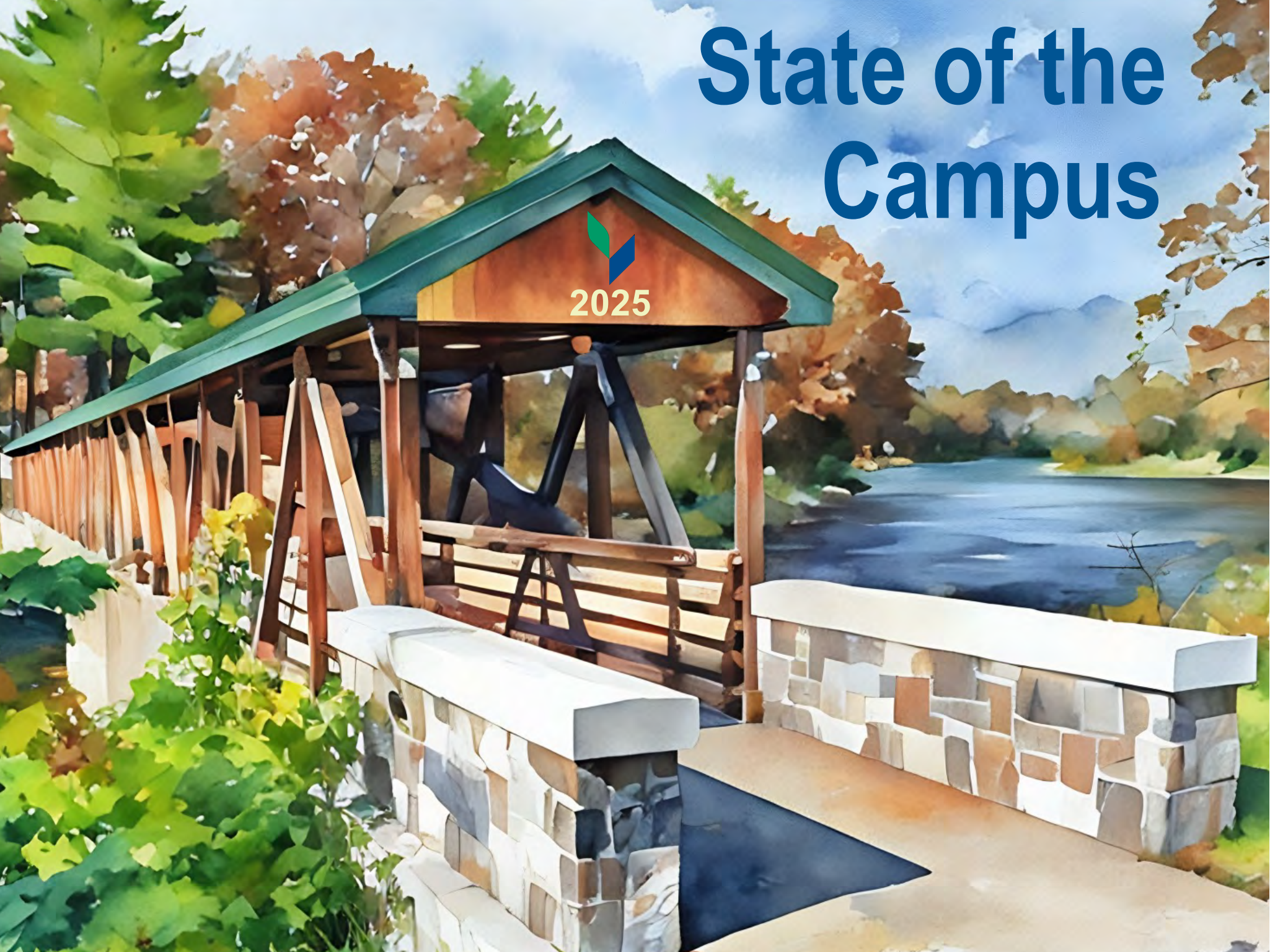


# State of the Campus







**CANTON**  
STATE UNIVERSITY OF NEW YORK

**WELCOME  
HOME**

←  
Athletic / Convocation Center  
Athletic Fields  
Cook Hall  
Dana Hall  
French Hall  
Heritage Hall  
MacArthur Hall  
Payson Hall  
Rushion Hall  
Wicks Hall  
University Police

