PONTSofPRDE

Student Affairs & Enrollment Management Annual Report







DIVISION OF STUDENT AFFAIRS & ENROLLMENT MANAGEMENT



It is certainly hard to believe that we have come to the end of another academic year. Time just seems to go by so rapidly in the Division of Student Affairs and Enrollment Management. I think that can be attributed to the fact that we absolutely love what we This is not just a job for us, but rather we see do. it as part of our personal and professional mission to make a positive impact on the lives of the students we serve. Whether it is through our programs, services, or personal interactions with students, we make every second count and make every second a teachable moment. We are passionate about the success of every student on our campus, and we are intentional in creating a diverse and inclusive community of scholars who will cherish the time they spend on the shore of Lake Ontario at SUNY Oswego.

Our staff in the Division of Student Affairs and Enrollment Management has developed and implemented hundreds of programs during the 2016-2017 academic year; logged thousands of hours working with individual students and student groups; recruited and enrolled some of the best students in the state and beyond; and enjoyed every minute of it. We are proud of the work that we do, and we are also very proud of the many opportunities we have to collaborate with our campus and community partners to foster student success!

Our 2016-17 Annual Report, Points of Pride, will provide you with a snapshot of some of our most significant accomplishments in Student Affairs and Enrollment Management as we continue to provide our students with opportunities to gain a well-rounded experience.

Jerald Jones Woolfolk, Ph.D.

Gerald Woospek

Vice President for Student Affairs & Enrollment Management

ADMISSIONS



Kenneth Belvin Class of 2018 Political Science Major Hometown: New Rochelle, NY

s the Weekday Information Program intern in the Office of Admissions, I was responsible for organizing all of our visitation programs that happened on weekdays. What I loved most about my work over the past year is that I had the chance to speak directly with hundreds of prospective students and their families about why I love Oswego. I really felt I was able to connect on a personal level with the students and have a meaningful impact on their decision to make SUNY Oswego their home."



- Received nearly 11,800 first-year applications for admissions, a 10% increase over last year's total of 10,716.
- Enrolled 1,441 new, first-year students which was the fourth consecutive year the Institution enrolled over 1,400 new, first-year students.
- Increased the diversity in new, first-year student class with students from underrepresented populations making up nearly 34% of the class. This was the most diverse percentage in the Institution's history.
- Enrolled 26 students in the new "Start Now" program, our SUNY sponsored transfer pathway partnership with Jefferson Community College.
- Hosted record numbers at spring admitted student programs on campus with nearly 1,100 students and their families attending.
- Provided round-trip bus service for spring admitted student days for students from downstate, New York City, and Long Island.
- Collaborated with the Alumni Relations Office and held a New York City "Sendoff" event for new students in August.
- Held two off campus events for school counselors, one in Orange County and one on Long Island. Nearly 150 counselors attended the two events.
- Hosted 35 school counselors on campus from New York City and Long Island.

ATHLETICS



Eric Hamilton Class of 2017 Economics Major Athletic Coaching and Business Minors Hometown: Liverpool, NY

Being a member of the Oswego State baseball team changed my life. I cannot thank Coach [Scott] Landers and the rest of the staff enough for the amazing opportunity to wear a Laker uniform for four seasons. I was able to meet friends and create memories that I will remember for the rest of my life. Not only was I able to grow as a player on the field, but as a person off the field as well. I wouldn't trade my experience at Oswego State for anything."



- Advanced to the NCAA Championship College World Series in baseball for the first time in program history.
- Received national attention through the NCAA as a model program for the Yards for Yeardley event which brings awareness to relationship violence. The Oswego campus community logged 5,689,613 yards and finished at the top of the inaugural SUNYAC Yards for Yeardley Challenge.
- Honored with the 2017 SUNY Chancellor's Award for Student Excellence was Abigail Boyce, a senior track and field student athlete.
- Received two first-place national awards for community service from the National Association of Division III Athletics Administrators.
- Qualified for NCAA championships in baseball, men's basketball, and men's hockey, with individual athletes qualifying in track and wrestling.
- Increased the number of student athletes receiving honors including six All-American; 12 All-Region; and 64 All-Conference. This reflects a 56% increase in the number of student athletes honored from last year.
- Earned three SUNYAC Coach of the Year Awards: Jason Leone (basketball); Abby Martin (softball); and Scott Landers (baseball).
- Expanded the Athletics Leadership Program to include 45 selected sophomores who completed formal DiSC (dominance, influence, steadiness, conscientiousness) personal assessment training through an NCAA facilitator.
- Organized a faculty team mentor event to foster interaction among approximately 100 student athletes, coaches, staff and mentors.
- Applied for and received an NCAA Ethnic Minorities and Women's Internship Grant for an Assistant Director of Athletic Communications and Social Media Coordinator.

