



ANNUAL REPORT 2015-2016

STATE UNIVERSITY OF NEW YORK AT OSWEGO
STUDENT AFFAIRS & ENROLLMENT MANAGEMENT



DIVISION OF STUDENT AFFAIRS AND ENROLLMENT MANAGEMENT



The Division of Student Affairs and Enrollment Management continued to be laser focused on student success during 2015-16. We take great pride in our commitment to ensuring student experiences outside the classroom impact their development as well-rounded individuals who think critically, engage in informed discourse, and make a significant contribution to the global community. With a mission to enroll and engage students in a vibrant out-of-class learning community, we continue to expand our services and programs to meet the needs of our students.

This year our Division has been very effective in collaborating with other units on campus. Our staff members are highly skilled and trained, and have no other goal than to impact student success whether in our residence halls, through student clubs and organizations, health and wellness, career development, campus engagement, or the many, many opportunities we provide for our students to grow. We continuously assess our programs through planning, implementation, assessment, and improvement to ensure they meet our high standards of integrity.

Most importantly, we love the work we do. Our greatest satisfaction is our daily interaction with students knowing that we are positively impacting their lives, their futures! This annual report highlights just some of the work accomplished by the team in Student Affairs and Enrollment Management. Please enjoy!

JERALD JONES WOOLFOLK, PH.D.

Vice President for Student Affairs and Enrollment Management

ADMISSIONS



Daniel Griffin
Director of Admissions

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

“Admissions is reaching farther and communicating more—and in more ways—than ever before. From our printed materials to our increasing online presence, to videos, skyping, texting, and visits to schools, colleges and fairs in and out of state, we get the word out about what an exceptional place SUNY Oswego is.”



POINTS OF PRIDE

- Enrolled more than 1,400 new first-year students for the fourth consecutive year, the first time we’ve achieved this goal. The 2015-2016 class was the most diverse new class in our college’s history.
- Recorded a 13% increase in transfer applications at a time when most SUNYs are seeing a decline.
- Hosted record numbers at spring admitted student programs on campus with over 1,100 students and their families attending.
- Collaborated with the Alumni Relations Office and held a New York City “Send-off” event for new students in August.
- Added two buses to facilitate visits to campus from admitted students in the greater metro-NYC area. 60% of the students who participated ultimately enrolled.
- Hired a coordinator for Start Now, our new partnership with Jefferson Community College, giving students who do not qualify for admission as first-year students a pathway to future admission as transfers.
- Hosted 45 school counselors from New York City in May.

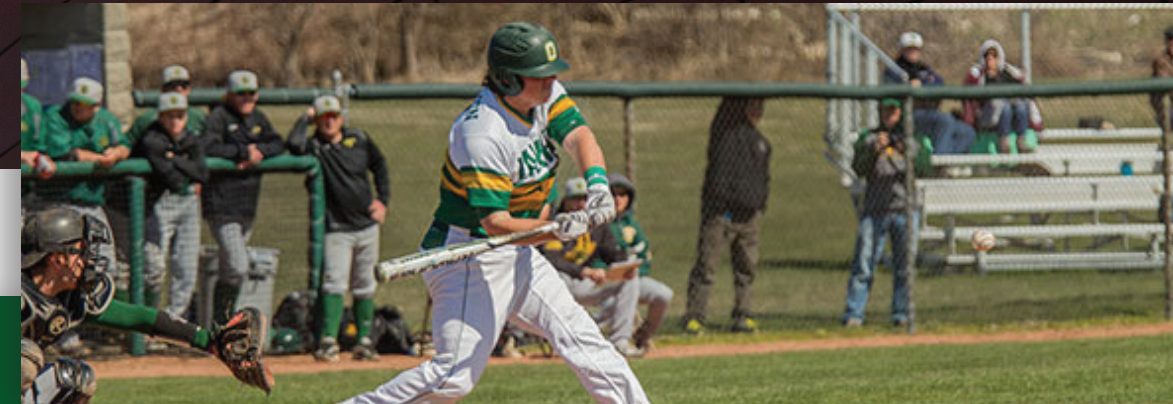
ATHLETICS



Susan Viscomi
Director of Athletics

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

“Athletics engages students in meaningful out-of-class experiences to include developing character through competition, providing programs for future leaders and through participation in community service. We foster the academic achievements of our student athletes by providing a wide range of support services to include course advisement and registration for new first-year athletes, a structured study table and individualized monitoring, as needed.”