→  
Chaney Dining Center  
Cooper Service Complex  
Receiving  
Halford Hall  
Kennedy Hall  
Miller Campus Center  
Student Services  
Mohawk Hall  
Nevaldine Hall  
Newell Vet. Tech. Center  
Smith Hall  
Southworth Library



# Summer Updates



Record Summer  
Session Enrollment



Record # of Programs  
Offering Summer Start



TRiO Program  
Renewed for Five  
Years (2025-2030)

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## Summer Camp Success



## Campus Improvements



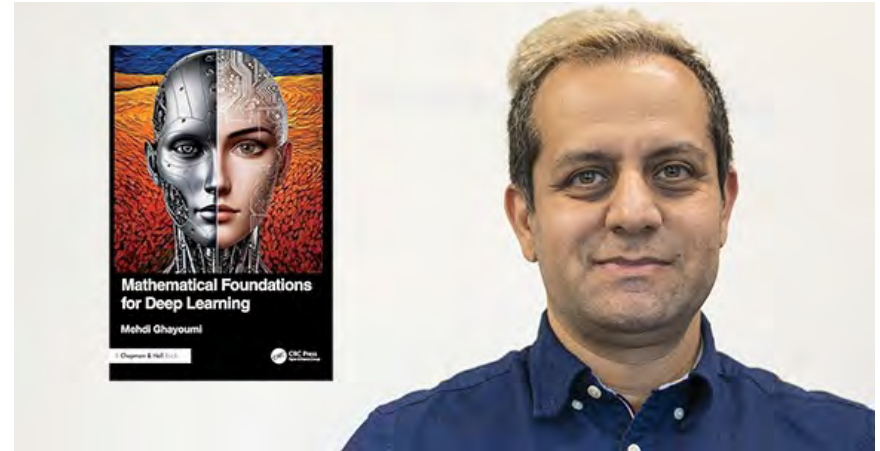
## Big Plans Underway



# People @ SUNY Canton



Geoffrey VanderWoude  
Vice President for Advancement &  
Executive Director of the Canton College Foundation



Mehdi Ghayoumi  
Assistant Professor, Data Science and Analytics  
Author: Mathematical Foundations for Deep Learning



Travis Smith, Director, Public Relations  
Chancellor's Award: Excellence in Professional Service  
Shelly Thompson, Admin. Asst. 2, Student Support Services  
Chancellor's Award: Excellence in Classified Service



Three SUNYCUAD Awards including Best of Category in DEI  
Strategy (Travis Smith), Excellence in Research Writing (Greg Kie),  
and Excellence in Magazine Design (Matthew Mulkin)



# People @ SUNY Canton

## College Council Awards



Chad Delosh  
Asst. Director, Admissions  
Excellence in College Service Award



Dr. Marena Fiacco  
Assoc. Prof., Health Care Management  
Distinguished Faculty Award



Morgan Showers  
Admin. Asst. 1, President's Office  
Employee Recognition Award

## President's Meritorious Service Awards



Nicodeme Auguste  
Associate Director, Residence Life



Dr. Kenneth Erickson  
Former Dean, School of Science, Health,  
& Criminal Justice



Tess Murphy  
Administrative Information Systems Manager





# Agenda:

1. Pre/Post Election Policy Changes
2. Confidence in and Cost of Higher Education
3. Fiscal Challenges and Response





**POLICIES  
UPDATE**

# Changes Before the 2024 Election

(Effect on SUNY Canton in **RED**)

## Interpretation of Title VI

- **Policies:** SUNY required campuses to adopt four new policies related to Title VI; **SUNY Canton has adopted the four policies.**
- **Mandatory Training:** SUNY requires all campuses to ensure that all faculty and staff have completed Title VI training. **SUNY Canton has complied. This training is required for all faculty, staff, and designated student leaders.**
- **Scholarships:** Students cannot be excluded from any scholarship on the basis of their race or gender. **In response to a Federal Dept. of Education complaint, and in consultation with SUNY Legal, SUNY Canton changed the requirements of “exclusive” scholarships to comply.**

## Students for Fair Admissions v. Harvard

- **Admissions:** The Supreme Court ruled that race-based affirmative action is generally prohibited in most college admission decisions. This has been extended to include hiring decisions of all kinds, as well as financial aid, scholarships, internships, professional development, and any other benefit. **SUNY Canton adheres to this policy, following guidance from the State Attorney General.**





