

SUNY COBLESKILL CABINET REPORT – FALL 2014

I. PRESIDENT

A. Approval of SUNY Cobleskill's Start-Up NY Campus Plan

- To date, eight companies have submitted applications to partner with SUNY Cobleskill under the auspices of START-UP NY (six for occupancy in Guilford Mills; one in Maranatha; one in the warehouse facility in Warnerville)
- Sponsor and business applications for all of these have been vetted with campus and community stakeholders via the process prescribed in the ESD-approved campus plan
- Now in final stage of formal ESD approval of all 8 businesses; once approved, they are considered START-UP NY businesses and are academic partners with the College
- Companies include two high-tech food production and distribution entities, apparel manufacturers, a pharmaceutical firm, a meadery, a green recycler and a business software development/management consultation entity
- Because of START-UP NY, two large vacant properties in the county (Maranatha and Guilford Mills) have been sold or are in the closing process

B. SUNY Excels, the SUNY System performance system for campuses and for the SUNY System, will be presented as a draft to the Board of Trustees at their January meeting. SUNY Excels centers on 5 performance areas:

- Access (enrollment, diversity, affordability, and capacity)
- Completion (degrees/certificates conferred, Student Achievement Measures, graduation rates, retention rates, transfer rates, time to degree)
- Success (applied learning, multicultural experiences, student supports, financial literacy, degree progression, additional credentialing, employment and earnings)
- Inquiry (external investment in SUNY research, scholarship and innovation, thought leaders)
- Engagement (START-UP NY, commercialization, Minority and Women Owned Businesses, alumni and philanthropic support, civic engagement, workforce development, cultural impact, economic impact)

II. ACADEMIC AFFAIRS

A. School of Agriculture and Natural Resources

- United Way of the Greater Capital Region grant received (\$25,000) to expand Schoharie Fresh by establishing two additional customer pick-up sites and to offer "Better Food, Better Budgets" workshops in partnership with the Schoharie County Community Action Program for low-income families in the county
- Articulation agreement solidified with Genesee Community College to facilitate transition into the forthcoming baccalaureate Food Systems Degree Program
- Transfer/ degree completion agreement with Jefferson County Community College for Culinary Arts BBA
- CAHT Culinary Extravaganza raised \$12,000 for scholarship endeavors
- Le Chaines de Rotisseur Young Chef Competition hosted by CAHT, \$5,000 scholarship donation made to CAHT.
- Hosted Food Network Chef Ben Vaughn for student demo

- Numerous field trips- Beechnut, Hunts Point, numerous farm producers, Wegman's Bakery Plant
- \$250,000 private gift from Stewarts Shops received for construction of the SUNY Cobleskill Dairy Processing Center
- Students accompanied faculty to professional conferences including: 10 students to the International Meeting of the American Fisheries Society (Mark Cornwell), 17 students to National Meeting of The Wildlife Society, 20 students to The Wildlife Society Fall Field Meeting (Amy Quinn), 1 student to The Wild Trout Symposium and 2 students to Catskill Environmental Research and Monitoring Conference.
- In our coldwater hatchery trout spawning workshops were conducted for 12 schools, as far away as Cuba-Rushford CS, and 285 students (Brent Lehman).
- An iNaturalist app, called AgDamage was developed for mobile devices to log agricultural damage caused by wildlife. It was pilot-tested with DEC Region-4 Biologist, Josh Choquette and local farmer Lenny Prezorski, Cold Spring Farm. (Amy Quinn).
- The Ducks Unlimited student chapter raised \$250 for the "Guy's Marsh" wetland restoration project at the Montezuma National Wildlife Refuge, and attended the dedication ceremony (Mike Losito).
- Students in various department sponsored clubs (American Fisheries Society, Wildlife Society, Ducks Unlimited, Trout Unlimited and the National Wild Turkey Federation took part in community service projects, such as Cobleskill Reservoir Clean-up, Adopt a Highway clean-up, a youth pheasant and chukar hunt at Stonewall Game Preserve, Jefferson, NY DU wetland walkover with landowners interested in deeding their property as a wildlife conservation area, "Youth Day" event in Cobleskill's Centre Park, 1st Annual Landowner Appreciation Day, floats for the Cobleskill Holiday Parade on Saturday.
- An article was submitted to Fair Chase magazine (a Boone & Crockett Club publication) that examined the use of an applied, hands-on pedagogy for teaching wildlife policy that focused on wolf reintroduction in Yellowstone National Park (Amy Quinn).
- A bimonthly column was published in PONDBOSS magazine including an article with four students on a day in the life of a fisheries crew. PONDBOSS has a national circulation and our affiliation with this magazine boosts our exposure by increasing contact with potential students, clients and donors (Mark Cornwell).
- Fisheries and Aquaculture students presented research co-authored by faculty and staff at the International Meeting of the American Fisheries Society in Quebec City, Quebec (4 posters John Foster, Brent Lehman, Mark Cornwell & Ben German), The Wild Trout Symposium in West Yellow Stone, Montana (1 poster Mark Cornwell, Ben German) and the Catskill Environmental Research and Monitoring Conference in Belleayre, NY (1 poster Mark Cornwell, Ben German).
- Two abstracts were accepted for presentation at the World Aquaculture Society Conference in New Orleans which is attended by aquaculturists from 60+ countries (John Foster & Brent Lehman).