AUXILIARY SERVICES



Qina Pan Non-degree Undergraduate Hometown: Wenzhou, Zhejiang, China

i Lakers! This is Qina Pan from Southeastern China. As an international student at SUNY Oswego, I am proud to have been a member of the Cooper Family. For me, food serving, dish washing, deli wrapping in Cooper Dining Hall were not just simply my work, they were excellent chances to make new friends from all over the world; to get to know their colorful cultures; to be in American society and experience American life; and to learn how to communicate and cooperate with different groups of people including student workers, managers and most importantly my customers. Here in Cooper, I've gradually grown into my American family who has always been nice and kind to me, teaching me new stuffs and taking care of me. My deepest love and gratitude goes to Becky, Ellen, Julie, and Natalie. Thank you for making a beautiful life-time memory with me in Cooper Dining Hall, SUNY Oswego."



- Employed over 700 students during the academic year and paid them in excess of \$1.9 million to assist with their educational expenses.
- Contributed over \$1.72 million to benefit the SUNY Oswego campus community.
- Recognized 166 Auxiliary Services student employees with a cumulative GPA of 3.3 or above during Honors Week.
- Created a new five-week cycle menu in our Resident Dining Centers based on student feedback and added student favorites, including SUNY Oswego's famous chicken sandwich, from our dining centers to our "Grab and Go" menu selections.
- Accommodated the needs of over 100 students with dietary concerns each semester by engaging them with our registered dietician.
- Raised over \$10,300 to benefit the Make-A-Wish Foundation and the Rescue Mission through Miss-A-Meal where students donate a meal to a cause selected by the Student Association.
- Supported students with dining options who stayed in the residence halls over breaks.
- Participated in the Federal Heritage Month celebrations by offering menu items from the cultures being celebrated.
- Provided a "Midnight Breakfast" option to the OzFest day of activities with over 350 students partaking.
- Participated in the National Association of College and University Food Services (NACUFS) Satisfaction Survey with over 1,600 customers responding. Compared to the 100 other colleges that participated, Resident Dining scored higher in 23 of the 26 categories and Retail Dining scored higher in all 26 categories.

CAMPUS LIFE



Tyler Singleton Class of 2019 Public Relations Major Hometown: Bronx, NY

orking with Campus Life this past collegiate year has been an honor and a very impactful experience. Throughout the year, I was presented with many opportunities to give input and work closely with staff in order to find ways to not only uplift, but unify our campus community. It was extremely important to me to express exactly how I felt and share my experiences as a minority student on campus so that our views and experiences could be told and reflected in any change that was made. One of the things that I cherish the most about working with Campus Life is how much the staff and involved students listened to one another. Everyone's voice was heard, and you could feel the positive energy throughout anything we were engaged in. I look forward to working closely with Campus Life next year and working to create an environment that continuously promotes unification, opportunity and, more importantly, change. We have an opportunity to make Oswego unlike any other institution, but the changes that we make need to become a part of the school's fabric, the feeling of community needs to be omnipresent."



