



Student Affairs and Enrollment Management  
**POINTS of PRIDE** | 2014-2015



## DIVISION of STUDENT AFFAIRS and ENROLLMENT MANAGEMENT



I am excited to share with you the 2014 - 2015 Annual Report from the Division of Student Affairs and Enrollment Management. This year has been an extraordinarily successful one as our team of dedicated and highly skilled professionals has worked to enhance student success inside and outside of the classroom through intentional interventions which enable students to become more engaged with the campus community. Through the development of new initiatives

and sharpening existing programs, we have developed a more learner-centered division with measurable outcomes.

As I reflect on the 2014 - 2015 year, there are many things of which I am very proud, but perhaps most of all is the increased level of collaboration between our Division and members of the faculty and staff from other divisions on campus. This report, which we call our "Points of Pride," highlights some of the important work done in our Division this year. I hope that you enjoy our annual report as much as we have enjoyed doing the work!

Gerald Jones Woolfolk, Ph.D.

Vice President for Student Affairs and Enrollment Management

# ADMISSIONS



**Daniel Griffin**  
**Director of Admissions**

SUNY Oswego is recognized around the world as a top-notch public college in the Northeast. Our experienced and dedicated Admissions staff strives to attract and enroll talented and diverse students who will be engaged learners and active members of the College and greater Oswego community, and whose experience at SUNY Oswego will be beneficial to themselves, the College and society.

It takes a lot more to enroll a class than it did just a few years ago. We have never reached farther; communicated more; offered more scholarship aid; or initiated more events than we do now. From our printed materials to our ever increasing online presence, to our admissions videos and visits to high schools and admissions fairs across the state, we get the word out about what an exceptional place we have at SUNY Oswego. Our Admissions staff spreads the message that Oswego combines the extraordinary value of a premier public institution with the personal attention afforded by our distinctive, residential lakeside campus. Our current student body is very different today from what it was just a few years ago. The student body is more diverse in many ways including more underrepresented students; more students with many different academic interests; and more students who come from farther away than ever before.

The Office of Admissions seeks to be a leader among our peer institutions in customer service, communications and marketing, campus programming, and office operations. As we work to strengthen existing markets and expand to and attract new, diverse markets, we aim to contribute to meeting or exceeding college enrollment goals.



## Points of Pride

- Enrolled nearly 1,500 new freshmen, the second largest class since 1988;
- Hosted record numbers at spring admitted student programs on campus with over 1,000 students and their families attending;
- Hired a full-time counselor in New York City, alumnus Manny Cruz '07;
- Collaborated with the Alumni Relations Office and developed an Alumni Recruitment Program which involves alumni participating at college fairs and corresponding with admitted students;
- Hosted receptions in New York City and Long Island with record attendance;
- Developed a partnership with Jefferson Community College in Watertown;
- Provided same-day, round-trip bus service to students from New York City to attend one of Oswego's Admitted Student Days, 75% of whom enrolled; and
- Hosted the second annual "College Night at SUNY Oswego" in cooperation with the Oswego County Counselors Association.

# ATHLETICS



**Susan Viscomi**  
**Director of Athletics**

The Athletics Department has overall responsibility for the Intercollegiate Athletics program, which sponsors 24 varsity sports, 12 for men and 12 for women. We develop and implement policies that include areas of compliance, scheduling, facility use, game management, officials, travel, budget allocations and program planning. We monitor compliance with NCAA regulations and coordinate reports to the SUNYAC Conference Office and NCAA.

We provide a program and atmosphere that expects and promotes both student and athlete success in the classroom, on the playing field, on campus and in the community. We do this by providing appropriate academic support, physical evaluations, insurance coverage, athletic training and eligibility checks. Athletics Department members foster appropriate student and staff conduct and connections to the college and community that further learning and team spirit.

We provide appropriate publicity for teams and for the department, as well as work with media and with alumni. We maintain our own Athletics website, including statistics, schedules and athlete promotions. We also oversee the Athletic Hall of Fame and booster clubs. Ultimately, we guide program philosophy, focusing on the connections among the intellectual, personal, and athletic development of student-athletes.