- A \$100,000 grant was secured from USDA Natural Resource Conservation Service to provide undergraduate internship opportunities (Carmen Greenwood and Andrew Gascho-Landis).
- A \$105,000 research grant sub-award was established on the federally endangered American Burying Beetle, which will provide undergraduate internships and undergraduate research opportunities (Carmen Greenwood).
- Fisheries contracts were completed at Woodridge Lake, DeRuyter Reservoir and Lebanon Reservoir. Administered through the Research Foundation, these contracts hire 3-5 students per job, keep our fisheries gear in working order, help fund new initiatives and increase the college's visibility with stakeholders (Mark Cornwell).

B. School of Business and Liberal Arts & Sciences

- Julie Caspar Roth's documentary, "Out and About in Albany," is appeared on WMHT in December

Sport and Exercise

- Fall fundraisers Clothing Sale and Golf Outing - netted approximately \$7,000
- 150 plus athletes (freshman) participated in a "First Steps to Success" orientation and retention seminar related to academic success, time management, study skills etc...
- Student athletes performed over 1000 hours of community service this past fall (events included, Special Olympics, Walk for Apraxia. Village Christmas parade, Wounded Warriors run, etc...)

Early Childhood and Psychology

- Anticipate the largest degree completion cohort of early childhood interns from Jefferson County Community College for S2015; n=11
- Early Childhood has approved a draft for a degree completion program with Mohawk Valley Community College
- Applied Psychology signed a degree completion agreement with Rockland County Community College
- Significant increase in the number of students in the Applied Psychology program; from 16 in the fall 2012 to 44 in the fall 2014
- Hired a new faculty member for Applied Psychology who is starting a student club for the students in that program
- Gail Wentworth is conducting a research project at the local Head Start, with a student doing a Special Project associated with the research, on how pet care curriculum can have positive effects for emotional development in young children; especially empathic behaviors. A presentation at the April, NYSAEYC is planned.
- Service Learning projects were completed by the Early Childhood club, Elise Weiss, advisor. Students participated in the hats and mittens collection during the Jan Brett event for children in the community
- The Cobleskill Campus Child Care Center and the Effie Bennett-Powe Child Development Center provided displays and activities for families at the Jan Brett book signing event
- Early Childhood successfully participated in its second year of the Read Aloud Campaign, a decade-long national campaign, the 15 MINUTES movement. Partnering with other

organizations and businesses that are invested in child development and education, the 15 MINUTES movement aims to make reading aloud every day for 15 minutes the new parenting standard, and thereby change the face of education in this country.

- Early childhood intern, Kim Cordova, will conduct research with a language and literacy program, Word Start, developed by music composer, Dr. Peter Phillips, emeritus professor, NYU at the Cobleskill Campus child Care Center. Dr. Phillips has agreed to mentor Kim as she completes her internship in the s2015.

Department of Natural Sciences and Mathematics

- 4 student scholarships from ESATYCB were given to Dr. McMaster-Schuyler to administer this year as a result of her role as immediate Past President. ESATYCB offers awards of up to \$800 to outstanding biology students in New York State who expect to receive an Associate degree in the 2014-2015 academic year, and who plan to continue their studies in biology or a related field.
- Dr. Pam Colony has worked to secure two scholarship/awards for Histotechnology students that will help defray clinical rotation expenses. One is for \$6,000 from Upstate Medical Center and one is from Cornell for \$2,500. These will be competitive and the Director will participate with the clinical faculty in the final decision.
- The Director of the Paramedic program, along with Lois Goblet, secured a \$1000 paramedic scholarship.

C. Educational Support Services

- CASE had a total of 19,202 student visits during the fall 2014 semester CASE with a total of 2,382 receiving tutorial services this fall.
- Mackenah Simmons (CASE Tutor) received the ACT scholarship for Excellence and Student Initiative
- Increased peer tutors by 2(23-25), professional tutors 5 to 7 providing tutoring for a total of 26 courses.
- Increased work study students from 5 to 10
- Added an additional 10 computer stations this fall.
- AccessABILITY Resources held its first ever (3 day) Summer Orientation – 17 students and their families attended.
- Cram Jam, our 24hr study session was held on Sunday, December 7th.
- Professional staff members collectively attended 3 conferences and attended four professional training workshops.
- Newer tables and chairs were added.
- Introduced a new version of Accutrack monitor student usage of the center and assess student need relative to tutoring services.
- CASE grew by (1) Full time MERITS employee and (1) Part Time employee.
- CASE facilitated 6 supplemental student workshops providing additional instruction in time management skills, testing, note taking etc.
- CASE is represented in a Moodle course for Transfer students.

