



MANY VOICES, ONE CALL – The Strategic Plan to 2026

***President's Report***

August 21, 2023

**Promoting Diversity, Equity, and Inclusion**

Jacque Keleher, Director of Library Services, is working with Laurie Lacey, Math Professor, on an Open Educational Resources (OER) presentation for the upcoming Faculty Institute Week (Gen P1).

In July, Dr. Christopher Brellocks, Dean of the School of Music, supervised a new initiative involving a partnership with the Schenectady Parks department. School of Music students pursuing a career in Music Education taught group music lessons to underserved kids in Steinmetz Park (1.4).

David Wolf, the Director of Instructional Design and Online Learning, organized and led a task force for the SUNY Online Administrators group to return the Ally Language Translation Tool to provide support for ELL students. This allows ELL students at over 50 SUNY campuses, including SUNY Schenectady, to be able to have machine translations of course content in over 70 languages (1.1, 1.3, 1.4) In addition, Dave continued redesigning training to provide self-paced modules with automated certification – one of which added a specific DEI module unit. (1.1, 1.3)

The Schenectady College and Career Outreach Center (SCCOC) has been approved by the NYS Department of Education to become a GED Testing Center. Currently, the closest testing center is over thirteen miles away, in Troy, NY. The process to open the testing center is underway.

Ms. Christine Goss joined the Schenectady College and Career Outreach Center; serving as the Associate Executive Director.

SCCOC staff attended the bi-monthly Schenectady County Reentry Task Force Meeting.

On June 15, SCCOC, in partnership with Schenectady County Connects, hosted the monthly hiring event at the Schenectady Library. Approximately 60 job seekers attended the fair.

On July 27, SCCOC, in partnership with Schenectady County Connects, hosted the monthly hiring event at the Schenectady Library. Approximately 50 job seekers attended the fair.

## **Delivering a Meaningful Student Experience**

Over the summer, David Wolf, Director of Instructional Design and Online Learning, created development areas for the TRIO program, College in the High School, and Title IX training in D2L. These learning spaces are completed and those in charge of the respective areas have access to develop in them. He also developed an online version of Title IX training based on his previous older version that will be ready to go soon (Gen P2, 2.3, 2.4).

On July 14, Ingrid O'Connell attended the NYS Tourism Industry Association (NYSTIA) Educational Advisory Board meeting. She will be also be attending the NYS Guidance Counselors Conference with NYSTIA in Albany, in November to inform and educate guidance counselors on careers in the Hospitality & Tourism Industry. This is a great opportunity to provide important career and higher education information to guidance counselors from all over New York (Gen P2).

On July 24, the School of Hotel, Culinary Arts and Tourism staff served food and beverages from the SUNY Schenectady food truck for the 2023 Faculty and Staff Luncheon sponsored by Dr. Moono and the College. HCAT staff included David Brough, Dean HCAT, Ann Shattuck, Senior Reservation Specialist, Michael Niccoli, Technical Specialist/Purchaser, Adjunct Faculty member Giovanni Lontoc, Suleiman Al-Sheber, Educational Aide as well as students Cassandra Saddlemire and Samuel Tenenbaum (Gen P2).

On July 26, Dr. Christopher Brellochs, Dean of the School of Music, met with Michelle Ragucci, Director of Academic Services, to discuss potential improvements in how music tutoring is structured (2.1).

The Director of Instructional Design and Online Learning accepted an invitation to the FACT2 AI Task Group. The group is developing a uniform set of recommendations so that a unified set of procedures will be promoted across the SUNY Colleges regarding how to treat Artificial Intelligence in education. This will provide meaningful strategies for developing effective learning and the use of AI in education (2.3, 2.4, and 3-4)

To help students gain access to research help, Matthew Montalbano and Dr. Sine Rofofsky, part-time Research Librarians, collaborated with Michelle Ragucci, Director of Academic Services, to develop a drop-in virtual reference service using the tutoring software Brainfuse (2.3).

The College is anticipated to have 16 international students on campus and 2 co-enrolled both at the College and at Niskayuna High School for the 2023-2024 academic year. 14 countries are represented including China, Brazil, Gambia, Guyana, India, Colombia, Bangladesh, Liberia, Pakistan, Congo, Jamaica, Zambia, Turkey, and Nigeria.