## Points of Pride

- Upgraded athletic facilities with the installation of a \$2.37 million new turf stadium;
- Named to the SUNYAC Commissioner's List were 102 student-athletes with GPAs of 3.3 or higher over three semesters;
- Named to the SUNYAC All-Academic Team were 204 student-athletes with GPAs of 3.3 or higher;
- Received the SUNY Chancellor's Scholar-Athlete Award: Shawn Hulshof (men's ice hockey) and Emma Geyer (women's soccer);
- Played in three NCAA tournaments: men's basketball, baseball and men's ice hockey (sixth consecutive year);
- Earned Conference Post-Season Berths: men's soccer, volleyball, men's basketball, men's ice hockey, women's ice hockey and baseball. Men's basketball won the SUNYAC Championship; Jason Leone was named Coach of the Year;
- Received three All-American, nine All-Region and 34 All-Conference awards;
- Celebrated the 50th anniversary of men's ice hockey;
- Played in the Frozen Dome Classic at Syracuse University - men's ice hockey;
- Received the first Outstanding Student Affairs Program Award which recognized SUNY Oswego as a model program across SUNY for our student-athletes' engagement in community service;
- Received two Jostens/National Association of Division III Athletic Administrators Community Service Awards including the Grand Prize Award for the third consecutive year;
- Completed 3,362 hours of community service – student athletes; and
- Raised more than \$166,000 for 30 different charities – student athletes.

## AUXILIARY SERVICES



**Michael Flaherty**  
**General Manager of Auxiliary Services, Inc.**

Incorporated under the laws governing not-for-profit corporations in the State of New York, Auxiliary Services has been providing services to the Oswego college community since 1951. Today we are a multimillion dollar corporation with services such as the College Stores, College Cut and Fallbrook Recreation Center, as well as vending, washers and dryers and the Laker shuttle bus service, in addition to the general administrative offices of the corporation. Our Resident Dining Services include five resident dining centers, a Commissary, Bakeshop and the college's ID Office. Cash Operations and Catering facilities include the Fusion Café, Campus Center dining locations, Ontario Bagel Company, Lake Effect Café, Glimmerglass Bistro and the Wall Street Market.

Our Registered Dietitian provides a multitude of services for Dining Services and other departments on campus, including "Taste and Talk – Meet the Dietitian," cooking classes for students, staff and faculty, Sarah's Blog, training for our staff on allergens, and individual counseling for all dietary needs or concerns.

During the 2014-2015 academic year, Auxiliary Services employed almost 700 students and paid them in excess of \$1,700,000 to assist them with their educational expenses. Our student employees reported they learned valuable interpersonal, time management and practical life skills as well as cultural competencies as a result of their employment.

Auxiliary Services is governed by a local Board of Directors comprised of nine student representatives, three alumni representatives, three faculty representatives and three members of the administration. The corporation does not receive subsidies from the State University of New York for any of the services we provide. We are proud to fund numerous cultural and social events on campus and to sponsor the William R. Tucker and Student Employee Scholarships.



## Points of Pride

- Contributed in excess of \$1.6 million to benefit the SUNY Oswego campus community;
- Implemented “Dare to Compare” pricing on new textbooks in the College Store, saving students approximately \$140,000;
- Recognized 165 Auxiliary Services student employees who had a cumulative GPA of 3.3 or above during Honors Week;
- Increased the number of student employee scholarships from 8 to 16;
- Improved our online and on-app menu information to include ingredients and allergens in addition to nutrition information;
- Scored higher in all 26 categories on the National Association of College and University Food Services (NACUFS) Customer Satisfaction Survey compared to the 104 other institutions that administered the survey;
- Purchased products and services in excess of \$1,764,355 from New York State vendors which represented 31% of total purchases;
- Collaborated with the College’s Diversity and Inclusion Committee by providing culturally related menu items during the federal heritage months;
- Served more than 1,450 guests at the carnival and 1,600 guests at the all-campus picnic in conjunction with OzFest; and
- Partnered with the Art Department and Tyler Art Gallery to present five student exhibitions and two community artist exhibitions at our Oswego State Downtown location.