AccessABILITY Resources

- Justin Berg began this fall as the center's new AccessABILITY Resources Coordinator.
- Accessibility resource office served 273 documented students.
- Provided on average testing accommodations for 20 students per day.
- Facilitated workshop teaching students how to self-advocate.
- Introduced students to new technology available in center.
- Referred an increasing number of students to of federal and state resources agencies.
- Justin Berg served as advisor for new self-advocacy student club in development.

MERITS & Retention

- The first Pre-College Academy 2014 (Engagement & Improving College Preparedness) was a huge success. Forty-one incoming freshmen students participated in a five day college prep facilitated by faculty, staff and five student mentors.
- The MERITS staff provided an 8 weeks workshop series for the cohort of MERITS students who were unable to attend the Academy
- Withdrawal rates decreased (8 in Fall 2013 vs 2 in Fall 2014).
- The midterm avg. cumulative grade point average increased by .39 this fall versus fall 2013.
- Two students have made the Dean's List and four students have received Dean's List Honorable Mention honors versus one on DL and two on DLHM in fall 2013.
- The "SOS" Program, Second Opportunity at Success was developed this fall to address the needs of first students placed on academic post fall semester. We anticipate the comprehensive program occurring next fall, however a five week SOS Workshop Series is scheduled to occur this spring. In addition, a SOS Task Force comprised of faculty, staff and administrators will also be established this spring (2015).

EOP

- 10 students made Dean's List and 16 students received Dean's List Honorable Mention recognition.
- 2 students are scheduled to be inducted into the EOP National Academic Society Chi Alpha Epsilon- XAE.
- 10 students were recognized at the annual scholarship luncheon for receiving in excess of \$8,000 in scholarship awards.
- 12 students volunteered at the CREST Halloween Dance for the local elementary school.
- 12 students participated in the community service fair and the community Halloween event on campus.
- 9 of 20 SUNY Cobleskill student representatives attended the Volunteerism Conference held at SUNY Oneonta.
- 8 students volunteered at the "Breakfast with Santa" event sponsored by the local Rotary Club on 12/7
- The EOP Scholarship received a total of \$3,120.00 in contributions this year making the grand total to date \$5,570.00; received a donation of \$2,500 from EOP Alum (Spring 2014) and a donation of \$500 from current student (Fall 2014)
- Student Leadership: 2 attended Camp O Leadership Retreat, 3 students served as resident assistants, 6 as night-host, 4 as peer educators, 4 as night hosts

D. Library

- Working with institutional advancement to correlate our library use statistics with the 800 numbers of student users to determine the impact of library use and retention.
- CASE & Library hosted second 24-hour study for finals.
- The library offered offsite library/research/Moodle help twice weekly at CANR café.
- We have submitted two grants. * (stronger financial base)
- We are working with the Van Wagenen family to host and preserve their grandfathers' collection in our new future archive.
- We have developed a robust collection of web-based "how to" user guides for students that can be tailored to specific classes and imbedded in web sites or Moodle shells.
- The Library helped LAS host its Brown Bag Faculty lecture series.
- Cobleskill hosted the first regional Moodle-Palooza conference (50 attendees).
- The Library helped the student poetry club host two poetry nights in the library – very well attended.

E. International Education

- The first China Path Pro (3+2) program in Information Technology was launched at Zhejiang Institute of Mechanical and Electrical Engineering; 55 students were recruited to the program and some should transfer to SUNY Cobleskill after completing 2.5-3 years of study in China; three Chinese faculty from ZIME trained with SUNY Cobleskill faculty and staff on campus from October to December; a Cobleskill faculty member was chosen to teach at ZIME in June 2015
- AASCU sponsored a presentation by Dr. Susan Jagendorf-Sobierajski at the China Annual Conference for International Education 2014; SUNY Cobleskill has been recognized as the leading U.S. college in the Path Pro program, a Chinese government initiative to improve education at vocational colleges in China through partnerships with U.S. colleges and universities
- Ten new Chinese students in Biotechnology dual diploma program with Jinling Institute of Technology enrolled at SUNY Cobleskill; one new Chinese student in the joint program in Plant Science with Shanghai Urban Management College has enrolled at SUNY Cobleskill
- Three students in the Near East South Asia Undergraduate Exchange program (a Fulbright program), sponsored by the U.S. Department of State and administered by World Learning, a non-profit organization in Washington, D.C., enrolled for one year at SUNY Cobleskill
- A group of international students/Global Ambassadors gave interactive cultural presentations at the Golding Middle School in Cobleskill; this activity was coordinated by Brian Kaiser and Andrew Lucas
- The Fulbright Language Teaching Assistant program sponsored an Arabic language instructor to teach at SUNY Cobleskill for two semesters, 2014-15
- With the help of the Office of International Education, a SUNY Cobleskill faculty member received funding through a grant from the Santander bank to travel to Mexico and collaborate with a colleague at La Salle University on a Collaborative Online International Learning project that was implemented in the International Business course in the fall semester