- Completed 11,467 hours of community service and raised \$19,752 for charitable organizations through Greek Life.
- Served 46,724 individuals through Campus Recreation facilities.
- Implemented the Child Protection Policy for which 550 individuals were successfully trained and 30 revocable permits were granted for off-campus organizations.
- Created and implemented SUNY Oswego's Inaugural Men's Symposium, Men of the Future, in collaboration with Athletics, Auxiliary Services, Gender and Women's Study, Counseling Services Center, and Title IX Office.
- Increased attendance for Family & Friends Weekend by 12% with 3,590 attending.
- Recorded 4,000 attendees at the Student Involvement Fair.
- Registered a record 217 Student Organizations.
- Received a \$15,000 donation from an anonymous Oswego alumnus which will support two Campus Recreation positions, a Graduate Assistant and a Marketing Intern. This generous donation was gifted in memory of "Coach" David Campbell, the head of men's recreation in the late 1950s and early 1960s.
- Upgraded the Event Management System so the Event Management Office can now utilize automated reports and start moving toward self-scheduling for table space requests.
- Utilized the Release Figure Methodology (RFM) method to increase participation in sorority recruitment to level the playing field. RFM is a mathematical recruitment model used to determine how many invitations are issued by each participating chapter. Because of the implementation of RFM, participating sororities saw a collective increase in membership of nearly 50%.

CAREER SERVICES



Cassandra Knight Class of 2020 Human Development Major Health Science Minor Hometown: Syracuse, NY

⁶⁶ The Career Services office has helped me immensely with my career exploration and professional development. Through career coaching appointments with the staff and online programs, I was able to match my personality, interests, and strengths to different career paths that made sense. Once I had more direction, they helped me find experiences that would fulfill my major requirements. Optimal Resume is a program I used that was great for pulling together my resume, helping to relate my past experience to the internship I wanted, etc.

My Career Coach helped me so much (thank you Jackie Wallace!). She offered professional advice along the way and helped prepare me for the important interviews that came along as a result of my customized resume. Everyone on staff is very friendly, welcoming, informative and always eager to assist whenever needed. I can rate my experience with the Career Services office 10 out of 10!"



- Implemented 233 programs engaging 6,297 students, a 15% programmatic increase and a 10% increase in student participation over previous year.
- Initiated contact with 393 new employers, a 62% increase over previous year.
- Increased 1:1 professional staff/student appointments to 1,796, a 38% increase over previous year.
- Conducted 163 class presentations, a 63% increase over previous year.
- Conducted 15,557 points of outreach to the class of 2016.
- Increased percentage of alumni working in their chosen field from 86% to 91% for the class of 2016.
- Introduced seven career programs dedicated to diverse student groups/ populations through corporate grant funding.
- Upgraded and increased outreach to students who declared or changed majors from 185 to 1,932 students.
- Upgraded the LinkedIn Photo Studio to include multiple backdrops and radiocontrolled lighting diffusers, resulting in hundreds of additional student photos.
- Involved student organizations in nearly 100% of office programs.
- Developed and presented new award for student organization collaboration at the "Student Involvement Awards" ceremony.
- Earned three SUNY awards related to excellence in programming, diversity initiatives, and individual contributions to the profession.
- Increased presentations made at local and regional school districts from 9 to 15 with 1,305 students attending.

COUNSELING SERVICES CENTER



Jessica Bartkowski Class of 2017 Human Development and Public Justice Double Major Hometown: Port Washington, NY

66 s a Peer Educator for the Counseling Center (P2P), I improved my public speaking skills by being a lead coordinator/facilitator of our OZTalk presenter series. I also learned to step outside of my comfort zone when I was invited to Shady Shore to represent the Counseling Center as a student leader. I gained knowledge not only from assignments but also from the relationships I built. The Counseling Center's Peer Educator Program introduced me to individuals with all different backgrounds, people who encouraged me to embrace the diversity that surrounded me, rather than fear it. My communication skills improved drastically on both an interpersonal and professional level. This program has shaped who I am today, and I am so incredibly thankful for it. As I near the end of my undergraduate career, I can honestly say being a P2P Educator is one of the most rewarding experiences I have had during my time at SUNY Oswego."



