering software
- Funding for the 2013 ASCE/AISC Student Steel Bridge Competition, in which SUNY Canton students compete nationally

The Foundation funds faculty research and scholarly activities and awarded more than \$21,000 over the past fiscal year.

SUNY Canton received more than \$100,000 from Governor Andrew Cuomo through the High Needs Program to construct a new Environmental Technology Laboratory. The program seeks to train students for employment in high-needs technology fields.

Students in the Canino School of Engineering Technology's four-year programs continue to receive scholarships from a \$60,000 National Science Foundation grant. The funding

is used to bolster student enrollment and graduates in the Science, Technology, Engineering, and Math fields, addressing the overall need for qualified employees in these areas. Eighteen eligible incoming students receive \$7,200 or \$28,800 over four years.

SUNY Canton faculty members are actively engaged in research contributing to their fields of study. Approximately 40 faculty members presented their research at academic conferences or authored scholarly papers or books during the 2012-2013 academic year.

Among the faculty to publish or present:

- Associate Professor Elizabeth A. Erickson wrote a Criminalistics Laboratory Manual. Ms. Erickson teaches in the Criminal Justice and Criminal Investigation programs.
- Associate Professor Dr. Charles R. Fenner presented research with student entrepreneur Douglas G. Zeif based on improving profit operations at the Boca Raton Resort and Country Club, a business valued at \$33 million annually. Dr. Fenner teaches in the Management program.
- Associate Professor Dr. Brian K. Harte and Assistant Professor Dr. Umesh Kumar received a "Best Paper Award" in Financial Economics at the Academy of Business Research conference. Dr. Harte teaches Criminal Justice and Dr. Kumar teaches Finance.
- Associate Professor Dr. Lawretta Ononye presented a paper on student success in the Science, Technology, Engineering, and Math fields. Dr. Ononye teaches Physics.
- Associate Professor Dr. Daniel J. Gagliardi was named as an editor of the mathematics journal Graph Theory Notes of New York. Dr. Gagliardi teaches Mathematics.



**APPROXIMATELY 40
FACULTY MEMBERS
PRESENTED THEIR
RESEARCH DURING
THE 2012-2013
ACADEMIC YEAR**

**THE FOUNDATION
CAMPUS ENHANCEMENT
AWARDS HELP FUND
STUDENT AND
FACULTY-BASED
INITIATIVES LIKE THE
2013 ASCE/AISC
STUDENT STEEL
BRIDGE COMPETITION**



**ASSOCIATE
PROFESSOR
ELIZABETH A.
ERICKSON
WROTE A
CRIMINALISTICS
LABORATORY
MANUAL**



The Southworth Library Learning Commons has been integral in students' academic success and has created a high-tech and digitally-integrated center designed for research. It expanded the availability of laptops for student use and created an iPad loan program, so students can fully take advantage of the Library's vast digital offerings. When compared against other SUNY technology sector colleges, Southworth Library Learning Commons scored highest for providing resources and services.

Supplementing the digital integration and advanced services, library faculty members have:

- Used augmented reality to enhance users' experiences
- Integrated Quick Response Code technology to automatically link browsers to e-books and electronic research resources
- Held a number of special events to highlight services offered, including participation in World Book Night U.S. and National Poetry Month

The College's computer network was also top among its peer colleges, according to the survey. Most of the College's Information Services Operations are housed in the Southworth Library Learning Commons.

The Middle States Commission on Higher Education commended SUNY Canton on the development of credit and non-credit programs directly tied to community needs.

The Library was lauded for offering extensive and innovative services that support and enhance educational offerings and academic programming.