- SUNY Cobleskill and American Language Academy (an English as a second language provider) began contract talks to open an English as a second language program site at SUNY Cobleskill
- SUNY Cobleskill has been selected to work with the Universidad Autónoma de Tamaulipas (UAT) in a 2015 ANUIES-SUNY Professional Staff Exchange funded by the U.S. Department of State (UAT is the main public higher education institution in the state of Tamaulipas, Mexico)
- The Offices of International Education and Institutional Research joined forces to gather data on international student satisfaction from focus groups
- The Office of International Education has partnered with selected international recruitment agents (all approved according to SUNY guidelines) to expand international recruitment efforts
- SUNY Cobleskill has applied to host Brazilian students in the Brazil Science Without Borders program, a Brazilian government program to finance one year of U.S. university study for Brazilian students studying in STEM fields
- The first internships abroad through a partner vendor, CISabroad, have been confirmed for four students in the spring 2015 semester
- Two faculty-led programs abroad—to Costa Rica and the Galapagos Islands-- have been designed for winter break; eighteen students studying ethics will go to Costa Rica and nine Fisheries/Wildlife/Animal Science students will go to the Galapagos Islands for a field studies course
- Two students enrolled in language immersion programs in Costa Rica
- Two students spent a semester of study at a partner university in Turkey, one student studied abroad in Madagascar and one student completed an internship in New Zealand

F. Grants/Sponsored Programs

- 17 grants were submitted for a total of \$2,531,324
- 9 grants were funded for a total of \$1,629,204 – includes \$1M from Governor for Dairy Processing Center
- 1 grant proposal was not funded, 6 proposals are pending
- 1 proposal (not funded) was submitted to NSF to support retention in STEM disciplines. A reapplication is planned for 1/13/15.
- Gasifier commercialization and patent efforts continue.

G. Institutional Research

- interviewed international students in order to understand their experience and perception of the college
- Vic Sensenig represented the college as part of the SUNY Excels Steering Committee, shaping the development of performance management system
- conducted study of employers' expectations for and satisfaction with Business and IT graduates, using both survey and in-person interviews
- launched the 6-month graduate survey, enlisting the assistance of students' advisors in making contact

H. Farm

- Dirk Schubert was hired and took over the day-to-day operations of the livestock area.
- Donna Cappadona was relocated to the dairy to focus on care of the young stock.

- Record corn harvest this fall – portions of the farm had yields of 24 tons of corn silage
- Acquisition by CAS of the Coby Farm – adds 124 acres for farm use

III. STUDENT AFFAIRS

A. Residential Life

- New Alumni Commons Townhouse and Suites opened with full occupancy and waiting list.
- 350 students participated in the annual “Around the World” Diversity Awareness Program; all residence halls presented the culture of various countries from around the world showcasing music, food, drink, photos, maps, history, arts, education and crafts.
- New Student Veteran Resource Center opened. Over 80 student veterans utilize the resources of the center – lounge, Wi-Fi, TV, office for Veteran Affairs work study students (peer to peer support), and a computer lab (still under construction).
- The RA recruitment effort this fall yielded a high of eight candidates per opening, resulting in hiring of high quality student leaders.
- Fall housing occupancy exceeds planned budget target by 125 students.
- Student Health Assessment and Intervention Team (SHAIT) members attended a two-day training provided by a national expert on the topic of threat assessment and documentation. This training was followed by a one-day seminar on related topics for SUNY campuses offered by System Administration.
- A \$125,000 renovation (funded by DIFR and CAS) of upper Brickyard Point has resulted in the creation of an e-café lounge. The project is a partnership among Student Affairs, Residence Life Office, CAS, and Facilities Management).

B. Student Life

- The Council for Student Activities offered 40 student programs with 5107 attendees.
- Coby Late Night hosted 80 activities/programs with 3,742 students attending.
- 11th Annual College and Community Halloween Event was a great success with 1531 in attendance (Trick or Treating, 43 Inter-active Children Events, Haunted House and Tractor Rides – a joint effort with RLO and Student Life Center).
- 258 Points of Blood Donated to the Red Cross PPT
- SLC hosted fall leadership training programs for student clubs: Camp O Retreat, APCA Conference for CSA, Annual SPEAK Conference, and Leadership Development Programs.
- Mackenah Simmons was the recipient of the Association of College Trustees Award (ACT), one of only five SUNY students honored state wide.