- Partnered with over 20 student organizations and campus departments to host a successful Wellness Fair as part of Mental Health and Wellness Week. Approximately 230 students participated in the events.
- Increased the number of students using our individual and group services by 20%. Went from 621 unique students using those services in 2015-16 to 753 in 2016-17.
- Increased access to psychiatry services with the addition of a new Psychiatric Nurse Practitioner.
- Created several new and well-attended groups including Connect, Embracing U, Eat, Pray, Love, and Mind Your Mood, which resulted in 352 student contacts.
- Implemented Adulting 101, a series of educational workshops to support all students with developing life skills.
- Moved OzTalks into the residence halls which resulted in increased attendance for this series focused on mental health and wellness modeled after TED talks.
- Partnered with the Dean of Students Office and Campus Life to open the S.H.O.P. (Students Helping Oz Peers) campus food pantry.
- Partnered with Residence Life to facilitate a number of workshops and activities in each residence hall on campus.
- Partnered with the Dean of Students Office to bring Project Aware/Mental Health First Aid to campus.
- Collaborated in the development of OzSpeaks, a series of speak-out events focused on current national and local social justice issues impacting the college and greater community.

DEAN OF STUDENTS



Mabel Munoz Class of 2019 Wellness Management Major Hometown: Jackson Heights, NY

66, *This past year I had the pleasure of being a* student intern for the OzLeads program. I can definitely say that so far in my two years at SUNY Oswego, this has been one of the most rewarding experiences I have had. Working with such a bright and caring staff made the days I came in worthwhile and work didn't even feel like work because I enjoyed what I was doing. This position as intern gave me the opportunity to meet/host people that I never in a million years thought I would have met. Not only was this an enjoyable learning experience but I was also able to strengthen my current skills and work on those that needed improvement. Ultimately, I am very grateful for everyone and everything that made this a wonderful opportunity, being a part of something that could positively impact the lives of many."



- Organized, planned and hosted the First Annual SUNY Oswego Student Leadership Conference in partnership with Omicron Delta Kappa (ODK), Career Services, Campus Life, Student Association, and Alumni Services with 98 total students participating in the two day conference.
- Collaborated with Counseling Services to bring Mental Health First-Aid Training to campus for faculty and staff through Project Aware.
- Designed, in conjunction with the Personal Safety Committee, an Emergency Information Sheet to be affixed to all academic classroom doors.
- Opened S.H.O.P. (Students Helping Oz Peers) Food Pantry in October 2016 to aid students suffering from food and nutritional insecurity.
- Developed and implemented an online form, Concerning Behavior Report, for the campus community to report "red flag" behaviors exhibited by students in a timely manner.
- Partnered with Counseling Services and faculty in the School of Education to create a safe place for expressions, OzSpeaks, around racial and ethnic discrimination and social justice.
- Planned and implemented the OzLeads Next Step: Skill Building Workshop for 31 upper class students over winter break.
- Coordinated the "I Am Oz Diversity Speaker Series" which attracted over 1,320 attendees. Featured speakers included Joan Mulholland, TJ Holmes, Kevin Powell, and Winona LaDuke.
- Entered 4,000 cases into Maxient which resulted in 1,910 adjudicated conduct cases (75 student conduct committee, dean's level or administrative hearings; 1,044 disciplinary conferences; and 791 Good Samaritan and counseling letters).

FINANCIAL AID



William Steele Class of 2017 Art Major Hometown: Oswego, NY

onestly, I can say the Financial Aid Office and the people there helped me through tough times. I can't even complain or have anything bad to say about them. They helped me with handling my loans and FAFSA. When I came to SUNY Oswego and stepped into their office, they were friendly, informative, and understanding about my situation. An example, I came to SUNY Oswego with little to nothing in my pocket, money wise. Obviously, living off campus is cheaper but living in a small house with high rent was hard. Mrs. Jessica Slack who works there helped me manage my loans and refund to pay rent. I can say the Financial Aid Office, one of the many services on campus, helped me from becoming homeless. This is the truth. I appreciate everything they have done for me over my college years."