New Student Orientation will be a two-part format with the online orientation currently pushed out through our Slate CRM to newly admitted and registered students on an ongoing basis through the end of August 2023. As of this date, we have had 241 unique students access the online orientation. Part II will be a face-to-face traditional on campus event scheduled for Thursday, August 17, 2023 from 12:30pm through 4:30pm. As of this date, we have 126 guests registered.

Marketing collaborated with Dr. Eric Savage, Director of Aviation Programs, to promote two aviation open house events. The first event held on June 21, was focused specifically on the career pilot track, and the second event was July 28, with a more open agenda encompassing the full breadth of the aviation programs offered. Marketing supported with promotional emails, digital advertising, social media, and new branding materials. Activity for the two events combined resulted in 49 prospects registering to attend, 23 of which attended, 8 additional people were walk-ins (non-registered attendees). For those who pre-registered but didn't attend, additional outreach from Admissions is on-going as the prospects' registrations provided contact information for follow-up.

Throughout June and July, WFD&CE has been meeting with an advocacy group looking to approve a Limited Scope X-Ray Technician project for NY state which includes physicians, lobbyists, and SME's in the field:

[https://nyassembly.gov/leg/?default\\_fld=&leg\\_video=&bn=A07753&term=&Summary=Y&Memo=Y](https://nyassembly.gov/leg/?default_fld=&leg_video=&bn=A07753&term=&Summary=Y&Memo=Y)

This project is in response to a critical shortage of X-Ray technicians in NYS.

Throughout June and July, WFD&CE continues work on the CannaBusiness Education Hub grant in partnership with SUNY Adirondack, Fulton-Montgomery Community College, and Columbia-Greene. Danielle Sloan, serving as lead for Schenectady is working on: Conference planning for the Oct 3<sup>rd</sup> Growing Potential: SUNY Cannabis Career and Education Expo, curriculum development, hemp licensure, marketing, and shared landing page/website development.

Throughout June and July, the WFD&CE team, led by Dr. Tiziana Rota, Lauren Lankau and Sarah Wilson-Sparrow continue working on the Mobile Training Labs: equipment, installations, curriculum development, and partnership.

## **Building Organizational Effectiveness**

Over the summer, the Director of Instructional Design and Online Learning met with a representative from Turnitin (an anti-plagiarism software company) and discussed brokering a SUNY system-wide contract that may reduce the College's costs for next year while also offering a tool for detecting content generated by AI tools, like ChatGPT. Starting April 4<sup>th</sup>, SUNY Schenectady will receive the upgraded version of Turnitin with AI Detection for no extra costs for the rest of its contract (3.3, 3.4).

In June, Dr. Kristy Berg, Registrar, and her staff sent out 191 Spring Diplomas (Gen P3).

On June 1-2, Sarah Wilson-Sparrow attended the Continuing Education Association of New York (CEANY) Board of Directors meeting.

On June 7-9, Sarah Wilson-Sparrow attended the American Association of Collegiate Registrars and Admissions Officers (AACRAO) in Denver, CO with Director of Admissions, Laura Sprague.

On June 12, Sarah Wilson-Sparrow attended a Capital Region Advanced Technology Workforce Event at SUNY Polytechnic highlighting Advanced Technology initiatives in the

Capital Region. <https://www.troyrecord.com/2023/06/12/schumer-announces-first-ever-career-opportunity-hub-at-albany-nanotech/>

On June 22, Sarah Wilson-Sparrow attended the Capital Region Workforce Development Board Executive Committee Meeting.

In July, Jacquie Keleher, Director of Library Services, attended a webinar and an online presentation about AI tools impacting academic and research libraries. (Gen P3, 3.3).

In July, Dr. Christopher Brellochs, Dean of the School of Music, served on the Retention Project committee. This new initiative targets the development of improved outreach and engagement with students most at risk for ending their studies before completing a program (3.5).

In July, the College welcomed Dr. Hope Sasway, Dean of the MSTH division and Kevin O'Brien MSTH division secretary (Gen P3).

On July 12, Dr. Sine Rofofsky, part-time Reference Librarian, presented a poster session at the Society of American Archivists Research Forum entitled "A Menu for Menus: Organizing a Menu Collection" about his work in the College archives on the menu collection (Gen P3).

