

STUDENT AFFAIRS & ENROLLMENT MANAGEMENT

POINTS^{of}PRIDE

Annual Report 2017-2018



OSWEGO
STATE UNIVERSITY OF NEW YORK



DIVISION OF STUDENT AFFAIRS & ENROLLMENT MANAGEMENT



In looking back at the 2017-18 academic year, I am struck by the positive impact the work done by the Division of Student and Affairs and Enrollment Management staff has made on our students. From bringing in diversity speakers; meeting with admitted students in New York City and on Long Island; providing counseling; taking the baseball team to another college world series; and providing financial aid advice; our staff has provided an enriching and fulfilling environment for our students.

The Division of Student Affairs and Enrollment Management is a learner-centered division where our primary goal is student success. We support the growth and development of our students inside and outside of the classroom by providing programs, services and opportunities that actively engage students in our campus community.

I could not be more proud to present you with our 2017-18 Annual Report, Points of Pride, which highlights only a portion of the work and dedication exhibited by members of the Division of Student Affairs and Enrollment Management.

Jerald Jones Woolfolk, Ph.D., CFRM

Vice President for Student Affairs & Enrollment Management

ADMISSIONS



Makenna Gagnier
Class of 2018
Public Relations Major
Psychology Minor/Business Admin
Minor
Hometown: Geneseo, New York

“I began shadowing and training for the position of Open House and Admitted Student Day Intern in the Office of Admissions in the fall of 2017. I was able to master the skills needed to take over the position this semester, and I am more than excited to continue for the 2018-2019 school year. As the intern, I help to plan and run all of our Open Houses and Admitted Student Days. As I have grown in this position, I came to realize that Admissions is what I want to pursue for a career. I plan on obtaining a Master’s degree in Higher Education after I complete my undergraduate degree, and hopefully will find a job in Admissions. My favorite part about being the Open House and Admitted Student Day intern at Oswego is being able to connect with prospective students and their families and have an impact on their decision to come to the college that I love.”



POINTS OF PRIDE

- Achieved a new record for first-year applications—nearly 13,500—a 13% increase over last year.
- Enrolled 1,462 new, first-year students in fall 2017, which was the fifth consecutive year the Institution enrolled over 1,400 new, first-year students.
- Enrolled the most diverse first-year class in fall 2017 with nearly 35% of the class identifying as coming from underrepresented backgrounds.
- Expanded the “Start Now” program to Onondaga Community College, on pace to enroll more than 50 students in the program at Jefferson Community College and Onondaga Community College. Ten students are expected to enroll at Oswego in fall 2018 from the “Start Now” program.
- Hosted record-numbers at spring admitted student programs on campus with over 1,100 students and their families attending.
- Provided round-trip bus service for spring Admitted Student Days for students admitted from downstate, New York City, and Long Island.
- Hired a Long Island Admissions Counselor to replicate the success of our New York City Admissions Counselor.
- Planned for “Camp College”, an early college awareness program hosted on campus, coordinated in conjunction with NYSACAC (New York State Association for College Admission Counseling).

ATHLETICS



Olivia Ellis
Class of 2018
Business Administration Major
Athletic Coaching Minor/Sports Studies Minor
Women's Ice Hockey Captain
Hometown: Newark, Delaware

“Being an athlete at SUNY Oswego has helped me develop not only as an athlete but as a person. During my time at SUNY Oswego I have learned valuable time management, teamwork and leadership skills which I feel have prepared me for my future. I am fortunate to have had a successful career with the Oswego women's ice hockey team, but I attribute my success to my teammates who have challenged me every day during practice, my coaches who have helped me further develop my skills, and my family who support me unconditionally. The Laker motto “It's a great day to be a Laker” is a popular phrase around campus. I can honestly say that every day I put on a Laker jersey was an honor, and I hope that future SUNY Oswego athletes respect and cherish the Laker athletic experience as much as I did.”