# Effects on Colleges After 2024 Election

(Effect on SUNY Canton in **RED**)

## Interpretation of Title VI

- Millions in government grants stripped from colleges accused of violating Title VI. **None**
- Colleges forced to reach agreements with government before current funding is restored. **None**
- Race and Gender can no longer be criteria for compensatory treatment—only income disadvantage allowed for CSTEP (other grants will likely follow). **Implemented for CSTEP.**

## DEI, LGBTQ+ Rights

- Executive frame DEI as a violation of Civil Rights and ban DEI programs at institutions funded by federal government. **None so far – These violate the law and SUNY's Founding Mission.**
- Transgender athletes: **New NCAA rules adopted, including “A student-athlete assigned male at birth may not compete for an NCAA women's team”**





# Effects on Colleges After 2024 Election

(Effect on SUNY Canton in **RED**)

## Financial

- Still in flux. The Senate Appropriation Committee voted to maintain Pell at \$7,395, maintain TRiO, provide \$1.5B for Career and Technical Education and \$285M for apprenticeship funding. Reconciliation with the (much less positive) House Bill will likely take place in September.  
If enacted, this would be significantly better than the new spending bill. SUNY Canton's TRiO program has been funded from 2025-2030.
- Tax on endowments increased at colleges with 3000+ students if endowment exceeds \$750,000 per student (4%) or above \$2M per student (8%) from current 1.4%. **None**
- Mandatory foreign gift and contract reporting. **None**
- New Accountability Rules for degree programs. **None – see slides on Wage Premium.**

## Academic Freedom

- Research grants that have any DEI content are being discontinued. **None**
- Multiple states have passed laws restricting how some topics can be taught. **None**





# Reminder

(Effect on SUNY Canton in **RED**)

- If you are contacted by ICE or any other Federal Agency regarding the immigration status of any member of the SUNY Canton community, you should reply “I am not authorized to provide this information. Please contact our campus police, who can assist you.” Then, call the President’s Office, who will engage SUNY Legal in the situation. **There have been no such contacts to date.**







# Remember Why We're Here: SUNY'S Founding Mission

The Mission of the State University System shall be to provide the people of New York educational services of the highest quality, with the broadest possible access, fully representative of all segments of the population in a complete range of academic, professional, and vocational postsecondary programs including such additional activities in pursuit of these objectives as are necessary or customary.

Education Law 351 – State University Mission



# Public Confidence in Higher Education & the Cost of College





## Q: Do you have confidence in higher education? % saying “great deal” or “quite a lot”

	2015	2023	2024	2025
Republicans	56%	19%	15%	26%
Democrats	68%	59%	58%	66%
Independents	48%	32%	30%	40%

Data from Gallup/Lumina Foundation “State of Higher Education 2025” report



# Reasons for Confidence in Higher Ed

Reason	2024	2025
Value of being educated	27%	30%
Provides good training	19%	24%
Quality of education	13%	17%
Fosters opportunities	24%	16%
Innovation (colleges are at forefront of)	5%	12%
Personal experience with Higher Ed	7%	7%
Other	4%	4%

<https://news.gallup.com/poll/692519/public-trust-higher-rises-recent-low.aspx> July 16, 2025





# Reasons for Lack of Confidence

Reason	2024	2025
Political agendas (Indoctrination)	28%	38%
Wrong focus/Don't teach right things	35%	32%
Cost/Expenses	35%	24%
Poor administration	3%	12%
Inequality (bias in admission/ disproportionate to income)	9%	9%
Quality concerns (Poor quality of profs/employees/overall; too easy to get degree)	8%	9%
Trump administration involvement	--	6%
Political unrest	6%	3%
Free speech concerns	2%	2%

<https://news.gallup.com/poll/692519/public-trust-higher-rises-recent-low.aspx> July 16, 2025



# Is College Worth It?

## Half of Republicans say a college degree is not too or not at all important in order to get a well-paying job

*% saying it's \_\_\_\_ important for someone to have a four-year college degree in order to get a well-paying job in today's economy*

	Extremely/ Very	Somewhat	Not too/ Not at all
All adults	25	35	40
Rep/Lean Rep	17	33	50
Dem/Lean Dem	33	38	30
HS or less	22	30	47
Some college	21	34	45
Bachelor's+	30	40	30

Note: Share of respondents who didn't offer an answer is not shown. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree.