**MICHAEL MAGILLIGAN AND
JENNIFER WHITTAKER OF THE
SOUTHWORTH LIBRARY LEARNING
COMMONS ARE RECOGNIZED BY
SUNY CANTON FOR INTEGRATING
MOBILE TECHNOLOGY**



**IN ADDITION TO
HELPING STUDENTS,
MOBILE TECHNOLOGY
HAS BEEN IMPLEMENTED
TO HELP STAFF WITH
EVERYDAY DUTIES**



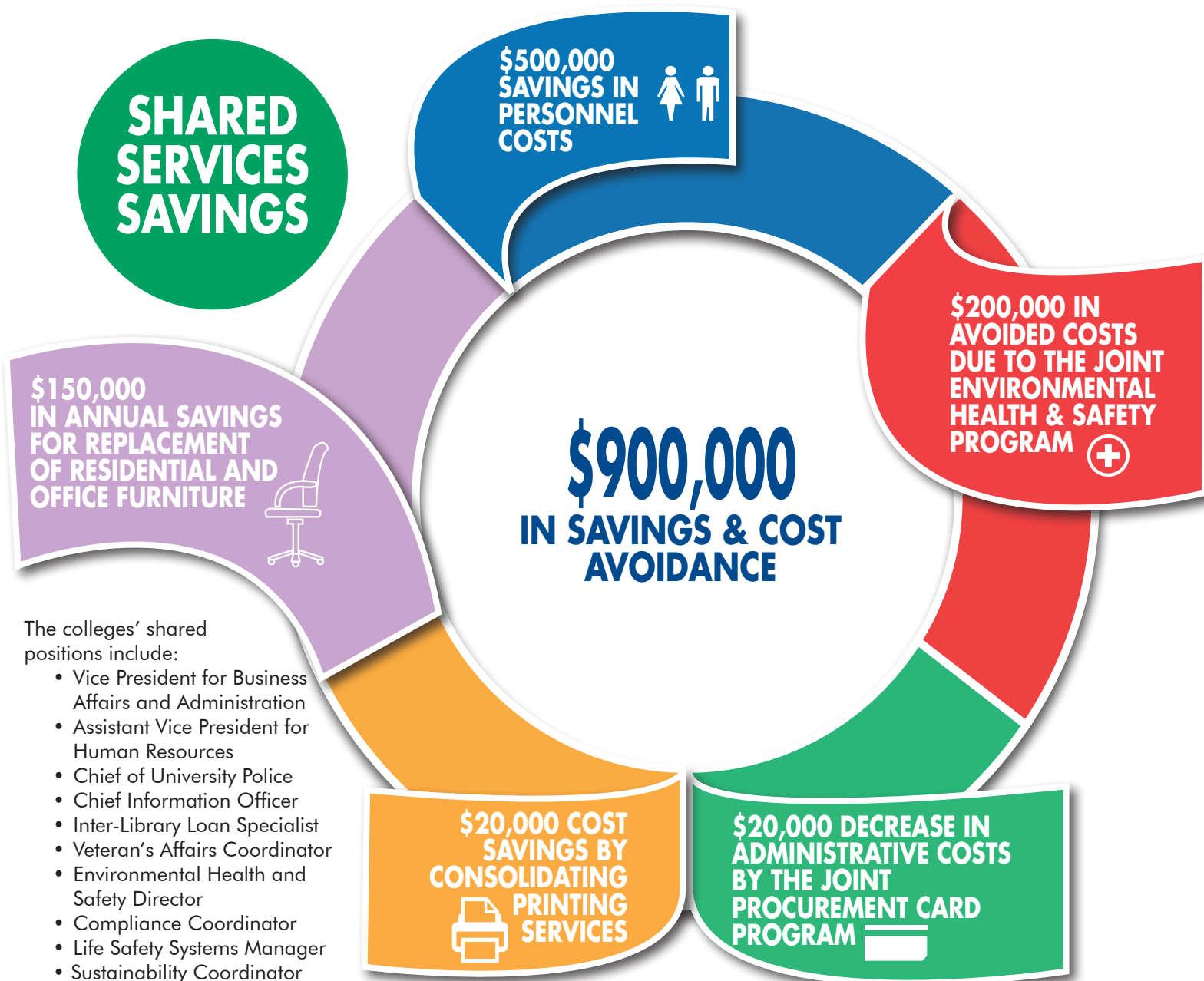
GOALS

Improve Operational Effectiveness

SUNY Canton and SUNY Potsdam signed a Memorandum of Understanding in July 2013 that outlines the process for sharing services and resources between the two campuses. The agreement details a framework for collaboration on areas such as back-office operations and joint purchasing, as well as the development of academic programming that complements the strengths of the colleges' distinct missions.

Under shared services, both colleges now benefit from consolidated Human Resources and Payroll offices.

The Administrative Services Division, under the direction of Shared Vice President for Business Affairs and Administration Natalie L. Higley, created a uniform and standardized campus budgeting process at both SUNY Canton and SUNY Potsdam. The Division also created a Consolidated Financial Report to increase budgetary and operational transparency. Vice President Higley and her teams were recognized with the SUNY Finance Leadership Award and the National Association of College and University Business Officers Innovation Award.



The colleges' shared positions include:

- Vice President for Business Affairs and Administration
- Assistant Vice President for Human Resources
- Chief of University Police
- Chief Information Officer
- Inter-Library Loan Specialist
- Veteran's Affairs Coordinator
- Environmental Health and Safety Director
- Compliance Coordinator
- Life Safety Systems Manager
- Sustainability Coordinator
- Payroll Manager

Optimize Enrollment

The College is integrating strategic enrollment management to best serve its incoming and current student population. The Office of Admissions is targeting its recruitment efforts toward more academically-prepared applicants while maintaining our commitment to provide accessible education.

**INCOMING
FIRST-TIME
FRESHMEN
FOR FALL
2013**

850