## CAMPUS LIFE



**Earnest Washington**  
**Director of Campus Life**

Members of the Department of Campus Life which includes Student Involvement, Campus Recreation, Office of Event Management, the Box Office and the Skate Shop are committed to developing and providing quality cultural, educational, social, school spirit and recreational programs relevant to the needs of the SUNY Oswego community. Together, we believe there are many experiences in life that encourage our students to grow differently. We believe in supporting students and the characteristics which make them different, while providing insights and thoughts that further promote positive character traits and deepened skill sets for tomorrow. We believe student involvement outside of the classroom aids in the development of a holistic, well-rounded college experience and prepares students for a productive life after graduation.

The Department of Campus Life employs over 100 students, and this year collaborated with the SUNY Oswego's Field Placement Office to support programs serving more than 500 middle and high school students from New York City and beyond.



## Points of Pride

- Supported the Student Association in debuting OzFest, a campus wide festival that attracted over 1000 students;
- Registered student organizations now over 200;
- Hosted first Mardi Gras Celebration;
- Coordinated the 28th Annual ALANA (African, Latino, Asian and Native American) Student Leadership Conference;
- Coordinated a total of 12,827 events, sponsored by 6,202 student organizations, 6,259 faculty and staff, and 366 external customers;
- Participated in structured intramural and recreational sports and activities - 8,561 students; and
- Sponsored Open Skate which attracted 10,968 participants.



# CAREER SERVICES



**Gary Morris**  
**Director of Career Services**

Discovering the life you are meant to live, and designing and implementing strategies to successfully compete for that life is what Career Services is all about. Every student at Oswego can successfully go through the process of self-discovery, career exploration, and college-to-career transition in order to build the framework for a life that is both professionally rewarding and financially sustainable. Career Services has developed one of the most comprehensive resource portfolios available in SUNY and has put in place a team of professionals with a caring heart and the professional skills and experience to truly help make dreams come true.

Helping students and alumni understand themselves is the first step in helping them discover the type of life they want to live. Systematically connecting this information within a framework of career and academic exploration is key.

Preparing students and alumni and then providing engaging forums to interact with employers and graduate schools is where the magic happens. Our programs pair students with professionals and have developed an outstanding portfolio of online tools to support students across the entire career development spectrum.

Resumes, cover letters, interviewing – Career Services helps students and alumni excel in these areas every day. Every conversation begins with the question “What is the goal?” What follows is a highly customized approach to matching current skills and experiences to future jobs and responsibilities. Helping students and alumni conduct a gap analysis between them and their future, and strategizing ways to close that gap, is one of the most important responsibilities we have. At SUNY Oswego, we prepare our graduates for success.



## Points of Pride

- Assisted students in identifying, analyzing, and maximizing their online presence for professional success with our “Digital Dirt Squad” and our LinkedIn Photo Booth. The Digital Dirt Squad initiative is highlighted in the Amazon best seller *What Happens on Campus Stays on YouTube*;
- Activated easy online appointment and interview scheduling for students and alumni;
- Increased the number of on-campus interview days by 39% with 220 employers visiting campus;
- Facilitated 26 luncheons that paired employers with related faculty;
- Increased student engagement around our Graduate and Professional School activities by 75%;
- Earned nearly 100% positive feedback on ground-level student assistance in Resource Center;
- Hired a professional staff member focusing on performing arts, media and entertainment;
- Presented at six national/regional conferences on nine different topics; and
- Generated a 40% increase in our recruiting activities in each of the last two years, including over 100 recruiting events.

# COUNSELING SERVICES CENTER



**Pamela Branshaw-Drumm**  
**Interim Director of Counseling Services Center**

The Counseling Services Center's mission is to provide and promote primary mental health care to SUNY Oswego students to better ensure success in academics and total student development. Our mission is realized through the delivery of therapeutic modalities that include individual and group counseling, crisis intervention, and outreach and prevention. The Counseling Services Center is also skilled at providing consultation and collaboration to our campus family and the surrounding Oswego community.

The Counseling Services Center's vision is to become an accredited and comprehensive mental health center that utilizes engaging, innovative and supportive best practices to transform mental health growth and development for the entire campus community. Our services are designed to increase student self-awareness as well as understanding and use of intellectual, emotional, and social resources. We value the richness and diversity of the student body and the breadth of human experience. The Counseling Services Center is committed to creating a climate that is inclusive, emotionally safe, and welcoming for all.