C. Center for Community Engagement

- SUNY Cobleskill was recognized with President Obama’s Higher Education Community Service Honor Roll for the 6th consecutive year.
- The Circle K Club hosted the 2nd Annual Boxville Event which generated \$225 and 190 personal hygiene kits for the Interfaith Partnership for the Homeless.
- SUNY Cobleskill, Delhi and Oneonta co-hosted The 14th Annual Conference on Volunteerism and Social Responsibility. Twenty Cobleskill students joined their peers from Delhi and Oneonta for a day of “Funshops” on topics including homelessness, animal rights, help for the

mentally disabled and leadership development. Cobleskill's CAS donated supplies to make 350 PB&J Sandwiches for the homeless.

- Student Megan Trigg won the Conference On Volunteerism Annual Essay Contest, with her essay - "How Helping Others Helps Me."
- Annual Feed the Need campus food drive campaign generated an impressive 2,206 lbs. of food to benefit local food pantries.
- SUNY Cobleskill logged 4005 community service hours in Fall 2014.

D. Student Success

- College Central Network, the campus on-line job, work study and internship listing system, with e-portfolio and alumni mentoring modules, has 1,848 student accounts, 1,127 employer accounts, and 247 alumni accounts.
- Total of 466 resumes and cover letter critiques during Fall Term
- Student Success Center presented 73 workshops with 1,283 students attending; 23 were for the "Don't Cancel Class" initiative
- College Information Day: In cooperation with the Schoharie County Counselors Association the Student Success Center hosted 441 students from 15 high schools, 98 college representatives and over 200 SUNY Cobleskill students attended.
- Green Industry Career Days co-hosted by the Student Success Center and Landscape Department; twenty-eight employers attended.
- Career Prep Program: 97 students from Agricultural Engineering, Agricultural Business, Animal Science, Early Childhood, Culinary Arts, Business and Information Technology participated

E. Athletics

- Fall of 2014: 117 of the 291 student athletes (40%) achieved a 3.0 GPA or better
- Booster Club Annual Fall Golf Event and Athletic Outlet Fundraiser netted \$10,000
- Women's Cross Country Team won 6th consecutive NEAC Championship
- NEAC Student Athlete of the Week Recognitions: Ian Wilson named three times as NEAC's Golfer-of-the Week; Sabrina Adams named NEAC's Women's Soccer Defensive Player of the Week
- Student Athletic Advisory Council (SAAC) members Emily Belewich and Lavaughn Garland attended NEAC's 2014 Fall Meeting in Scranton, PA

F. Wellness Center

- Wellness Center Health Education Programs increased from 19 to 52 from Fall 2013 to Fall 2014; topics of education included: sober thoughts, substance abuse, tobacco cessation, Healthy Expo, alcohol education, safe sex, healthy finances, exercise etc.
- Wellness Center clinical visits totaled 2225, a 10% Increase from Fall 2013 to Fall 2014
- Peer Educators delivered 19 successful health education initiatives; topics included safety, sexual health, illness and flu prevention, mental health, jay walking prevention; used Facebook as a tool to educate and promote programs.
- Bystander Training-Sexual Assault Response Program - Over 400 students, faculty and staff were trained in this sexual assault prevention program. A total of 30 staff and faculty representing 11 campus departments are trained as Bystander Trainers.

- Fall Semester Wellness Committee Health and Wellness Expo held in Bouck Ballroom; topics included were massage therapist, blood pressure reading, healthy food samples, stress management, Rape Aggression Defense demo, nutrition, Schoharie Fresh, medication take back, smoking cessation, financial management and a mobile flu shot clinic.
- Hosted mental health speaker who addressed topics of depression, bipolar disorder and eating disorders.
- Wellness Center offered 6 mobile flu clinics campus wide

G. University Police/Emergency Management

- New University Police Officers Eric Petersen and Carliann Rubin completed 720 hour D.C.J.S. Mandatory Basic Police Course training program and began campus 480 hours of Field Training duty in December. Officer Rubin received the Academy Academic Award for attaining the highest overall academic average of her class.
- The emergency management team participated in a simulated campus Ebola crisis. Various departments, campus administrators and stakeholders were in attendance.
- SUNY Cobleskill UPD Hosted simulated police training exercise with Cobleskill Village Police, Sheriff Departments and other police agencies. Emphasis was on “active shooter response,” justification and use of force, defensive tactics and crowd control.
- Rape Aggression Defense Training Program (RAD) - UPD in cooperation with RLO, Wellness and SSC offered RAD training for 18 Girl Scouts and some of their parents.