On July 14, the School of Hotel, Culinary Arts and Tourism hosted an exclusive VIP event for 200 people sponsored by Dr. Moono and the College for the Schenectady County Legislature during the 2023 Schenectady Summer Night event. Several HCAT staff participated in the event including David Brough, Dean of HCAT, Ronald Ragucci, Senior Technical Specialist, Adjunct Faculty member Giovanni Lontoc and Educational Aides Suleiman Al-Sheber, Lisa Riley, Vicky Gizzi and Jasmine Solana (Gen P3).

On July 17, Academic Affairs welcomed Dr. Mark Meachem, Vice President for Academic Affairs (Gen P3).

On July 25, Dr. Christopher Brellochs, Dean of the School of Music, met with Professor Kathy Murphy from SUNY New Paltz to discuss improved transfer and how SUNY Schenectady can prepare post-baccalaureate students with missing prerequisites for the Masters in Music Therapy (3.5).

In conjunction with the website refresh and the onboarding of the new Marketing Coordinator, the marketing team has been interviewing vendors for a Digital Asset Management (DAM) tool to better organize and manage the department's extensive photo and video library. Utilizing a DAM will provide a key-word enhanced, centralized repository that will significantly improve the file sharing and searching capabilities of the department when developing creative, modernize management of website and social media imagery, improve file sharing from hired photographers and supplying images for press kits, enhance photo usage across multiple marketing platforms, and allow for better file management of signed authorizations by tagging the documentation directly to the images themselves in the DAM thereby reducing potential usage rights liability.

Marketing worked with Dr. David Clickner, Vice President for Strategic Initiatives and Planning, and Dale Miller, Director of Institutional Research, to develop digital advertising and an email outreach to target returning students for a Fall Enrollment campaign. The team further worked with Dr. Clickner and Tiombe Tatum, Director of Educational Opportunity Program (EOP) to identify and promote the newly expanded

EOP criteria to a select group of students who hadn't qualified prior, to encourage their enrollment in the program for Fall 2023.

**The Foundation continues to work to refine the scholarship program to maximize funding available to support the student experience.**

The scholarship application for *entering* students closed on July 15. Scholarships will be awarded as students register.

Vice President invited loyal donors Stan Blanchard and Johanna Peterson to the Zambian dinner hosted by Aneesa Waheed, owner of Tara Kitchen, with guest chef Ngambela Zulu, which raised \$2,500 in international scholarship support.

Assistant Dean of Financial Aid and Access Mark Bessette attended the NYS Community College Leadership Academy Fellow Program, which is a tailored program for community college leaders interested in advancing within their college and the field. New York was selected, along with Michigan and Texas, as part of a national scale-up project to replicate Ohio's Leadership Academy for Student Success with funding from Ascendium Education Group, the ECMC Foundation and The Kresge Foundation. This program is designed to provide mid-level community college leaders with a solid foundational understanding of critical student success and change management concepts with technical assistance from NCII, Aspen, and the Ohio Success Center. The curriculum covers essential roles of leadership in student success, keeping students' end goals in mind, the student experience, leadership traits that drive change, managing and advancing institutional change, and effective external partnerships and the leadership journey

Director of Wellness and Support Robyn King was named the Homeless Liaison representing the College to external constituents. She also was chosen to sit on the inaugural SwipeOut Hunger Leadership Council, one of 15 in the country. This opportunity offers connections to collaborate with other US colleges who are working to fill the basic needs gaps for their students, potential funding sources, and best practices.

On August 1, the College welcomed Catia Laird de Polanco in her new role as Human Resources Recruitment Specialist and Chief Diversity Officer.

HR continues to work on the planning and preparations for the Retiree Recognition and Service Awards event to take place on August 25<sup>th</sup>. Planning is thus far going very well and we expect to produce a high-quality and meaningful event for the College and retiree community. As part of our Onboarding, the IT Access and Equipment form has become electronic. For new employees, HR will send an email with a link to the form as well as an onboarding checklist for all new employees. The electronic form can also be found in Remedyforce under Employee Onboarding.

The Recruitment and Selection Policy has been updated to reflect the changes that were made to the search process last year. All employees who serve on a search are required to complete yearly search committee training. Employees will also be required to complete diversity, equity, and inclusion training. Search committee members who need to complete the training will be automatically enrolled in the training and the training must be completed prior to being granted access to applicants in Interview Exchange.

Human Resources is building a SharePoint site where all Human Resource related information and documentation will be housed and readily available to anyone at any time. Such information will include information relating to Recruitment and Staffing, Performance Management, Benefits, payroll calendars and timesheets and Health and Wellness. We are hoping to go live by this Fall.