## Points of Pride

- Developed a crisis intervention and triage system to better serve student needs;
- Formed Active Minds, a national student organization to promote mental health awareness on campus;
- Sponsored the national “Send Silence Packing” exhibit on campus;
- Received national outreach award for the Peer 2 Peer Educators’ “Brush Your Brain” You Tube series;
- Continued production of bi-monthly OZ Talk programming;
- Sponsored Random Acts of Kindness Week and Mental Health Awareness Week;
- Formed Project OSYou to offer Adventure-Based Group Work;
- Won the Oswego’s Promise Award - Counseling Center Peer 2 Peer Educators;
- Participated in the Oswego County Suicide Coalition;
- Presented Suicide Prevention Training for Residence Life staff; and
- Conducted Let’s Talk sessions after-hours in residence halls.

## DEAN of STUDENTS



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

The Dean of Students Office is a resource and advocate for students in all issues impacting their success. It promotes a safe, respectful and healthy environment that reinforces student learning and growth. Our focus is to create an outstanding student life experience by working with students, faculty and staff to encourage active engagement in, and contribution to, our campus community.

During the 2014 – 15 academic year the Dean of Students Office included Student Conduct and Title IX. Title IX and Student Conduct educate the campus community on standards of responsible citizenship in a diverse learning environment by providing meaningful and intentional educational opportunities to reflect on one's behavior. Student Conduct strives to inspire students to lead ethical and meaningful lives on campus and beyond.



## Points of Pride

- Revised, updated and developed a more comprehensive Code of Conduct for students which includes zero tolerance for violent crimes, bias, and sexual and interpersonal violence;
- Received \$200,000 gift to fund OzLeads, a student leadership development program;
- Received private gift from alumni to establish an endowed fund to provide emergency financial assistance to students who are dealing with an emergent, unanticipated, or unforeseen circumstance that could prevent them from continuing their education;
- Conducted more than 40 Title IX/Violence Against Women Act information sessions and trainings and investigated over 100 incident reports;
- Hosted two “It’s On Us” pledge days in Fall and Spring with more than 1,100 students, faculty and staff taking the pledge to work to stop sexual assault on our campus and developed a public service announcement for our campus’ “It’s On Us” campaign;
- Provided risk assessment training and threat assessment tools for the Behavioral Intervention Team;
- Reduced time between incidents, hearings, and parental notifications by 25% as well as provided more timely sanction follow up. This improvement in timeliness of our case management allowed students to learn from their mistakes and reduce rates of recidivism; and
- Increased collaboration and shared training with Services to Aid Families resulted in an SAF advocate on campus one day per week to respond to the needs of our students and employees.

# FINANCIAL AID



**Mark Humbert**  
**Director of Financial Aid**

The Financial Aid Office works with students and families to make the SUNY Oswego experience possible and affordable, awarding and administering approximately \$80 million annually in federal, state and institutional funds, coordinating student employment opportunities and certifying veterans benefits. Our highly skilled 10 full-time staff members are committed to developing individualized strategies to support student access and providing exemplary service and counsel to our economically diverse students.

Through personal contact and online tools, we provide financial literacy education through teaching students about borrowing, credit card use, credit scores, personal budgets and debt repayment. We also provide alumni with personalized assistance in student loan repayment plans and financial literacy. Approximately 95% are successfully repaying their student loans, well above the national average.

Our cross-campus collaborations assure that students receive information, resources and assistance. We participate at all Admissions events and New Student Orientation; present in classrooms; facilitate study abroad; and assist with scholarship development. We engage with community banks, credit unions and most area high schools to promote the College, higher education, financial aid knowledge, and personal financial literacy.

Additionally, we serve as a resource to federal and state officials, and the relationships we forge help promote the increasing need for student aid funding and provide opportunities to assist individual students. We coordinate student employment for the College and help veterans navigate the complex and often confusing process of obtaining educational benefits they have earned. Our proven track record of compliance with federal and state regulations insures that SUNY Oswego will continue to offer the assistance necessary to recruit and retain outstanding students long into the future.