POINTS OF PRIDE

- Qualified for the Baseball College World Series for the second consecutive year. Individual athletes in cross-country, wrestling and women's track and field qualified for their respective NCAA Championship.
- Earned a postseason tournament bid in each spring team sport (men's and women's lacrosse, baseball and softball).
- Awarded All-American honors to two student-athletes; 12 All-Region; and 71 All-Conference.
- Collected awards for individual athletes from SUNY: Chancellor's Award for Student Excellence; Men's Ice Hockey Player of the Year; Men's Ice Hockey Defensive Player of the Year; Softball Pitcher and Player of the Year; Baseball Player of the Year; and Men's Lacrosse Rookie of the Year. Also collected the Northeast Women's Hockey League Goalie of the Year award.
- Became one of the NCAA Division III SIDEARM schools to create a mobile app and became the first Division III school to use a fan-engagement portal within the app to enhance game day experiences.
- Created the “Coaches in the Classroom” initiative where head coaches attend class with one of their student-athletes with the goal of bringing the student-athlete's academic and athletic worlds closer together by fostering faculty and coach interaction.
- Received an honorable mention national award for community service from the National Association of Division III Athletics Administrators by supporting a department-record 79 different projects/events.
- Completed the History of Hockey project located in the Marano Campus Center Arena, paying homage to the tradition of men's and women's ice hockey at Oswego State with wall graphics, interactive touchscreen television and trophy case.

AUXILIARY SERVICES



Bintou Cisse
Class of 2018
Broadcasting and Mass
Communications Major
Theatre Minor
Hometown: Bronx, New York

“This semester is probably going to be my last one working for Auxiliary Services. It might be too early to be saying good-bye, but I’m going to take this opportunity to thank you for giving me a safe spot on campus. A few words can describe what I am feeling right now: grateful, hopeful, happy and sad. I’m grateful for the friends that I’ve made over the years and the love that I’ve found. I’m hopeful for the future. I know that many other students would want to take my place and work hard for it. Hopefully, they would have as much fun as I did!! I’m happy because I am finally graduating!! I’m sad also because I’m graduating and leaving town. Transferring to SUNY Oswego was one of the best decisions of my life. Working here and meeting new people almost every day made the whole thing feel like a fantastic adventure. For that and all the other reasons that I know affected me positively, thank you.”



POINTS OF PRIDE

- Employed over 700 students during the academic year and paid them in excess of \$1.95 million to assist with their educational expenses.
- Recognized 168 Auxiliary Services student employees with a cumulative GPA of 3.3 or above during Honors Week.
- Provided 12 William R. Tucker scholarships to incoming and returning students and 16 scholarships to Auxiliary Services student employees.
- Provided over \$600,000 in support for Residence Life and Housing Resident Assistants and Resident Directors.
- Raised \$4,159.04 for United for Puerto Rico and \$4,732.02 for the Cpl. Kyle R. Schneider Foundation through Miss-A-Meal where students donate a meal to a cause selected by the Student Association.
- Exceeded \$1.76 million in New York State food purchases.
- Provided over \$200,000 in program support for various campus programs including Admissions, Career Services, Campus Life and Alumni Relations events during the year.
- Offered convenient summer storage for students who wanted to leave items in Oswego and pick them up when they return in the fall.
- Provided over 440 stress relieving goody bags at final exam times and over 780 special treats from parents for students on their birthdays or special day.
- Donated over 6,000 grab and go items including sandwiches, salads and sides and over 800 bakery items to the local Salvation Army.

CAMPUS LIFE



Ashley Lefebvre
Class of 2018
Masters in Human Computer Interaction
Hometown: Clifton Park, New York

“I can honestly say that my time working as a Graduate Assistant in Student Involvement served as a solid professional base from which I launched into my current role at Syracuse University’s Advancement and External Affairs. As an HCI (Human Computer Interaction) graduate student, I was able to explore areas of interest while working with the department, such as graphic design work, email and other marketing campaigns, event coordination, technical writing, data cleanup, designing and administering software training sessions, and social network analyses. I felt valued at Student Involvement and like I was really a part of the team. Everyone at The Point made me feel truly welcome and I’m grateful for the professional and personal contacts that I made working here.”