POINTS OF PRIDE

- Continued to experience academic success among student athletes. Cumulative GPA for athletes was 2.99 as compared to 2.94 for non-student athletes.
- Graduated student athletes at a rate 10% higher than non-student athletes.
- Renovated Hall of Fame Wall in Laker Hall lobby complete with a touchscreen kiosk where fans may visit the history of SUNY Oswego Athletics.
- Earned a berth in the Round of 16 in men's basketball in the NCAA Division III Championship for the first time in program history. Hosted the NCAA Division III Men's Basketball Championship Rounds of 16 and 8.
- Opened new Laker Turf Stadium, the college's first outdoor turf venue.
- Reached the NCAA Division III Baseball Championship for the second-straight year.
- Awarded SUNYAC Rookie of the Year to four athletes in their respective sports.
- Participated in the dating violence workshop from the One Love Foundation in January 2016 (participation by over 400 student athletes).
- Created an "It's On Us" video about sexual assault awareness with the Student-Athlete Advisory Committee (SAAC).
- Received national recognition for community service by the National Association of Division III Athletics Administrators.

AUXILIARY SERVICES



Michael Flaherty
General Manager

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

“Auxiliary Services employed over 700 students and paid them in excess of \$1,870,000 to assist 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.”



POINTS OF PRIDE

- Contributed over \$1.65 million dollars to benefit the SUNY Oswego campus community.
- Recognized 168 Auxiliary Services student employees with a cumulative GPA of 3.3 or above during Honors Week.
- Awarded 16 Craig D. Traub and 12 William R. Tucker Auxiliary Services Student Employee scholarships.
- Scored higher in all 26 categories, compared to 99 other institutions, on the National Association of College and University Food Services (NACUFS) Customer Satisfaction Survey. The Cash Operations and Catering Division scored higher in 24 of the 26 categories in the same survey.
- Purchased in excess of \$2,076,851 from New York State vendors which represented 30.5% of our food purchases.
- Served a diverse menu to over 900 participants on campus for the Genius Olympiad, including Halal certified meats.
- Increased overall satisfaction from 4.0 in 2015 to 4.31 in 2016 (5 = Excellent) in the National Association of College Stores (NACS) Customer Satisfaction Survey.
- Hosted seven different exhibits at Oswego State Downtown in the 2015-2016 year that integrated student, faculty and community artists through the visual arts as well as music and poetry.

CAMPUS LIFE



Earnest Washington **Director of Campus Life**

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

“The Department of Campus Life contributes to student success through extraordinary educational programs, second to none customer service, and a vibrant campus atmosphere that provides positive, purposeful out-of-class experiences that students can reflect upon for a lifetime.”



POINTS OF PRIDE

- Offered 69 programs through Campus Recreation attracting nearly 9,000 participants.
- Recorded 49,764 check-ins to Lee and Swetman Halls.
- Recorded 1,902 participants in intramural leagues and tournaments.
- Served over 4,000 students, faculty and staff at the Student Involvement Fair.
- Registered 203 student organizations.
- Restructured the Student Involvement Awards program which recorded its highest attendance ever of 256 faculty, staff, and students.
- Implemented the Fraternity and Sorority Standards of Excellence.
- Celebrated Mardi Gras for the second year with a record number of nearly 400 attendees.

CAREER SERVICES



Gary Morris
Director of Career Services

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

“Career Services helps students discover the life they are meant to live, and prepare to successfully compete for that life. Cutting edge resources and tools, tailored expertise, and a high level of collaboration with our many partners serve our students and alumni well through the entire career development process.”



