



OUR COLLEGE – OUR FUTURE – The Strategic Plan to 2020

President's Report
April 2020

Expand Access and Increase Student Success

Effective March 30, 2020, classes moved to a Virtual Instruction Model, due to the recent events concerning the COVID-19 Pandemic. The Office of Student Affairs oversaw the Laptop Loan Program, and supplied 109 laptops to students. Additionally, Student Affairs coordinated all communication to students regarding services during this Pandemic, as well as manned the studentscovid19 e-mail and telephone number for all questions and concerns from students.

Food pantry continues to be open for students and staff.

Vanessa Traver coordinated the Women in Hospitality Panel for March 9th. It took place in Stockade 101 from 10-12. Women from different parts of the industry came in and shared their experiences with our students.

Dr. Richard Simons continued to mentor CSTEP students for the Vale Park Research Project and has now included a high school student from Steinmetz.

March 8 – The Capital Region Wind Ensemble (CRWE), directed by Dean Brett Wery, welcomed twenty-three high school students from sixteen different high schools to campus. The students rehearsed alongside the musicians of the CRWE, played in sectionals led by CRWE principal players, and participated in a masterclass presented by Professor Karen Hosmer. The ensemble also included two SUNY Schenectady students, numerous alumni, and SUNY Schenectady faculty. Unfortunately, the remainder of the rehearsals and the concert were cancelled by the COVID 19 crisis.

On March 15, the Foundation's Executive Committee voted to support the College with up to \$100,000 in emergency funding to respond to critical needs during the COVID-19 crisis.

On March 3, March 10, and March 17 the Office of Workforce Development and Community Education hosted three apprentices in Software Development for select topics in Professional Development, taught by Michael Henderson. This allowed the apprentices to finish their topics in Related Instruction with SUNY Schenectady.

On March 19, the following courses transitioned to deliver virtual instructions: Medical Administrative Assistant, Behavioral Health Technician, Community Health Worker, and EKG technician. After an initial period of adjustment and thanks to IT prompt responses, and the loan of laptops from the College, about 90% of the students could continue their trainings.

On March 23, 2020, students in Certified Production Technician, Craft Brewing and Distilling, Front End Web Development, and JavaScript Frameworks all successfully transitioned to virtual instruction and learning.

On April 1, the Foundation received a grant of \$1,500 from the Stewart's Holiday Match program to support the Smart Scholars program.

On April 1, the VP of Development and External Affairs worked with a longtime donor on processing a \$200 gift in support of the Student Mentoring Program.

On April 1, the VP of Development and External Affairs spoke with representatives of the Junior League of Schenectady and Saratoga, who are interested in offering an additional scholarship next year, as well as potential emergency funding.

The SUNY Schenectady Emergency Medical Technician (EMT) refresher-training program has switched to an online format and is on schedule to complete the class in time for NYS testing in May.

Due to the immediate need for remote workspaces, as well as remote learning, the Office of Information Technology reports the following:

- Image prepped and distributed 150 existing laptops
- Student laptops received; distribution continues as needed
- VPN secure connection to our network
- Collaborated for Blackboard
- WebEx – conference services
- Snag It – Screen capture
- Dameware – Intra network connections for when staff need to access their onsite desktop
- Systems added and/or configured for remote use
- SUNY OER LTI Ready to adopt courses
- OLI – Open Learning Initiative – this one covers Literature, Languages, and Chemistry
- OHM – Online Homework Manger – This one covers Math homework assistance
- Rescue Assist for IT Techs to be able to remote in to computers remotely, even when not on our network
- 15+ reconfigurations for phones for offices

The Office of Marketing and Public Relations had to pivot from its original marketing plan that was in place prior to COVID-19. As a result, a comprehensive overview of the marketing buys and plan occurred. The marketing team made a 180-degree turn in a matter of a few weeks to develop creative and strategy to address the new reality of COVID-19. This included an extensive redesign consisting of updating media buys with new messaging tailored to virtual instruction. Some of the highlights of this work involved:

- Design of a Corona info webpage and resource pages for student and faculty
- A new 30 second commercial that aligns the College with the Corona reality that is airing on Channels 6,10,13 and Spectrum
- A new 30 second radio ad that is aired on FM Radio: Fly 92, WAJZ, and WKLI

- 3 digital campaigns targeted to current students, high school seniors and parents, and older adult demographics with address geofencing
- Billboard campaign with four digital billboards starting Apr 1
- Postcard mailing three times in April to current students to register for Summer and Fall courses
- Print and digital campaign with Daily Gazette consisting of front page ads on 12 days in April, homepage takeover and a Sunday wrap on April 19

Ensure a quality, relevant, coherent and innovative curriculum

Under the leadership of Dr. Moono, Faculty, members of AST, and staff implemented a comprehensive response plan to the COVID-19 epidemic. All of the colleges' courses, save six sections that require flight time and air control tower time, have been successfully transitioned to a virtual online instructional format.