Source: Survey of U.S. adults conducted Nov. 27-Dec. 3, 2023  
"Is College Worth It?"

PEW RESEARCH CENTER

## Views on the importance of a college degree now versus 20 years ago vary by age

*% saying that, compared with 20 years ago, it is \_\_\_\_ today for someone to have a four-year college degree in order to get a well-paying job*

	Less important	More important	About as important
All adults	49	32	17
Ages 18-29	40	44	15
30-49	53	29	17
50+	51	30	19

Note: Share of respondents who didn't offer an answer is not shown.

Source: Survey of U.S. adults conducted Nov. 27-Dec. 3, 2023.  
"Is College Worth It?"

PEW RESEARCH CENTER



# Cost of College

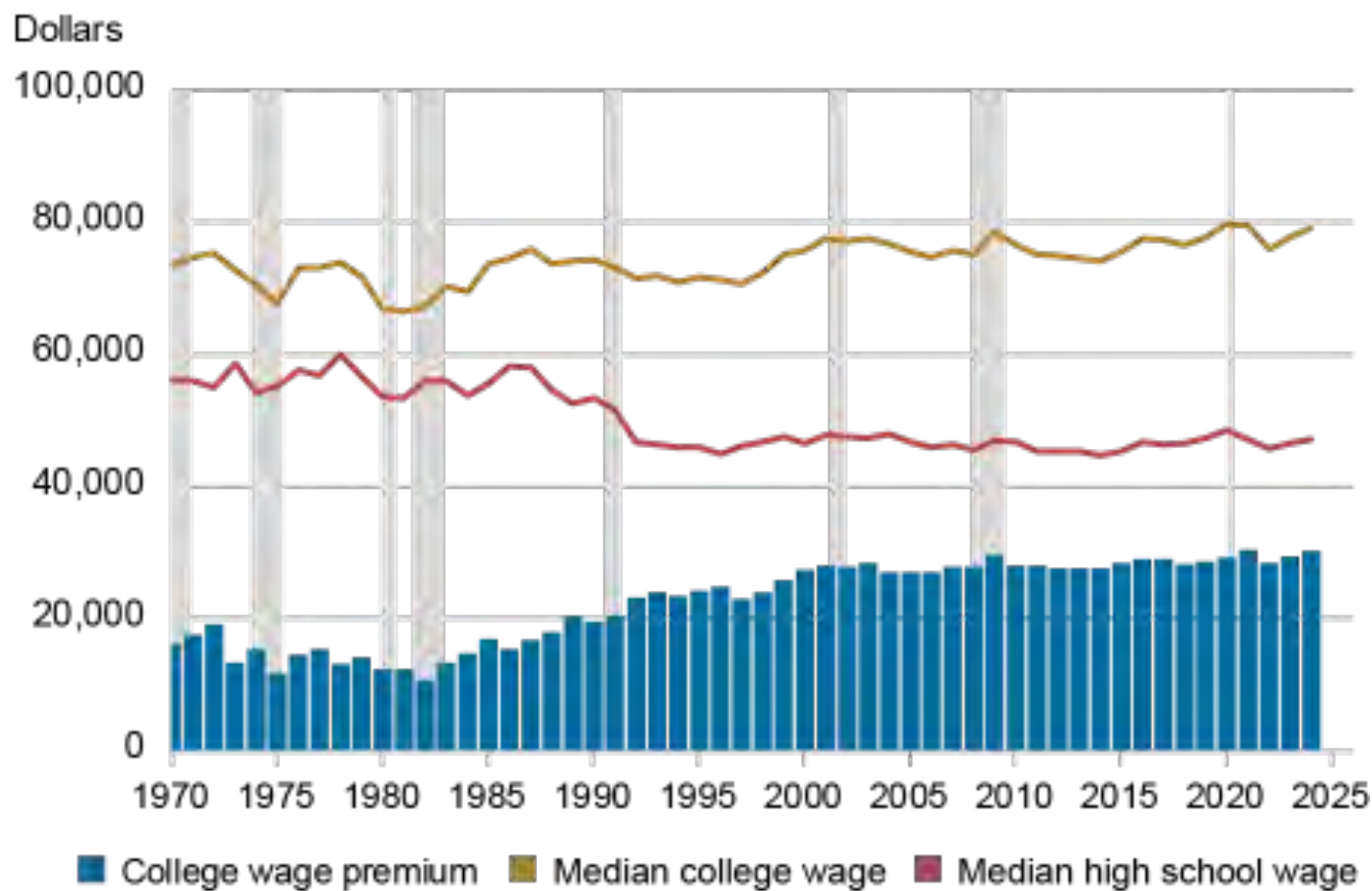
## 4-Year Programs

	<b>Public In State 2024-2025*</b>	<b>Private 2024-2025*</b>	<b>SUNY Canton 2025-2026</b>
On Campus	\$29,910	\$62,990	\$26,662
Off Campus	\$11,610	\$43,350	\$8,742

\* College Board, as reported in <https://www.bestcolleges.com/research/average-cost-of-college/>. May 8, 2025