POINTS OF PRIDE

- Swiped a combined total of 41,600 Campus Recreation facility entry check-ins at the Lee Hall and Swetman desks.
- Offered 57 Campus Recreation programs yielding 7,676 participants.
- Worked with the Office of University Development to renew a \$15,000 donation from an anonymous Oswego alumnus which will support a Graduate Assistant and Marketing Intern.
- Collaborated with Orientation and hosted Project Play which saw 735 participants.
- Created and implemented the inaugural Homecoming Tailgate with over 500 faculty, staff, students, alumni, and community friends attending.
- Registered 208 student organization tables with an estimated 4,000 attendees at the Student Involvement Fair.
- Registered a record number of 228 student organizations by Student Involvement.
- Worked with students to create and implement Shades of Men – an informal forum addressing masculinity and vulnerabilities within today’s society.
- Created and implemented the inaugural Social Media Team which is maintained completely by students employed through Campus Life.
- Raised \$13,580.82 for philanthropic causes and volunteered 10,135.5 hours to community service by Fraternity and Sorority Life collectively.

CAREER SERVICES



Judith Ferguson
Class of 2018
Human Resource Management Major
Hometown: Bronx, NY

“I feel lucky that I have been able to take advantage of many of the resources at my school’s Career Center during my time in college. During my tenure, I learned how to put myself in a position to get hired. That includes creating a resume, crafting a cover letter, and learning how to interview. The staff was so supportive in helping me define my career path. When I was not sure about taking on a career with Amazon, I went to the Career Services Office and received one-on-one guidance. During my one-on-one sessions, I received relevant information and tips on how to succeed in my career and writing skills, I even learned how to build my confidence. Thanks to the Career Center, I know that I can be a fearless leader.”



POINTS OF PRIDE

- Planned and implemented first “Suit Up” program with JCPenney. SUNY Oswego was second out of 50 universities nationally for sales, and the 400 students who attended saved over \$17,000 while spending over \$42,000.
- Provided leadership for a campus initiative to integrate SUNY Oswego alumni into a national video database, viewable through our online subscription to Candid Career. Program logins increased 41% over last year, with most of that increase coming from our Alumni videos.
- Elevated outreach to parents through monthly newsletters designed to develop parents as partners. Implemented our first “Parent’s Open House” during Fall Admissions event.
- Initiated process of managing new aspects of experiential learning related to student advisement and employer relations. Launched new online opportunity portal through “Handshake”.
- Launched second national benchmarking survey to track progress in a variety of areas over the past three years as well as benchmark against national peers.
- Elevated attention to the gender wage gap by providing negotiation workshop facilitator training to four staff members via the American Association of University Women.
- Connected Career Services, Target Corporation, and the African American Males Empowering Network student group to implement multiple programs related to internships.
- Published in our Alumni Magazine, the Career Services operation was highlighted in a five page spread, reaching tens of thousands of alumni worldwide.
- Developed “Life Labs” workshop series, conducting intern-led multiple brief seminars each week on the most popular topics requested by students.

COUNSELING SERVICES CENTER



Kimberly Sage Hydar
Class of 2018
Psychology Major
Public Justice Minor/Forensic Sciences Minor
Hometown: Yonkers, New York

“As a Peer Educator for the Counseling Center (P2P), I was given the unique task and great honor of doing mental health and wellness outreach on the SUNY Oswego campus. From weekly tabling in the campus center to programming in residence halls, my communication and teamwork skills have strengthened through this experience. Additionally, I was able to step out of my comfort zone by creating a script for our weekly online wellness segment, Brush Your Brain Live. I also had the great privilege of being a contributing speaker for our OzTalk Series and connecting with students from all walks of life to talk about the importance of remaining strong and resilient when facing adversity. I am proud to have been a Peer Educator for the Counseling Center, as it was one of the most enriching and fulfilling experiences of my college experience as a whole.”