Faculty such as Dr. Tammy Gummersheimer, Megan Hall, Jay Larkin, Michael Stamets and many others have made extraordinary efforts to support their colleagues and build out course content.

To support students as they transition to virtual online instruction, groups of faculty, staff, and deans tracked which students had checked into their Blackboard courses and called any students who had not. While this is an important retention initiative, it is also an important initiative to demonstrate to students that the SUNY Schenectady campus community is stronger together.

Faculty and Staff resources were defined and web pages for each were set up, linked directly off the college's main page. Staff working on this effort included Jeff Aranda, Mitzi Espinola, Jessica Gilbert, Dawn Jones, Heather Lessard, Pam McCall, Aubrey Seppa-Hodgkins, Michelle Ragucci, and David Wolf.

Invest in Campus Renewal

During March, progress continued on the 2020 capital projects. Our county partners engaged contractors to begin planning work on the Welcome Center, Roof Projects, and the Back-up Transformer installation. An RFP was released to solicit architectural and engineering services to renovate the State Street Sky Bridge with proposals due next month.

Meetings were held with Maser Consulting and Metroplex on the South Church Street Parking Lot project. The College learned of larger plans for the South Church Street and Railroad Street area adjacent to Gateway Park. Prior to the College moving forward with renovations to the parking lot, further coordination with the City and Metroplex is needed.

The College obtained estimates on replacement of the vinyl flooring in the Stockade Building and will soon engage a contractor to begin work.

In early March, the College received final approval from DASNY on the Campuswide IT Infrastructure project. This was the last of the eight 2020 capital projects to be approved.

Due to the COVID-19 Pandemic, the Governor suspended all non-essential construction projects. As a result, construction on the Begley Learning Commons is suspended until the order is lifted. Once the stop work order was given, our contractors shifted their work to stabilize the work-site and construct a

temporary covering over the two-story opening in the East wall of the building that faces Elston Hall. Our project team is continuing to make progress on furniture, lighting and finishing items so that when the site reopens we will have the necessary materials on site. The start of all 2020 capital projects is impacted by the mandatory shutdown of non-essential construction.

During March, Human Resources sent to all employees the second set of mandatory on-line training modules hosted by SafeColleges. This is the final set of training modules to be completed during 2020.

The Office of Information Technology has the following updates:

Banner security – All shared departmental accounts will be removed on 4/15/20, as staff accounts have been created. Staff access is limited to only their required reports. Staff accounts no longer have access directories within these servers.

Oracle security – We are updating database passwords due to staff changes.

Unified will be updating our portal mobile apps – completion estimate 4/1/2020. Unified mobile app project – waiting on approvals for apple developer account \$125 and Google developer account \$25. Mobile app project cannot move forward without these accounts.

Off campus multifactor authentication will begin to roll out to students and staff. This has been delayed due to reconfiguring everyone to work from home.

The Application Xtender (Banner scanning) scanning application project is in progress and will include OCR search capabilities.

Slate implementation – Waiting for funding approval for, Constitution, to begin the Banner/Slate integration.

Strengthen and Expand Community and Strategic Partnerships

Stronger Together: Like so many other institutions and organizations, we have had to cancel events on campus including those offered by our excellent Culinary Arts program. On Thursday March 19, we donated the perishable items that were set aside for our spring banquets and events, and those from the SUNY Schenectady Convenience Store, to the Salvation Army of Schenectady and YWCA of NorthEastern NY. Pictured are Dr. Steady Moono, President of SUNY Schenectady, and Dr. David Brough, Dean of the School of Hotel, Culinary Arts and Tourism, in one of our Culinary Arts Labs. Link to story: <https://sunysccc.edu/News/ArtMID/470/ArticleID/1137/College-Donates-Perishable-Items-to-Local-Organizations>



Dr. David Brough, Dean of the School of Hotel, Culinary Arts and Tourism, delivered food to the City Mission of Schenectady on Wednesday March 25. With him is Deacon Gary Riggi, Director of Engagement for the Mission



Dr. Lorena Harris, CSTEP Director, and Dr. Richard Simons, Biology, co-presented a workshop about incorporating Vale Park research into curricula for Schenectady High School teachers.

March 4 – Dean Brett Wery, Professor Karen Hosmer, and adjuncts, Ann-Marie Barker Schwartz and Katy Svatek, performed with Duncan Cumming and the Capital Trio as part of the University at Albany's Beethoven festival at the UAlbany Performing Arts Center.