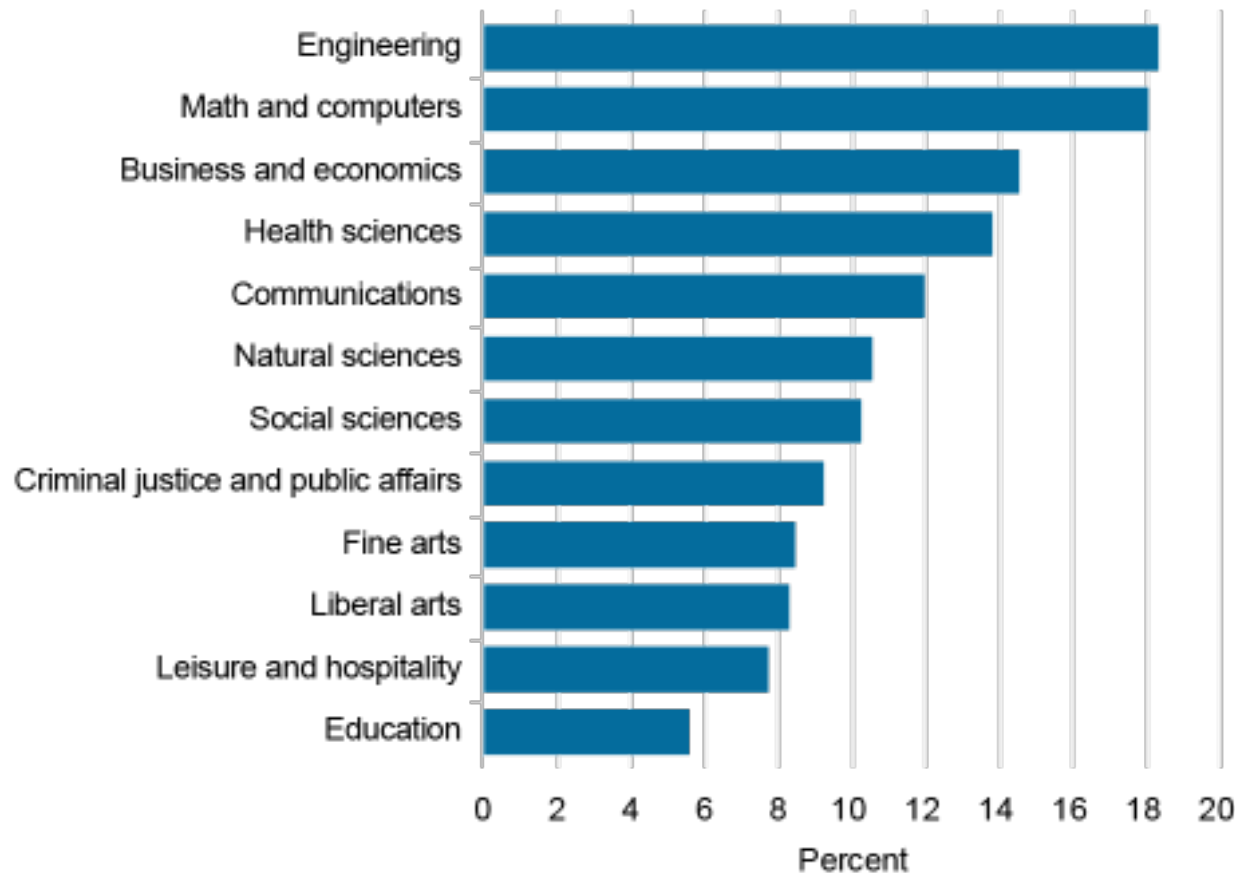
# The College Wage Premium



$\$30\text{K per year} \times 40 \text{ years working} = \$1.2\text{M}$



# The Wage Premium Varies by Major



**New Federal Policy:** Any college academic program that does not result in average salaries for graduates above that of high school graduates in two of three consecutive years becomes ineligible for federal financial aid. **Current SUNY data shows that none of SUNY Canton's programs (including the five with lowest average salaries) would be impacted by this policy.**

# Key Factors for Students in Choosing a College

Factors in Rank Order	SUNY Canton Position
Preparation for life after college	Career-focused majors, paid internships, increasing focus on entrepreneurship, strong career services and job placement
The ability to express oneself freely on campus	Policies, procedures, and practices supporting free speech and academic freedom