H. CAS

- CAS served 350,093 meals, offering 8 Ways to dine: Champlin 158,805 (45%), Prentice 85,927 (25%), Twisted Whiskers 59,037 (17%), Warner Café 17,238 (5%), Farm Fresh Café 11,299 (3%), Coby’s 3,341 (1%), Rolling Hills Bistro 515 (.014%) and 13,932 (4%) Catering Meals.
- New Coby “FARM FRESH” Café Opened in the Center for Agriculture and Natural Resources Center, serving up to 350 customers daily
- COBY Farm on Mineral Springs Road was purchased by CAS in support of the College
- Dining Services management staff reorganization enhanced service with the hiring of new marketing/IT person, Coby’s Manager, Prentice Manager, CobyCard Office and Catering Manager.
- CAS Upgrades: New Catering Vehicle, Point of Sale System and Cobycard Processor

I. Upcoming Spring Semester Special Program Announcements

- MLK Jr. Day and Seven Days of Service-January 19-29, 2015. Service initiatives will include Feed the Need, PB&J Slam, Soup Kitchen Outing, Drive by Service Projects, AmeriCorps Vista Program, Blood Drive and NE Regional Food Bank Volunteer Trip.
- Annual Campus Wide Super Bowl Party: February 1, 2015 - Bouck Ballroom
- 6th Annual College and Community Event: “Back to the Future” 80’s Dinner and Dance Party - February 6, 2015, 7:30 pm, Bouck Ballroom featuring “*The King of Pop*”
- Student Annual Semi-Formal Sno-Ball Dinner Event: February 13, 2015
- SUNY Cobleskill Hosts NEAC Swim and Diving Championships: February 13-15, 2015

IV. ENROLLMENT/MARKETING/COMMUNICATIONS

A. Admissions

- Fall Open Houses
 - 435 total prospective students - 1043 total visitors (including families)
 - 14% increase in open house attendance over 2013 (381)
- Fall travel - 340 College Fairs attended (46% increase over 2013)
- 412 high school visits
- Cobleskill featured in Op Inform sessions
- Launch of self-service Banner for applicants
- Coby-Express downstate transport to assist with recruitment for growing downstate population



B. Registrar

- Upgraded to Degreeworks 4.1.4
- Formed a SUNY Registrar's working group (11 schools) to secure a SUNY contract for electronic transcripts

C. Professional and Continuing Education

- Grain to Glass workshops were held on Sept. 27th with over 80 participating in the exploration of beer and brewing which has led to a partnership with the Carey Institute and area businesses.
- Forty students completed an OSHA training certification
- Sixty degree completion students are enrolled in SUNY Cobleskill baccalaureate programs on three community college partnership campuses.
- There were 121 enrollments in on-line Weekend College courses and 36 in on-campus classes.

D. Communications and Marketing

- Marketing Campaign – Fall campaign September 15 – November 15
 - Equine - Over 2.1 million impressions; .edu analytics– increase of 142% to website
 - Landscape - Over 2.6 million impressions; .edu analytics – increase of 559% to website
 - Histotechnician - Over 3 million impressions; .edu analytics – increase of 662% to website
 - EET - Over 1.9 million impressions; .edu analytics – increase of 205% to website
 - Branding awareness – Pandora – Just under 500,000 impressions – click through rate 10% higher than Pandora's average; TV – 988 spots on various networks in Hudson Valley/LI/Westchester; 84 spots on News 12 in Long Island/Westchester (subscriber base of 4 million)
 - Analytics show that digital ads are driving traffic back to SUNY Cobleskill website at substantial rates - applications are also up in each programmatic area targeted, as well as overall.
- Significant Web Upgrades
 - Parents Page <http://www.cobleskill.edu/parents/>
 - Admissions Landing Page <http://www.cobleskill.edu/admissions/>
 - Admissions Student Ambassador Profile Site

- Admissions Interactive Recruitment Visit Page
- CobyExpress Page <http://www.cobleskill.edu/admissions/coby-express.asp>
- Presidential Search Site <http://www.cobleskill.edu/presidential-search/>
- Giving Opportunities Page <http://www.cobleskill.edu/about/administrative-offices/advancement/giving-opportunities.asp>
- Academic Program Pages
(4 examples of new pages: [Histo](#), [Applied Psych](#), [Accounting](#), [Early Childhood](#))
- CobyNet Faculty/Staff <http://www.cobleskill.edu/faculty-staff/>
- CobyNet Current Students <http://www.cobleskill.edu/students/>
- MERITS <http://www.cobleskill.edu/merits/>
- Academic Advising <http://www.cobleskill.edu/academics/advising/index.asp>
- Campus Magazine Published in Fall of 2014, with Spring 2015 planned
- YouVisit Virtual Tour Updated with new stops, new tour guide (SUNY Cobleskill student)
- Admissions Publications Redesign underway for fall 2015 launch
- 6th Annual Orange Carpet Event – Engaging displays of works well designed