POINTS OF PRIDE

- Received two SUNY Excellence in Programming Awards for our “Industry-Centric” operational model: the prestigious “Capstone Award” for best overall program in the SUNY system, and the Office Operations and Communications award.
- Scheduled 2,209 customized professional career coaching appointments which yielded an increase of 191% over the 2014-2015 academic year and 1,629 intern appointments which yielded an increase of 36% over the 2014-2015 academic year.
- Conducted 210 presentations to over 5,000 students which resulted in a 15% increase over the previous year.
- Coordinated 48 events and programs involving 2,370 students.
- Developed new partnerships with over 400 employers.
- Coordinated academic advisement for 332 students with undeclared majors.
- Hired full-time industry expert for Fine/Performing Arts, Media, and Entertainment.
- Developed innovative web platform to connect all SUNY Oswego majors to career development.
- Chosen to present at multiple professional conferences in the U.S. and Canada (e.g., American College Personnel Association, Association of College Unions International, SUNY Career Development Organization; Student Affairs Conference).
- Conducted over 14,000 points of outreach to Class of 2015 to offer career support.

COUNSELING SERVICES CENTER



Katherine Wolfe-Lyga, LMHC
Director of Counseling Services Center

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

“The Counseling Services Center addresses and attends to students’ emotional, cognitive and behavioral health to support the creation of a strong foundation within which to grow and engage in personal development.”



POINTS OF PRIDE

- Participated in the National Association of Student Personnel Administrators (NASPA) Consortium on Mental Health National Benchmarking 2015-16.
- Collaborated with other campus units to create the campus food pantry.
- Created “Intercultural Dialogue” (in collaboration with Hart Hall faculty in residence), to offer alternative supports for international students who are looking for resources.
- Conducted the Project O-S You focus group in which 100% of participants self-reported positive personal growth (confidence and self-worth) six weeks after the group’s conclusion.
- Observed Mental Health and Wellness Week, hosted by P2P (Peer2Peer), with over 1,100 students participating.
- Increased student appointments by 25% from fall 2015 to fall 2016.
- Provided the Sexual Assault Support Group with self-defense training through a local dojo in spring 2016.
- Increased outreach activities by 53% during this time period.

DEAN OF STUDENTS



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

“The Dean of Students office educates students about the impact of their behaviors on themselves and the community and works with them to promote resiliency by: 1) holding them accountable for their behaviors, and 2) educating them about how to be responsible citizens through the Code of Student Rights, Responsibilities and Conduct.”



POINTS OF PRIDE

- Launched Maxient (conduct software) which includes student discipline, academic integrity, threat assessment, Title IX, and Clery components.
- Developed and implemented the first Oz Leads Leadership Institute with a class of 16 students.
- Trained all Sexual and Interpersonal Violence Hearing Officers on Trauma Informed Responses in collaboration with Title IX Committee and Services to Aid Families.
- Reduced number of student drug violations by 14% from previous year through educational programs and individual counseling.
- Hosted Arel Moodie, national speaker on student leadership, with over 350 students attending his “Starting Your College Success” keynote.
- Participated in National Association of Student Personnel Administrators Consortium through a baseline assessment study, Student Conduct and Academic Integrity.
- Received grant from SUNY to promote diversity leading to a partnership between Student Affairs and Academic Affairs.
- Developed I Am Oz Diversity Speakers Series which featured nationally recognized speakers Bobby Gonzalez, Derald Wing Sue, Robin Kimmerer, Arlene Kanter, Marc Lamont Hill, Anand Giridharadas and Marilyn Chin.
- Chaired Mission and Goals workgroup of the Review of Academic Advising and Planning committee and developed a mission and goals statement for academic advising.

FINANCIAL AID



Mark Humbert, Ed.D. Director of Financial Aid

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

“At Oswego, financial aid is a stepping stone to student access and success. The Financial Aid Office assists students and families to develop a plan to pay for college, identify financial resources, and complete necessary applications.”