More students than ever before are coming for a certificate program or associate degree and are staying to complete a bachelor's degree.

The College just completed its second year of the First Year Experience Program (FYEP) to boost semester-to-semester retention rates. Approximately 86 percent of students in the FYEP program continued from Fall 2012 to Spring 2013. This successful program will continue during the 2013-2014 academic year.

AVERAGE INCOMING STUDENT GPA

82.4

2013

80.7

2011

80.6

2009



**SUNY CANTON
AWARDED
889 DEGREES
DURING THE
2012-2013 YEAR:
176 CERTIFICATE
435 ASSOCIATE
278 BACHELOR'S**

SUNY and the Seamless Educational Pipeline

**THE MIDDLE STATES
COMMISSION ON
HIGHER EDUCATION
PRAISED THE
COLLEGE'S
SIGNATURE
SUMMER AND
WINTER TERM
SESSIONS**

The College has maintained the grant-funded Early College High School Smart Scholars program, allowing more than 40 freshman- and sophomore-level students from Massena Central High School and Ogdensburg Free Academy to start their college education while still in high school. The students are assigned hands-on activities in a variety of programs and can intermingle with college students to help prepare them for higher education.



**SMART SCHOLARS PROGRAM
ALLOWS FRESHMAN- AND
SOPHOMORE-LEVEL STUDENTS
TO START THEIR COLLEGE
EDUCATION WHILE STILL IN
HIGH SCHOOL**

GOALS

SUNY and the Entrepreneurial Community

In 2012, the Automotive Technology program announced a unique public-private partnership with Subaru Distributors Corporation, making the College a corporate training center. Through the partnership, students can become certified to work with Subaru, and Subaru dealers in New York can send their technicians for training at the College's facility.

The partnership was first formed when Brandon J. Baldwin, an Assistant Professor in the Automotive Technology program, was introduced to Barry A. Wells, Executive Vice President of Subaru Distributors Corp. Mr. Wells graduated from SUNY Canton in 1975 and earned a Legal Studies degree from the College in 2010. Associate Professor of Legal Studies (now Dean of the School of Business and Liberal Arts) Jondavid S. DeLong helped initiate the partnership after having Mr. Wells as a student.