V. OPERATIONS

A. Facilities

- Cut the ribbon on the new Center for Agriculture and Natural Sciences
- Opened Alumni Commons
- Opened the renovated Upper Champlin
- Installed walkways and fencing for pedestrian safety
- Started work on new café at Brickyard Point (opening Jan or Feb?)
- Awarded \$2 million for energy master plan and metering
- Began installation of a solar array next to CEST
- Consulted with SUCF on the Biodigester project

B. Information Technology Services

- Campus license for SPSS – all faculty and students can use. CANR – all tech complete. Now gathering requests for follow-on needs
- \$50k of network upgrades completed. Will now begin the Contact Center/Phone Menu-ing project for depts. in Knapp Hall (Admission, Registrar, FinAid, Student Accounts, CAS, etc.)
- DegreeWorks – Upgrade (at ITEC) completed – now working on graduate/audit auto import into Nolij
- Acceptance Planning – automated student account creation and welcome emails. Implemented new welcome screen/workflow.
- CAS – Migrated from CBORD to CardSmith; Implemented PocketTracker for gym access
- Alumni Commons – Finished door/security entry with existing campus system
- NelNet (electronic payment) – finished migration off of RTS and are now taking/accepting parking payments
- SUNY Innovation Grant – Received Google Glass equipment and working out regimen for use in the Paramedic Sim Lab and Dairy Barn (Hoof Disease) programs

- Moodle – working with SUNY Delhi counterparts on migrating the services to a cloud service provider
 - Worked on Home Ec renovation requirements
 - Still working on the college’s next IT Strategic Plan – Faculty Survey going out this month (Jan. 2015)
- C. Human Resources
- New process in place for identifying mentors for new hires and providing them with training, guidance and support.
 - New software being used to generate affirmative action plan data.
 - Partnering with Student Life to ensure that the campus is in compliance with the expanded Title IX requirements resulting from the SUNY/OCR Resolution Agreement.
 - HR compliance training for all staff will be offered both in-person and on-line. All faculty, adjuncts and staff are required to receive training on laws and policy annually.
 - New Employee Assistance Program Coordinator selected – Marie Gerhardt
 - HR and ITS staffs continued working on the development of the on-line directory with IT Staff. The directory is now functional and feeds the most current information that is entered for payroll processing.
 - ITS and HR are nearing completion on the HR Bridge that feeds payroll information such as name, address, contact information, email addresses and phone numbers into Banner eliminating double manual entry. Included in this project was the elimination of the current account creation process and development of a more up to date automated process which should ease manual entry on the HR and IT sides of the house.

VI. BUSINESS AND FINANCE

A. Business Affairs

- The Fiscal Affairs and Strategic Planning Committee (FASP) have initiated a new Strategic Initiatives funding request process for the 2015-2016 fiscal year. Following strategic plan priorities established by Dr. Thatcher and Cabinet, proposals for funding related to ideas that will provide long-term benefit to the college must be submitted using the request form to the FASP Strategic Initiative Sub-Committee on or before February 1st. The proposals will be reviewed by FASP during the spring semester with recommendations provided to senior administration by mid-April with anticipated final decisions made by May 1st.
- 2015-2016 OTPS operating requests (Other Than Personal Service) will be distributed to all account administrators shortly with a submission date of no later than the end of February. The Budget Office will compile all requests and provide FASP a report for their review and comment. Approved budgets will be finalized the Dr. Thatcher and Cabinet by the end of May.
- SUNY issued new financial procedures governing participation by Minority Group Members and Women (MWBEs) with respect to SUNY contracts in order to standardize the MWBE process, improve communications, facilitate compliance and improve SUNY’s capacity to increase participation. These requirements apply to all procurements exceeding \$25,000 for non-construction goods and services and \$100,000 for construction related contracts. The new process mandates a pre-solicitation phase where minimum MWBE goals are established in

accordance with prescribed guidelines. Compliance will be monitored closely using Prism Compliance Management (PCM) Services electronic reporting tool.

- Cobleskill, along with all other State of New York agencies, in partnership with Citibank, our campus commercial credit card program provider, will be migrating to the latest Chip and PIN credit card technology. All campus issued procurement cards will be issued or reissued in the new format between January 19 and January 31. NYS travel and NET cards will be reissued based upon expiration date of existing cards starting in January and continuing throughout the month of April. If you currently have a campus issued Citibank card, you should have received detailed instructions from the Business Office about what to do when you receive your new card.

B. Student Accounts

- We are lucky to have attracted Sarah Ledermann as our new Director of Student Accounts. Sarah has an MBA from Sage Graduate School and has many years of Student Accounts experience, most recently at Schenectady County Community College where she served as Bursar.