Opportunity to interact with people with different views	Diverse student body, training in Title VI, and implementing new core requirement re: civic and civil discourse
Perceptions of physical safety	We have always been known as a safe campus.
Extent to which professors care about students as people	Strong supportive faculty and strong student support services
Perceptions of belonging	“Everyone is Welcome Here” ethos

From <https://news.gallup.com/poll/506384/current-college-students-say-degree-worth-cost.aspx>, based on survey collected March 13-30, 2023, from 2,430 students pursuing their bachelor's degree at a four-year U.S. institution.



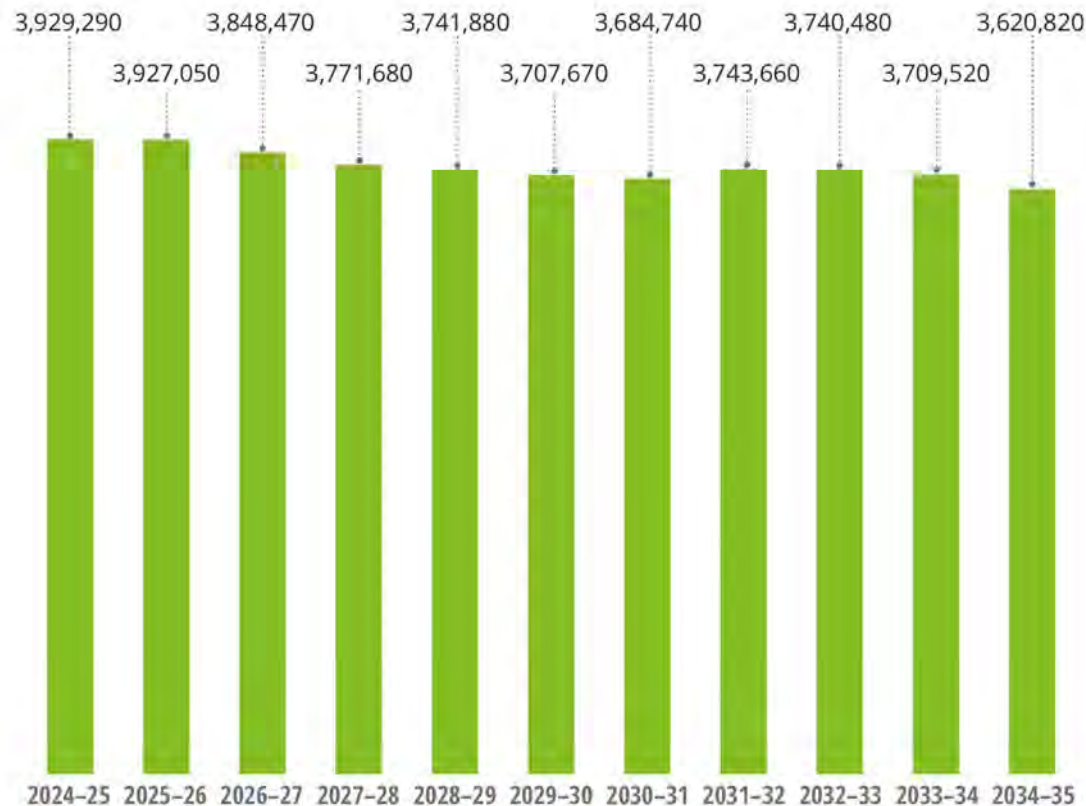


## **Fiscal Challenges and Responses**

# Demographic Cliff

FIGURE 2

**The projected demographic decline in the number of high school graduates through early 2030s**



Source: Western Interstate Commission for Higher Education.