SUNY Canton's Small Business Development Center (SBDC) has engaged more than 250 current and future entrepreneurs in the community during the past year through a number of workshops and one-on-one advising sessions. From helping start-ups develop a business plan to offering resources for industry-specific companies, SUNY Canton's SBDC fosters local and regional economic development. These efforts are estimated to have generated more than \$2 million in economic impact.

The Office of Career Services assisted nearly 450 students and provided career coaching for approximately 275 students. The Office also coordinated an annual career fair with more than 25 employers. In many cases, the career fair acts as an initial interview for students seeking employment.

SUNY CANTON'S SMALL BUSINESS DEVELOPMENT CENTER (SBDC) HAS HELPED MORE THAN 250 CURRENT AND FUTURE ENTREPRENEURS IN THE COMMUNITY



THE OFFICE OF CAREER SERVICES ASSISTED NEARLY 450 STUDENTS AND PROVIDED CAREER COACHING FOR APPROXIMATELY 275 STUDENTS



SUBARU



IN 2012 THE AUTOMOTIVE TECHNOLOGY PROGRAM ANNOUNCED A UNIQUE PUBLIC-PRIVATE PARTNERSHIP WITH SUBARU

Snap-on

SUNY CANTON IS ALSO A CERTIFIED SNAP-ON TRAINING CENTER



GOALS

Build Greater Awareness of SUNY Canton

In addition to traditional outreach efforts, including written news releases and web updates, the College is using innovative methods, including new media to enhance its brand. Among its recent successes:

- The College launched two new versions of the “Great Majors, Great Careers” television commercials that showcase the newest four-year degree offerings and other Campus enhancements.
- New web ads promoting the College were utilized to enhance brand recognition, promote open houses, and advertise online course offerings.

Community service by the College’s students, faculty, and staff raises its profile and adds to its positive reputation in the community. One such program, the Volunteer Tax Assistance Program (VITA), helped dozens of community members prepare their tax returns this year.

**THE COLLEGE REACHED
NEARLY 4,900 FACEBOOK
“LIKES” AND REACHED 600
FOLLOWERS ON TWITTER
DURING THE PAST YEAR**



**U.S. NEWS AND
WORLD REPORT
RANKED SUNY
CANTON IN ITS
2013 TOP
REGIONAL
COLLEGES**



**SUNY
CANTON
UNVEILED
ITS NEW
MOBILE-
FRIENDLY
WEBSITE**



GOALS

SUNY and the World

SUNY Canton entered a partnership with the International Institute of Health Sciences (IIHS) to improve healthcare across the globe. The institute is the only private healthcare college in Sri Lanka, and it takes a great deal of pride in its distinction. Sri Lankan students travel to SUNY Canton and enroll in the Physical Therapist Assistant (PTA) program. At the end of their program, they are expected to return to Sri Lanka and apply the skills they acquire to assist with healthcare in their home country.

In both 2012 and 2013, the International Programs Office hosted a Summer program to teach students about entrepreneurship. The three-week session is cohosted by the Small Business Development Center. This year, students from Kazan and Moscow, Russia, learned about marketing plans, budget financing, and overall business management. As part of their learning experience, the students tour area businesses. Several of the students are enrolled in dual-degree programs and take online courses throughout the year.

Students also have had the option to participate in one of several study-abroad programs. The International Programs Office offers summer faculty-led study-abroad programs in Croatia and China. In Fall 2012, the College signed a memorandum of understanding to create a new semester-long study-abroad program with the University of Greenwich in London.



**SRI LANKAN
STUDENTS IN THE
PTA PROGRAM AT
SUNY CANTON
ARE EXPECTED
TO RETURN TO
SRI LANKA AND
ASSIST WITH
HEALTHCARE
IN THEIR HOME
COUNTRY**