## Points of Pride

- Reduced the College's three-year Cohort Default Rate from 7% in 2014 to 5% in 2015. Our efforts to help students understand their educational debt and increase their financial literacy are primary reasons for this improvement;
- Administered over \$80 million in federal, state and institutional financial aid for students;
- Assisted students and parents in developing realistic and affordable financial plans to attend SUNY Oswego;
- Assisted students with finding work experiences on and off campus that provide them with the opportunity to engage, learn, research and use their talent to help others. Students are not only employed in rich experiences on campus, but also serve as math and reading tutors in local schools;
- Redesigned the Financial Aid Office homepage to include numerous new features and additional resources;
- Began sending our Financial Aid Award packages to students prior to February 15. This was the earliest the packages had ever been sent; and
- Successfully completed a federal audit with 100% compliance related to the awarding and disbursing of federal student aid.

# HEALTH SERVICES



**Angela Brown**  
**Director of Student Health Services**

Mary Walker Health Center provides high quality primary health care and prevention services to SUNY Oswego students so they may return to good health and maintain wellness, which promotes their capacity for success in college. Our healthcare team consists of five board certified nurse practitioners, a registered nurse, licensed practical nurse, and an office assistant. Mary Walker Health Center is accredited by the Accreditation Association of Ambulatory Health Care (AAAHC). We use this accreditation as a framework that assures national standards of health care are provided to SUNY Oswego students.

Through the Lifestyles Center, Mary Walker Health Center expands health promotion opportunities for learning and wellness to include campus trends as compared to national trends. The Lifestyles Center provides outreach, alcohol and other drug education, and programming to help inform our student body and promote a healthy lifestyle. The team at the Lifestyles Center consists of a health promotion coordinator, AOD (alcohol and other drugs) coordinator, administrative assistant, and graphic artist. Our peer educators assist the Lifestyles Center by working at events and programs, educating the general student body about different ways to improve their lifestyles, and providing outreach. During the 2014 – 2015 academic year, the Lifestyles Center focused on heroin/opiate abuse and chlamydia, a sexually transmitted disease (STD).



## Points of Pride

- Received reaffirmation of accreditation through 2018 from the Accreditation Association of Ambulatory Health Care (AAAHC);
- Expanded Health Center programming in response to the opiate/heroin epidemic;
- Worked with the campus Clean Air Committee to implement the smoke and tobacco free campus policy;
- Offered a smoking cessation program at no cost to students;
- Collaborated with the Director of Health Services and Department of Health to obtain naloxone, which reverses the effects of an opiate overdose, for trained University Police officers;
- Increased the number of students who participated in the Get Yourself Tested (GYT) campaign that encourages sexually transmitted disease (STD) screening;
- Presented at the NASPA initiatives of Bacchus (national conference on peer education) – Lifestyles Center;
- Provided campus-wide heroin education/awareness programming at New Student Orientation, residence hall programs, and panel discussions which were open to faculty, staff, students, and the greater community;
- Piloted the Step Up! Bystander Intervention Program; and
- Received a Judge's Citation in the State University of New York Council for Advancement (SUNYCUAD) system-wide competition for the OzQuits digital campaign promoting a smoke and tobacco free campus.

## RESIDENCE LIFE and HOUSING



**Richard Kolenda**

**Assistant Vice President for Residence Life and Housing**

Residence Life and Housing plays a significant role in helping students be successful and engaged learners. Residence hall sponsored educational, cultural, social and recreational events give students an opportunity to participate in a broad range of learning activities that enhance their classroom experience.

Our balanced programming curriculum focuses on three learning outcomes: civic engagement/humanitarianism, intrapersonal development, and interpersonal competence. Topics include personal safety, alcohol and other drugs, diversity and inclusion, relationship building and academic success. Events such as LakerFest; Cruise Around the World; Global Awareness Conference; Walk in Another Person's Shoes; and Central Lake's Got Talent enhance the student experience. We collaborate with other departments to present large campus events such as OzFest and connect with faculty through the Johnson Hall First-Year Residential Program; Hart Hall Global Living and Learning Center; and our F.A.S.T. (Faculty and Students Together) Food Program, where faculty and students share a dining hall meal together, through an Auxiliary Services grant. Cooper and Glimmerglass fitness centers contribute to students' physical well-being.