POINTS OF PRIDE

- Partnered with over 25 student organizations, campus departments and community agencies to host the annual Mental Health and Wellness Fair. Increased attendance from 230 to 700.
- Participated in the SUNY Telecounseling Network pilot program which increased the capacity of psychiatric services on campus.
- Initiated the Trans Support Group to offer a space to assist students who identify as transgender, gender non-binary, agender, and intersex in creating a safe community to identify challenges and rewards of their experiences.
- Attended and presented at the Association for the Coordination of Counseling Center Clinical Services, the Association for University & College Counseling Center Directors, and the Association for University & College Counseling Center Outreach.
- Offered “Drop in and Drum” outreach programming during which students came to an open space in the Marano Campus Center to release stress or find their rhythm. Continued to offer Connect, Embracing U, Journey through Healing, and Mind Your Mood student support and counseling groups.
- Partnered with Residence Life to create the position of Residence Life Mental Health Counselor. This position places a mental health counselor in the residence halls.
- Facilitated Brown Bag Lunches to support staff growth and development in areas of diversity, equity and inclusion.
- Offered over 300 outreach events with an estimated 10,000 contacts with members of our campus community! Also offered experiential placements to six graduate students in the Counseling Services Center.
- Increased Let’s Talk offerings by 300%.

DEAN OF STUDENTS



Kayla Murphy
Class of 2018
Communication & Social Interaction
Major
Global & International Studies Minor
Hometown: Amesbury, Massachusetts

“Working with the Dean of Students Office this year as the SHOP (food pantry) Coordinator has been an overwhelming positive experience. This office has recognized a large need on campus and done everything in its power to combat this issue. Upon taking on the role as SHOP Coordinator, Dr. Howland made herself accessible to me in order to accomplish the goals of the SHOP. Along with her availability, she trusted in me to set a solid foundation, improve upon community relations as well as expand the publicity of the SHOP across the campus. The SHOP is on the frontlines of battling food insecurities and thanks to the Dean of Student Office, I was able to lead that charge knowing I was always supported.”



POINTS OF PRIDE

- Increased awareness of SHOP (food pantry) with 509 students (99%) and faculty (1%) signed-in as patrons with over 100 repeat visitors.
- Continued the OzLeads Leadership Institute, which saw 20 members of the undergraduate cohort participate in a series of workshops, conference experiences, and portfolio activities to successfully complete the program.
- Migrated the College Withdrawal and Leave of Absences functions back to the Dean of Students Office in fall 2017.
- Partnered with Director of Counseling Services Center to present Mental Health First Aid (MHFA) through Project AWARE to our faculty and staff. Hosted four MHFA workshops with over 100 faculty and staff trained.
- Created the Preferred Name Request Process form for students with support from the Preferred Name Policy Committee.
- Facilitated the development of an online College Withdrawal Process in conjunction with Campus Technology Services.
- Hosted four I Am Oz Diversity Speakers with a total attendance of 968 (average attendance of 242).
- Facilitated the planning of OzFest in conjunction with Student Association which netted 1,120 students attending the concert and over 2,200 participating in daytime activities.
- Served on the Steering Committee for the creation of the SUNY Student Conduct Institute (SUNYSCI). SUNYSCI is a joint project of the SUNY Student Conduct Association, SUNY Title IX Coordinators Association, and the Office of General Counsel which will provide in-depth training to student conduct officials, hearing officers, Title IX officials and other college personnel.