- Collaborated with Admissions in numerous ways to enhance student recruitment. These efforts included participation in recruitment events and improvement to student communication and scholarship processing.
- Implemented program and operational changes to maximize the impact of Prior-Prior-Year (PPY) changes on student enrollment, recruitment and retention.
- Continued to lower the College's three year Cohort Default Rate from 7% in 2014 to 4.4% in 2016.
- Mailed Financial Aid Award Packages to fall 2017 prospective students beginning January 3, 2017, one month earlier than ever before.
- Successfully helped thousands of students and parents develop realistic and affordable financial plans to attend Oswego.
- Enhanced the loan process and procedures for students and parents by improving communications and in-house software.
- Improved collaboration with offices across campus and the local school district to develop meaningful work experiences, including research opportunities, for Federal Work Study students.
- Implemented new strategies for summer orientation including presenting topics on financial literacy and helping students and parents understand the billing process, as well as helping them learn to navigate MyOswego, which successfully enhanced student and family financial readiness to attend Oswego.
- Engaged in statewide discussions and planning for the implementation of the Excelsior Scholarship with the New York State Higher Education Services Corporation (HESC), SUNY Administration, SUNY Financial Aid Directors, and the New York State Financial Aid Administrators (NYSFAA).

RESIDENCE LIFE AND HOUSING



Mackenzie Tabolt Class of 2020 Undeclared Major Hometown: Lowville, NY

iving on campus my first year of college was a great experience. It helped me to feel more comfortable, and I met a lot of great people I now call friends. Not only was it my home away from home, but I was exposed to a lot of new positive things because of living in a residence hall. I often participated in events hosted by my residence hall, as well as other residence halls all over campus.

I found myself even more involved in Res Life as a student assistant in their main office. Here I got to see first-hand how often Res Life is involved in student affairs, and how diligently they work to help students be successful.

Overall, by choosing to live on campus, it helped to give me a true college experience. It allowed me more freedom and responsibility. Residence Life and Housing did a great job of making me feel comfortable living away from home. They made my first year of college one I will never forget, and it makes me excited to return to campus for my sophomore year."



- Housed an annual average of 4,265 residents.
- Contributed to "Rokerthon3: Storming into the Madness" with over 500 resident students participating to break the Guinness Book of World Records for performing the longest conga line on ice.
- Presented over 4,000 programs in residence halls.
- Celebrated Chinese New Year in collaboration with International Education and Hart Hall's IST program, attended by over 100 students.
- Competed in the American College Personnel Association's (ACPA) National Conference case study with three residence hall directors placing third.
- Hosted the Residence Hall Association Second Annual Professor Recognition Night with more than 70 faculty members attending.
- Hosted over 450 resident students at the 10th annual Lakerfest program; hosted over 2,000 attendees at the Cayuga Hall in-hall programs throughout the year; hosted more than 850 students for Bacon Fest.
- Presented the annual campus-wide Hart Hall Global Living Center "Global Awareness Conference" to over 300 students, faculty and staff.
- Increased diversity of Resident Student Staff from 39% to 49%.
- Accommodated over 4,100 guests from 40 different groups during summer conferences.

STUDENT DEVELOPMENT



Jacob Small Class of 2019 Communication & Social Interaction and Spanish Double Major Expressive Arts Therapy Minor Hometown: Queens, NY

66 **T**ew Student Orientation is my pride, my joy, and my passion. I have found amazing opportunities in this department to explore leadership and further diversify my collection of experiences. As a Laker Leader, I have formed some of my most valued friendships both professionally and among my peers. The other orientation leaders that I have the pleasure of working with are among the most dedicated, insightful and encouraging people you would ever have the chance to meet... and I'm lucky enough to call them my life-long friends! Together, we welcome over 2,000 new Lakers to SUNY Oswego each summer; and I take immense pleasure in knowing that my impact and my mark is being left on the lives of those students and in the legacy of SUNY Oswego. GO LAKERS!"



- Implemented CONNECT, a program designed to address the unique needs of students with severe social anxiety through a partnership with Disability Support Services and Counseling Services Center.
- Hosted C.J. Jones, international deaf entertainer, who performed on campus to over 200 students and staff through a collaboration with Disability Support Services and the American Sign Language club.
- Conducted multiple training sessions with University Police which included information on recent changes in legislation and understanding and supporting students with disabilities.
- Participated in the regional National Orientation Directors Association conference, which included ROLI (Returning Orientation Leaders Institute), an Undergraduate Case Study Competition, and "NODA's Got Talent" winning first place with a choreographed performance of the history of dance.
- Implemented a training curriculum for new student Orientation staff that included several elements of social justice and civility skill building in areas such as active listening, micro-aggressions, building inclusive communities, and building connections across difference.
- Received the President's Award of Achievement at Student Involvement Awards for Mentor Oswego. Students provided over 2,000 hours of tutoring and mentoring to over 500 children in the Oswego, Fulton and Hannibal school districts and at local after school programs at Hamilton Homes and the Salvation Army.
- Implemented a new program based on student interest in partnership with ARC (Advocacy and Services for People with Disabilities) of Oswego County. Fifteen students participated by working with adults with disabilities and completed over 150 service hours.