The HR office is in the process of procuring a new Human Resource Information System (HRIS) to replace our current Interview Exchange applicant tracking system. The HRIS will encompass multiple modules to streamline HR processes such as Recruitment and onboarding, performance management tracking, professional development and training and a repository that stores, tracks and automates the management of HR documents.

For the month of July, HR has conducted five new employee orientations and three search committee trainings. Currently, there are 18 open searches, which consist of 15 professional and three CSEA positions.

All search committee trainings are now virtual via our Vector LMS. There is one video recording of the Assistant Director of Human Resources reviewing the search committee process that must be completed and employees are also required to complete Unconscious Bias training as well. This is a yearly requirement for anyone serving on a search committee. Employees serving on search committees are not granted access to applicants until they have met this yearly requirement.

HR is happy to announce that we have certified our payroll with the County again this year for all classified civil service positions.

### **Ensuring Financial Sustainability and Self-Sufficiency**

Jacquie Keleher, Director of Library Services worked with the SUNY Office of Library and Information Services (OLIS) to obtain a different, yet still robust, cataloging option from OCLC. This change will save the library approximately \$1,000 in AY 2023-24. (4.1).

In July, Dr. Christopher Brellochs, Dean of the School of Music, met with architects and consultants to discuss the development of the new Facilities Master Plan (4.6).

On July 3, Sarah Wilson-Sparrow hosted a tour of the Kindl building for possible partnership with Zone 5 Academy.

On July 26, Dr. Christopher Brellochs, Dean of the School of Music, met with Administrators for the Albany Symphony to discuss them providing internationally recognized musicians to work with SUNY Schenectady students as part of their educational outreach (4.5).

**The Foundation continuously builds and draws upon the strength of the Foundation Board members as advocates for the College:**

**2022-2023 Division Goal: Empower the Foundation Board to fundraise on behalf of the College.**

The Vice President provided “scholarship business cards” to Board member scholarship owners to help them fundraise for the college.

**2022-2023 Division Goal: Prepare the Foundation for capital campaign mode.**

A campaign *initial steps* meeting was held on July 19 with a core team that included Dr. Moono and Board Chair, Ken Counterline to discuss timeline details, budget, and operations.

**The Foundation is working to increase fundraising effectiveness to grow 5% annually by engaging alumni, businesses, and the community:**

**2022-2023 Division Goal: Expand opportunities for Corporate Champions to engage in the work of the Foundation.**

The Foundation submitted grant requests: \$5,000 through Project Grow Your Good, \$1,000 from Walmart Foundation, and \$1,000 for the Food Pantry from Share Our Strength.

Stewardship Officer worked with C2 Design Group to secure a 2023-2024 sponsorship for \$5,000.

**2022-2023 Division Goal: Institute a formal Alumni Engagement plan.**

Stewardship Officer met with Julie Drexel '98 to obtain her Alumni ID card, had lunch with sustaining donor Audrey Osterliz '76, and met Amber Chandler '23 to reveal the brick installed in her honor.

The Foundation was pleased to provide Phi Theta Kappa membership for 13 students (our future alumni) who qualified.

**2022-2023 Division Goal: Develop marketing assets that communicate a bold, new, positive case for operating support.**

Stewardship Officer met with Betsy Sandberg at Jazz on Jay to talk about 13 State funding ideas and solicitation materials.

The Foundation sent various **communications**, including:

*Community News* was emailed to 927 individuals with an open rate of 39%

ViewSpark: Season 3, Episode 1: Feel-Good History or Honest History? sent to 12,317 individuals

ViewSpark: *Harding Mazzotti Aces it at SUNY Schenectady!* Sent to 12,761 emails with an 18% open rate.

*AlumNews* was emailed to 16,117 individuals with an open rate of 38%

ViewSpark: Do you know an aspiring aviator? Sent to Aviation alumni about the July 26 Open House

On August 24, the President's Office hosted a Thank You to Faculty/Staff Picnic. Delicious food was prepared by students and faculty from the School of Hotel, Culinary Arts and Tourism, on the Mobile Food Truck. They prepared cheese pizza, pepperoni pizza, chicken katsu (Japanese style fried chicken) and tofu katsu (tofu diced and breaded) all served with rice. Fresh sliced watermelon was provided by FSA dining. Over 160 food items and 211 beverages were given to faculty, staff and students to enjoy. High top tables were set up under tents for a festive sunny day at the College.