FINANCIAL AID



Kevin Mercado
Class of 2018
Marketing Major
Art Minor/Arts Management Minor
Hometown: Bronx, New York

“My experience with the Financial Aid office has always been a positive one. I was given the opportunity to become an intern this spring semester but prior to this I always considered it my second home. Whenever I had an issue or I planned for an opportunity, they were there with open arms. There was never a time where I was turned away. Everyone in the office is willing to help and they go above and beyond for their students. If I were to give advice to other students, I would say make friends with someone in Financial Aid because they are there to help. Their guidance and support were one of the reasons I want to go into the field of financial planning.”



POINTS OF PRIDE

- Collaborated with the Office of Admissions in numerous ways to enhance student recruitment and enrollment. These efforts included participation in recruitment events and improvement to student communication and scholarship processing.
- Maintained the college's three-year cohort default rate at 4.2%, well below the SUNY and national averages for comprehensive public masters institutions.
- Delivered Financial Aid Award Packages to fall 2017 Early Action prospective students in January 2017.
- Assisted thousands of students and parents develop realistic and affordable financial plans to attend Oswego.
- Completed the college's recertification of federal Title IV funding.
- Facilitated student work experiences, on and off campus, which provided them with the opportunity to engage, learn, research and use their talent to help others.
- Concluded a federal, single audit in which the auditors found no mistakes or exceptions in processing of Title IV funds by the Financial Aid Office.
- Implemented the New York State Excelsior Scholarship.
- Enhanced internal control processes to ensure compliance with federal regulations.
- Executed strategies to improve student retention through improved processing of applications, communication with students and collaborating with other areas of the college.

RESIDENCE LIFE AND HOUSING



Peter Mancarella
Class of 2018
Psychology Major
History Minor
Hometown: Pittsford, New York

“Living on campus for the past four years has been a great experience. It helped me make some lifelong friends and connect to campus. The programs and events are fun and educational, and the RAs and the rest of the staff helped form the support system I needed to be successful here. I have also worked as a Desk Attendant and a Resident Assistant. These positions helped me grow and develop as a person and a leader, and put me in a position to help other students grow as well. Being able to live and work in such a welcoming and fun community has greatly enriched my college experience. Overall, I am fortunate to have lived on campus. The connections I made, programs and events I attended, and work I have done in the residence halls have helped me make the most of my college experience.”



POINTS OF PRIDE

- Completed a nine month total renovation of Scales Hall.
- Increased diversity of resident student staff to 50% and our student operations staff to 45%.
- Instituted a new electronic tracking system to handle the 40,000 mail packages delivered to campus annually.
- Installed a new summer conference host software.
- Installed 30 bottle fill water fountains in residence halls (Phase I); Phase II is scheduled for summer 2018.
- Created 15 community service projects with over 615 students participating.
- Housed an annual average of 4,016 residents. Housed over 40 groups with approximately 4,000 conferees during the summer.
- Presented approximately 40 diversity and inclusion programs throughout the academic year.
- Participated in the Maxient/Residence Life Initiative with Big Brothers, Big Sisters of the Central Blue Ridge #Dear Young Person to get postcard messages of self-worth and hope to individuals. Residence Life sent over 845 postcards to individuals needing support and encouragement.
- Implemented a new electronic lofting application this year.

STUDENT DEVELOPMENT



Ariel Gutman
Class of 2019
Psychology Major
Public Justice Minor/Biology Minor
Hometown: Hastings on Hudson, New York

“My work with New Student Orientation has allowed me to develop, not only as a young professional, but also as a caring human being. There have been many opportunities that I wouldn’t have found elsewhere. Those opportunities were being an active member throughout our staff interview process, and being a member in NODA IX Regional Conference. During the staff interview process, I sat in with candidates for the orientation team, and for NODA IX Conference, I connected with other orientation leaders to compete in the annual case study. My team was honored with the “Best Problem Solving” award. The other orientation leaders I have had the honor of working with are the most driven, hard-working individuals I have met. These relationships wouldn’t have been possible if it wasn’t for my work with New Student Orientation. Thank you, SUNY Oswego, because today, as always, I’m proud to be a Laker!”