Deloitte Insights | [deloitte.com/insights](https://deloitte.com/insights)

7.6% drop from 2024-2034

SUNY Enrollment has been up by 2% in the past two years.





# Looming Financial Crisis?

- Federal budget cuts will cost NYS \$750M this fiscal year, and \$3B in the next fiscal year. What effect will this have on State funding for SUNY and for us?
- 97 SUNY grants/contracts terminated; \$54M lost  
**None at SUNY Canton**
- Private college discount rate rising (average 56% for FTFT undergrads)
- Recession Worries:
  - Jobs increased by 19,000 in May; 14,000 in June; 73,000 in July, well below expectations.
  - Hiring in all sectors of the economy is cooling other than education and health, particularly for recent grads.
  - Core inflation up 2.8%; consumer spending dropped
  - 2<sup>nd</sup> Quarter growth 3%; 3<sup>rd</sup> Quarter predicted 2.1%

<https://fortune.com/2025/08/03/economic-outlook-recession-warning-zandi-jobs-report-fed-rate-cuts/>

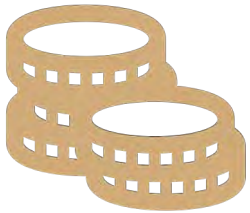


# SUNY Canton's Fiscal Picture



- Relatively strong overall
- Facing increasing costs, possibly flat or reduced funding
- Need to maintain reserves





## What Do We Need to Do to Remain Sustainable?

### **Reduce Costs and Increase Efficiency**

- Review all open positions
- Adhere to Permanent Schedule (only add sections when justified by enrollment; cut unnecessary sections)
- Eliminate/reduce cost of overloads (where doesn't harm students)
- Optimize College budget to retain \$ for campus







## What Do We Need to Do to Remain Sustainable?

### **Increase Revenue**

- Look for grant-writing opportunities, even if the odds seem long (be sure to work with our Grants Office)
- Continue to expand offering summer and winter courses and programs
- Offer microcredentials in your areas of expertise (think about how they can be stacked into certificate, Associate, and Bachelor's degrees)
- Design and offer workforce training and professional development opportunities for our North Country community
- Work together with the College's Foundation to engage your alumni and identify other opportunities
- Consider offering Summer Start for your degree program





## What Do We Need to Do to Remain Sustainable?

### **Increase Enrollment**

- Continue transfer-friendly initiatives
- Support Admissions initiatives
- Develop additional strategic partnerships with NYC CTE designated high schools (e.g., Brooklyn STEAM)
- Reach new markets for non-traditional students
- Increase marketing and faculty involvement in recruitment for Associate Degree programs
- Make sure program materials, videos, tours, etc. for your program are up to date
- Continue strong partnership between PR and Admissions
- Redesign website to focus predominantly on recruitment
- Continue work to expand international enrollments





# What Do We Need to Do to Remain Sustainable?

## **Reduce Applicant Friction**

- Create alternate pathways to selective majors
- Block articulations with Community Colleges
- Create a pipeline for early recruitment
- Guarantee acceptance to SUNY Canton if entry requirements are met (including Dual Enrollment students)
- Provide application fee waivers to more prospective students
- Simplify financial aid and scholarship processes to get award letters out by Nov. 1
- Support technology needs for faster applicant review







# What Do We Need to Do to Remain Sustainable?

## **Focus on Retention**

- If we retained all students to graduation, our enrollment would more than double!
- Focus on success in gateway courses and major courses
- Ensure student support services remain strong
- Obtain more funding and outside support for internships
- Retention is campus-wide responsibility



# The Bottom Line

- The next several years will likely be tight—less Federal dollars to the State means tighter funding for SUNY and for us. With a potential recession coming and in an election year, it is unlikely that taxes will be raised or that SUNY tuition will be increased.
- While higher unemployment has previously resulted in more students going to college, there's some evidence that there are fewer jobs for 2025 graduates and this may continue, especially in IT related areas. This won't help enrollment.
- We are in a stronger fiscal position than most other SUNY campuses, but that can erode quickly in this environment.
- We can get through this by **working together** to maximize revenue, increase enrollment, and slow down cost increases. Investing in strategies that will strengthen enrollment, retention, and our strategic position relative to competition is necessary. Cutting unnecessary spending is an unpleasant necessity.
- We will be holding several **open forums** over the semester to openly discuss various key topics.