We have an aggressive capital plan for the rehabilitation of residence halls. The recent renovation of Waterbury Hall upgraded physical facilities and added state-of-the-art technology, a computer lab and second and third floor lounge/kitchenettes. Building services focus on sustainability. The building is completely handicapped accessible. An innovative design adds individual bathroom facilities in each living unit. Next to be renovated are Scales Hall (Fall 2016) and Funnelle Hall (Fall 2018).

Professional staff and Resident Assistants in our 13 residence halls receive training each semester to better serve our students. With annual average occupancy of over 4,250 students, our program is one of the largest among SUNY four-year comprehensive institutions, employing 400 students and supporting 167 Full Time Equivalent positions.

We fully support the academic enterprise and are dedicated to assisting students attain their greatest potential.



## Points of Pride

- Completed \$12 million renovation of Waterbury Residence Hall;
- Increased Fitness Center membership to all time high of 3,381 members;
- Honored by American College Personnel Association (ACPA) as ACPA April/May Program of Month for “About Last Night”;
- Provided diversity training for Residential Life Staff with Dr. Jamie Washington, nationally recognized diversity trainer; and
- Started affiliation process with the National Association of College and University Residence Halls (NACURH), with six SUNY Oswego Residence Hall Association members attending the regional conference in Syracuse.



# STUDENT DEVELOPMENT



**Kathleen Evans**  
**Assistant Vice President for Student Development**

We are committed to supporting students throughout their college experience. We believe in students, and believe that with the right amount of challenge and support they can excel and achieve their life goals. Students who take full advantage of our programs and services will be better prepared for life after college.

Community Services engages students in meaningful service that responds to local and global needs to inspire a lifelong commitment to being good global citizens. We strive to provide opportunities that meet students' interests and needs, and ensure that those who want to serve will have the resources and means to do so. Opportunities include Adopt-A-Grandparent in local nursing homes, Mentor Oswego in area elementary schools, Project Serve and over a dozen alternative break sites, including two international sites, where students provide support in areas of great need.

Disability Support Services ensures that students with disabilities have equal access to participate in and benefit from all of the educational opportunities within the college community. Academic accommodations for qualified students with disabilities include extended time, alternate testing locations and note-taking services. Advocating for full accessibility and inclusion for students with disabilities in our college community, Disability Support Services provides support to help students meet the challenges of our ever-changing world and to reach their individual goals.

Orientation delivers programs that connect new and incoming students with current students, staff and faculty, as well as to essential support services to ensure their successful transition to the academic and cultural environments on campus. Through our structured summer, fall and winter orientation programs and opening week activities, we strive to empower students to explore services, opportunities and experiences that will help them to maximize their potential as learners and inspire them to become engaged members of our campus community.



## Points of Pride

- Received Oswego County's Community Champion Award for SUNY Oswego's "Adopt-A-Grandparent" program which provided more than 2,300 service hours to over 100 senior citizens at seven local nursing homes. Programs included "Senior Dance" and direct work with Peer Educators making valentines for Random Acts of Kindness Week;
- Added two additional Alternative Winter and Spring Break trips bringing total campus and community participants to 57. Winter sites included Habitat for Humanity in Omaha, Nebraska; Elizabethtown, Kentucky; Nazareth Farm in Salem, West Virginia; and Hope House in Memphis, Tennessee, Alternate Spring Break sites included Operation 360 in Monte Cristi, Dominican Republic; Carolina Tiger Rescue in Pittsboro, North Carolina; and Head Start in Bridgeton, New Jersey;
- Named to the President's Higher Education Community Service Honor Roll with distinction;
- Realized a 10% reduction in note-taking cost through the implementation of new adaptive technology;
- Provided high quality service to students as demand for services continues to increase. In less than five years, the number of students utilizing services has increased 16%;
- Achieved a three-year high in attendance at a Post Torchlight/Opening Weekend event, where students flocked to participate in an interactive, Dave & Buster's-themed event; and
- Implemented programmatic modules for Summer Orientation, exposing our newest community members (first-year and transfer students) to our institutional commitment to diversity and inclusion.







**Office of the Vice President for Student Affairs and Enrollment Management**

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[www.oswego.edu/student-affairs](http://www.oswego.edu/student-affairs)