POINTS OF PRIDE

- Partnered with the Alumni Office and secured external funding to support specialized technology and programmatic activities for students with disabilities.
- Transitioned nearly three-fourths of students who use note-taking services to the use of advanced note-taking technology.
- Created and implemented the Shining Waters program to support the campus’ new Grand Challenge of Fresh Water for All. Coordinated student volunteers who contributed nearly 100 hours to clean up areas of campus and Lake Ontario shoreline.
- Partnered with eight new service organizations throughout the United States to offer diverse Alternative Break experiences. Ten students participated in a pilot “Staycation” Alternative Break in Oswego County where they provided over 300 hours of service.
- Collected nearly seven tons of clothing, household items, and non-perishable food from residence halls through the Leave Green initiative. Items were resold at a three-day sale, raising thousands of dollars for People Against Poverty.
- Offered the Orientation Express Bus which served 105 new students and their families from downstate New York attending summer Orientation.
- Orientation Laker Leaders were recognized for excellence at the 2018 National Orientation Directors Association (NODA) Region IX Annual Conference winning three awards in the Case Study Competition and earning first place in NODA’s Got Talent.
- Developed and piloted a credit-bearing course for the 2018 Orientation student staff that infused foundational work in diversity, equity, and inclusion; connected students with campus partners and senior leadership; and provided opportunities for SafeZone and Bystander Intervention Training.

WALKER HEALTH SERVICES CENTER



Andy Gomez
Class of 2019
Wellness Management Major
Nutrition Minor
Hometown: Bronx, NY

“This internship and work experience at the Mary Walker Health Center has given me the opportunity to use my knowledge and provided hands on work that I have enjoyed every moment from when I walk in until the minute I leave. Throughout this semester I’ve retained a lot of information that will be valuable to me in my career path. Observing the nurse practitioners gave me a better look on how these ladies devote themselves every day to help people who need their assistance and also are ladies who care for the well-being of each student that walks in through those doors. The environment at this place is always an uplifting and a happy place where students were always comfortable to come to.”



POINTS OF PRIDE

- Demonstrated substantial compliance with the Accreditation Association for Ambulatory Health Care and attained reaccreditation for another three years.
- Increased flu vaccines given to students by 17.6% (from 850 in 2016-17 to 1,000 in 2017-18).
- Enrolled in the National College Health Immunization Collaborative, the first of its kind in higher education. This collaboration has assisted in increasing immunization rates, increased student education regarding vaccines and ensuring healthier students.
- Hosted “Chasing the Dragon: Life of an Opiate Addict” documentary to raise awareness of the opioid epidemic sweeping the nation. Event included panelists from various stakeholders from SUNY Oswego and the local community.
- Increased programming and collaboration with Greek Life on the topics of alcohol and other drugs. Programs included: education geared toward new members; screening, brief intervention and referral to treatment services; and alcohol harm reduction.
- Increased usage of the cold care clinic by 8.5% from the 2016-17 to the 2017-18 academic year. The cold care clinic allows students to self-select over the counter medications without seeing a provider.
- Decreased emergency visits by 66% as a result of the new triage system adopted in 2015-16 to assist in screening patients and assessing the need to be seen.
- Launched a new outreach program called Ask the Sexperts which is an answer and discussion based program pertaining to sexual and reproductive health.
- Increased Peer Educator outreach student contacts by 11% compared to 2016-17.

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



Susan Viscomi
Director of Athletics

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



Michael Flaherty
General Manager

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



Earnest Washington
Director of Campus Life

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



Gary Morris
**Director of Career
Services**

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



Katherine Wolfe-Lyga, LMHC
**Director of Counseling Services
Center**

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



Mark Humbert, Ed.D.
Director of Financial Aid

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



Angela Brown, FPN-BC
**Director of Student Health
Services**

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