# Campus Updates







# Campus-Wide

- A national search is currently underway for the position of VP for Administration/CFO – on-campus interviews to be held in September.
- Kaelee Shrewsberry has been hired as the College's Title IX Officer.
- Lashawanda Ingram has been appointed as the Colleges Title VI Officer.
- Megan Reidl has been appointed as the College's 504 Officer (addresses complaints of discrimination against individuals with disabilities and provides training and support related to disability accommodations).





# Academic Affairs

- Working to strengthen existing degrees, develop new degrees, and expand academic programs
  - Health Studies A.A.S. degree with 'pre-specialty' tracks
  - Applied Professional Studies completer degree
  - Four-year Interdisciplinary "Business, AI, and Society" degree
  - Civil, Electrical, and Mechanical Engineering B.Eng. degrees
  - MS in Cybersecurity received approval to proceed with Institutional Study Readiness Review
- Eleven international partnerships in various stages of development and implementation
- ASAP | ACE has been authorized (and funded) by SUNY to increase to a cohort of 250 students





# Student Affairs

- Housing brought in an additional \$1.5M in revenue through single-room initiative
- In our first year as full members of the SUNYAC, our women's basketball team and both men's and women's hockey teams advanced to the playoffs
- Counseling and Athletics paired together to create a unique mental health initiative aimed at supporting student-athletes, including counseling staff on-hand at Roos House for dedicated sessions
- Many health and wellness programs, including the wildly successful Goat Yoga with 132 participants
- CARE Team provided 94 crisis interventions in 2024-2025 to aid students
- Renzi Food Pantry served 1,814 individuals last year (150% increase over previous year)







# Administrative Affairs

## **University Police**

- Continuous professional development for our officers to be able to provide training for our community members and local law enforcement agencies at little to no cost

## **College Association**

- Campus Store renovation
- Added a 2nd Commuter Meal Plan
- New seating at Rendezvous

## **Information Services**

- Banner 9 (Experience)
- SUNY Digital Transformation Projects

## **Business Office**

- Budget submitted to SUNY for review/approval

## **Financial Aid/Student Accounts**

- 40% reduction in processing time for financial aid applications
- Improved award packaging resulting in more timely communication to students
- Reorganization of staff roles and responsibilities in response to student needs and increased service demands





# Facilities

## Completed Projects

- Covered walkways connecting Payson to residence halls
- French Hall
- Parking Lot behind the CARC

## Projects in Progress

- Plaza
- Wicks Hall
- Sidewalks in front of the CARC

## Upcoming Projects

- Payson Hall (funding delayed by one year)
- Nursing Simulation Center
- EV Charging Stations





# Strategic Relations & Communications

## **Center for Workforce, Community, & Industry Partnerships**

- Dual Enrollment increased to 1,005 students in 175 sections in 2024-25
- Summer camps served 174 1<sup>st</sup> – 9<sup>th</sup> graders
- Non-credit microcredentials reached 201 students

## **Public Relations**

- Won 3 SUNYCUAD Awards

## **Office of Research & Sponsored Programs**

- 37.5% increase in grant applications, 22% increase in grant funding

## **North Country Small Business Development Center**

- \$11M economic impact in the region

## **Liberty Partnership**

- Served 307 students in 8 school districts





- Raised \$1,861,000 in 2024-25 (more than 138% of goal)
  - \$200,000+ for Campus Support Accounts
  - \$150,000+ for Athletics Support Accounts
- New funds created that directly support student capstone projects, internships, and professional licensing exams
- Launched a Corporate and Foundation Relations Program
- We will award a record \$774,000 in scholarships to 435 students in 2025-2026
- Commitment to Cross-Campus Partnerships and Visibility
  - Alumni Mentorship Program
- Re-envisioned Events Calendar