WALKER HEALTH SERVICES CENTER



Brenaisha Henry Class of 2019 Wellness Management Major Health Science Minor Hometown: Brooklyn, NY

" ifestyles taught me confidence. It helped me grow as a person, as well as helped me learn what I want to do in the health and wellness field. To be around inspirational people that grow with you is an amazing experience. It's a great resume and network builder. I honestly enjoyed the experience of being a peer educator for the Lifestyles Center. It was a great opportunity to learn more about myself, grow with my fellow peer educators and teach my student body in school. It taught me how to initiate conversations with strangers, approach health topics that are prominent in college, specifically on this campus. I love being a part of a community that is important and needed on campus. Joining Lifestyles has helped me gain more confidence in public speaking, leadership skills and much more."

- Received the 2016 SUNY Outstanding Student Affairs Program Award in the category of "Violence Education and Prevention, Crisis Management, Campus Security and Related".
- Started offering hormonal therapy management to transgender students who are currently in the process of transition.
- Initiated screening and began prescribing PrEp (Pre Exposure Prophylaxis) to students at high risk for contracting HIV. SUNY Oswego's Walker Health Services Center is the first provider in Oswego County to offer this medication to patients.
- Supported Oswego County Health Department's Bioterrorism Readiness Plan and partnered with them to make SUNY Oswego a closed POD (point of dispensing) in a bioterrorism event.
- Increased GYT (Get Yourself Tested) numbers by 91%. In 2014 there were 14 participants, and in 2017 there were 156 participants. GYT is a national movement that encourages people to get tested and treated as needed for STDs (sexually transmitted diseases) and HIV.
- Implemented InShape Prevention Plus Wellness AOD (Alcohol and Other Drugs) intervention program with a total of 294 students utilizing this program. InShape is a one-on-one prevention program to improve physical and mental well-being.
- Developed SafeZone facilitator program where over 100 students and staff attended training. A safe zone is a confidential place where all people can bring their authentic selves and feel safe.
- Expanded Bystander Intervention program to train six student facilitators who then presented the information to 286 of their peers. This program raises awareness of helping behaviors.

Student Affairs & Enrollment Management Leadership



Jerri Howland, Ph.D. Associate Vice President for Student Affairs and Dean of Students

Ph.D. University of Iowa M.A. Southeast Missouri State University B.S. Frostburg State University



Kathleen Evans, Ed.D. Assistant Vice President for Student Development

Ed.D. Northeastern University M.S. Syracuse University B.S. SUNY Oswego



Richard Kolenda, Ed.D. Assistant Vice President for Residence Life and Housing

Ed.D. Syracuse University Ed.S. University at Albany M.S. University at Albany A.B. Upsala College



Daniel Griffin Director of Admissions

M.S. SUNY Oswego B.A. SUNY Oswego



Gary Morris Director of Career Services

M.Ed. Kent State University B.A. SUNY Oswego



Susan Viscomi Director of Athletics

M.A. Colgate University B.S. SUNY Cortland



Katherine Wolfe-Lyga, LMHC Director of Counseling Services Center

M.S. Syracuse University B.A. SUNY Oswego



Michael Flaherty General Manager

M.B.A. Canisius College B.S. Niagara University



Mark Humbert, Ed.D. Director of Financial Aid

Ed.D. St. John Fisher College M.P.A. SUNY Brockport B.S. Roberts Wesleyan College



Earnest Washington Director of Campus Life

M.S. Grambling State University B.S. Mississippi Valley State University



Angela Brown, FPN-BC Director of Walker Health Services Center

M.S.N. SUNY Upstate Medical University F.N.P. SUNY Upstate Medical University B.S.N. SUNY Brockport





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