POINTS OF PRIDE

- Lowered the college's three-year Cohort Default Rate from 7% in 2014 to 5% in 2015 and to 4.4% in 2016.
- Processed financial aid (FA) applications for 7,000+ students.
- Administered \$80+ million in federal, state and institutional FA for students.
- Assisted students and parents in developing realistic, affordable financial plans.
- Facilitated student work experiences providing them the opportunity to engage, learn, research and use their talents to help others on and off campus.
- Implemented an on-line financial literacy program available to all prospective and current students and alumni.
- Collaborated with Educational Opportunity Program (EOP) to design and implement a FA and financial literacy program for new students attending the EOP summer experience and orientation.
- Disseminated new student FA Award Packages prior to February 10 which is the earliest date in recent history.
- Contacted students prior to summer orientation session and encouraged them to complete the FA process and finalize payment strategy prior to or during the Orientation program.
- Reviewed bill with students and families during orientation to ensure they understood the billing process and to facilitate finalizing a payment strategy.

RESIDENCE LIFE AND HOUSING



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

“The Residence Life and Housing Department offers a balanced programming curriculum focusing on leadership, global issues and personal development. We provide a strong support structure consisting of a well-trained, experienced and knowledgeable staff dedicated to helping students attain personal and academic success.”



POINTS OF PRIDE

- Conducted the 8th Annual Lakerfest Celebration.
- Presented the 5th Annual “A Walk in Another’s Shoes”.
- Opened the newly renovated Waterbury Hall.
- Accommodated over 4,000 guests from 34 different groups during summer conferences.
- Joined the National Association of Colleges and University Residence Halls.
- Increased membership in the Fitness Center to over 3,400 paid memberships, the largest membership ever.
- Provided staff diversity training conducted by Dr. Jamie Washington, a nationally known diversity and inclusion speaker.
- Over 75% of students who responded to the fall survey indicated that our residence halls have a positive sense of community overall; the residence hall environment leads them to value diversity; and they are “satisfied” or “very satisfied” with their residence hall experience.
- Presented approximately 4,500 programs in the residence halls.
- Increased diversity of our Residence Student Staff to 43%.

STUDENT DEVELOPMENT



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

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

“Student Development is 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.”



POINTS OF PRIDE

- Awarded ‘Community Champion’ for the month of February by Recognize Oswego County for the 3,000 hours of tutoring and mentoring provided by Mentor Oswego to over 500 children in three school districts and two community centers.
- Collected nearly seven tons of clothing and household items and over 2,000 pounds of food from residence halls through the Leave Green initiative which were resold at a three-day garage sale, raising thousands of dollars for People Against Poverty. Unsold items were donated.
- Achieved an overall attendance record at Opening Week 2015 events with nearly 5,000 attendees taking advantage of the week’s events.
- Piloted a ‘commuter student’ program designed to meet the unique transitional needs of our commuter and non-traditional students. Over 110 students attended.
- Conducted study on the usage of extended-time by students registered with Disability Support Services (DSS) that was published in the Journal of Postsecondary Education and Disabilities and presented at two statewide conferences.
- Raised over \$800 for the American Cancer Society through a joint partnership between Disability Support Services and Sigma Tau Chi fraternity (ETX).

WALKER HEALTH SERVICES CENTER



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

“The Health Center helps contribute to student success by ensuring their health and wellness is at a level that allows them to be successful academically, socially and in every aspect of their life.”



POINTS OF PRIDE

- Added additional in-house testing and clinics for students.
- Offered walk-in STI (Sexually Transmitted Infection) Clinic for students. This clinic provides students the ability to walk in for STI testing without an appointment and decreases the stigma around testing.
- Introduced the successful St. Patrick's Day harm reduction campaign, "Don't Push Your Luck".
- Accommodated 8,345 student visits which is an increase of 4.94% from the previous year. Served 74.4% of the student population.
- Offered new in-house testing for students at the Health Center (syphilis and rapid strep), thereby decreasing the wait time for results.
- Taught 10 CPR classes for the campus community.
- Continued successful programming for students and staff for heroin awareness and bystander training.
- Sponsored Jungle Jam which featured Clean Slate Living. This engaged students in interactive alcohol awareness activities.
- Received the SUNY Outstanding Student Affairs Program Award in October 2015 for "Creating a Culture of Reporting and Response: A Collaborative Approach" in Violence Education and Prevention Collaboration.
- Received approval from Faculty Assembly to offer GST 350, Lifestyles Center Peer Education, as a permanent course.





Office of the Vice President for Student Affairs and Enrollment Management

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