On March 4, the VP of Development and External Affairs met with Susan Zongrone (KeyBank) to discuss continued partnership and Board engagement.

On March 5, the VP of Development and External Affairs attended the Trailblazers Luncheon for the Women's Fund of the Capital Region.

On March 10, the VP of Development and External Affairs had lunch at the Casola Dining Room with Joan Dembinski, to discuss the impact of the COVID-19 virus on study abroad, and ideas for continued support of student travel in 2021.

On March 12, the VP of Development and External Affairs visited with major benefactor Dave Harris.

The Foundation team continues to make calls daily to donors and benefactors who may have an interest in how the College is handling the move to virtual instruction, access to the food pantry, and other aspects of academic life that have been affected by the COVID-19 crisis.

The College's 50th Anniversary promotional video received a Gold Paragon Award from the National Council for Marketing & Public Relations for the "Promotional Brand Video – Short Form" category.

March 20 - The second CD/DVD by Felipe Salles' Interconnections Ensemble, received a 4 ½ -star rating in Downbeat Magazine, along with a mention in Jazziz Magazine before its release on March 20.

The CD/DVD features SUNY Schenectady adjunct guitar instructor, Kevin Grudecki who also wrote the liner notes.

Adjunct instructor, Dylan Canterbury released his debut album as a leader, "Going Places," on March 20th. The album, which is comprised of original compositions, also features work from fellow SUNY Schenectady School of Music faculty members Brian Patneau (tenor and soprano saxophone) and Sten Isachsen (engineering and mixing). The album was recorded in the Vienna-Brignola Recording Studio. Strengthen and expand community and strategic partnerships

Ensure the College's Financial Sustainability

Development of the 2020-21 operating budget continued. In early April, the New York State budget passed. The budget contained overall flat funding for the community colleges although the minimum funding "floor" enacted for fiscal year 2019-20 was not renewed by the State legislature and the Governor. The impact of this change in State funding is currently under review by the Office of Administration and SUNY officials. The College is still waiting for details on State funded Rental Aid and the Job Linkages program.

Internally, the Office of Administration is working with leadership on refining the 2020-21 budget based on anticipated enrollment, sponsor support and State funding.

On March 10, the VP of Development and External Affairs met with the President, Marty Finn, and Dick Kotlow to discuss best practices for planned giving documentation.

On March 12, a mass communication went to "Food for Thought & All That Jazz" supporters to notify them of a date change to November 10, 2020. All registrations will automatically transfer to the new date. To date, unrestricted revenue from the event totals \$48,025.

On March 19, the Foundation's Finance Committee participated in a conference call meeting where all four of our investment firms made presentations.

On March 25, the Foundation sent out an emergency appeal mailing to donors who made contributions in the past, but not yet this year. This mailing was also followed by an email appeal, and an appeal to the Foundation Board members. As of April 3, total raised to help where the need is greatest is \$985.

On April 2, a conference call was held to discuss final revisions to the Foundation's By-Laws, which will then be presented for a vote at the May 5 meeting.

As of April 3, the Foundation’s “Paving the Way for Future Royals” campaign has resulted in \$18,000 in unrestricted revenue

President’s Outreach

Under the leadership of Paula Ohlhaus, Chief of Staff, my six video messages to students, faculty and staff on COVID-19 activities were developed and produced by the marketing team. Additionally, working in collaboration with Baker Public Relations, a video was produced for the SUNY Schenectady Foundation.

On March 18, Chief of Staff, Paula Ohlhaus coordinated food donations to the YWCA and the Salvation Army consisting of food from Culinary classes and the Canalside Convenience Store in collaboration with Dr. Clickner, Dean Brough and Donna Tessitore.

Additionally, on March 24, 2020 SUNY Schenectady donated Protective Supplies to Elis Hospital.

SUNY Schenectady responded to Ellis Medicine’s plea to the community for essential masks, protective suits, and gloves to help safeguard healthcare workers on the front-line of the Coronavirus pandemic. Hospitals like Ellis Hospital and medical facilities locally and nationally are experiencing a shortage of proper medical equipment to protect medical workers from the virus.

SUNY Schenectady had personal protection equipment, or P.P.E., left-over from its School of Hotel, Culinary Arts, and Tourism and science laboratories since all in-person instruction and labs have been transitioned to online learning due to COVID-19 A total of 300 surgical masks, 40 Tyvek suits, and 100 boxes of gloves have been delivered to Ellis Hospital in Schenectady. *(Pictured are Marcy Steiner, Vice President/Executive Director, The Foundation for Ellis Medicine; Dr. Steady H. Moono, President, SUNY Schenectady; and Anthony Schwartz, Director of Facilities, SUNY Schenectady.)*