C. Financial Aid

- SUNY Cobleskill's fall 2014 student loan default rate dropped significantly from 16.9% in the prior year to 10.8% - over 36% decline in one year! This rate represents the percentage of students whose loans went into default 3 years after separation from College. (For comparison: SUNY Morrisville 15.3%, SUNY Canton 17.4%, SUNY Alfred 10.6%, and SUNY Delhi 11.8%)
- Louise Biron, Director of Financial Aid has been working with SUNY to develop financial literacy videos to help explain the Smart Track award letter as well as the importance of good credit and managing debt. Can be found on YouTube: <http://youtu.be/jTfdMfzVqNY>, <http://youtu.be/m7O1Hx5a2tl>
- As the result of a 2013-14 Strategic Initiative request, the Financial Aid Office received an "emergency" scholarship fund of \$25,000 to be used to support students that a fairly small financial incentive makes the difference for them to attend Cobleskill. Decisions were made in conjunction with the Admissions Office in order to maximize the impact. All funds have been awarded to a total of 28 students ranging in amounts from \$200 to \$2,000.

VII. ADVANCEMENT

A. Alumni Affairs

- Homecoming 2014 was held Thursday-Saturday, 9/25-9/27. Included the Alumni Commons Ribbon Cutting and recognition of eleven honorees at the Alumni and Emeriti Awards Dinner and Athletic Hall of Fame Dinner and Inductions.
- In coordination with the Office of Communications and Marketing, alumni visiting campus for classroom lectures, have been recorded in a video library. Some examples include Damian Bazadona '95 and Jessica Chittenden Ziehm '93. This is on-going project.
- SUNY Cobleskill received twelve seedlings from the 911 Survivor Tree for future establishment on campus with assistance from Steve Perry '79, John Bowne High School Assistant Principal and the Plant Science Department and Facilities.

B. Foundation

- Six new scholarships established in Fall 2014:
Robert and Ethel Benninger Endowed Catering Scholarship
Braun Loduha Scholarship Endowment
Mark Finney Scholarship Endowment
SUNY Cobleskill Woodsmen Club Alumni Scholarship Endowment
Terry and Lois Hughes Scholarship Endowment
Michelle Lombardi Condon Scholarship Endowment
- Annual Scholarship Luncheon, an annual highlight of Homecoming Weekend, welcomed more than 200 benefactors and their student scholars.
- Posters were created to promote areas of fundraising throughout campus and have been displayed repeatedly at various events. The posters coordinate with printed handouts that can be printed on an as-needed basis, allowing us to keep information current while distributing to potential donors as opportunity allows.
- A faculty/staff appeal was sent to all campus employees, coinciding with the Office of College Advancement hosting the first “First Friday” event of the semester where faculty/staff donors were recognized. As a result of the appeal and First Friday, 15 faculty and staff became new donors and 10 faculty and staff increased their giving, bringing faculty/staff giving participation to 20% year to date.
- Board giving update: 56% of board members (Foundation, Alumni, College Council) have participated this fiscal year.
- Annual Fund update/comparison:
Precall mailing results are \$3,000 ahead of last year, year to date
End of Calendar Year mailing results are \$9,500 ahead of last year, year to date
Parent Phonathon is \$2,000 ahead of last year, year to date
Alumni Phonathon is \$3,400 behind last year, year to date

C. Events and Conferences

- Hosted kick-off event for Jan Brett book signing tour. Attended by hundreds of community members. Integrated academic areas from throughout campus in event preparation. Faculty, staff, students and community members volunteered at the event.
- Assisted in coordination of President’s Roundtable event in September themed Rural Regeneration: Shaping Our Future Together. Five panelists offered their expertise to attending local stakeholders.
- Assisted in coordination of ribbon-cutting ceremony for the Center of Agriculture and Natural Resources. Among others, speaking dignitaries included Chancellor Nancy Zimpher and Congressman Chris Gibson.
- During fall 2014 semester, assisted with planning and logistics for seven internal and eleven external events.

D. Centennial

- Coordinating with library to archive campus historical documents and photos.
- A website launched this month which will serve as the Centennial Celebration hub for promotion of related events, photo contest, and campus history.

- A Centennial logo was designed and is available for use on campus orders and printed materials beginning now through 2016. The Centennial Celebration Committee is encouraging use of this logo wherever possible through 2016.
- Matt Barney led effort with Dr. Anne Myers, Anne Donnelly, and Kayla Vaughn working towards completion of a campus pictorial history for printing later this year.

E. Advancement

- Advancement webpages have been established with links to policies and planning forms for events, fundraising, and funding requests.
- A webpage listing external scholarship opportunities was created in order to provide additional resources to students and promote non-campus scholarships for specific interests and industries.
- The incoming student scholarship application is live for Fall 2015. All faculty and staff are asked to promote that the returning student scholarship application will go live April 1.
- An immediate gift of \$100,000 and an additional pledge of \$150,000 contingent on obtainment of a US Economic Development Administration grant, were secured from Stewart's Shops and the Dake Family, in support of a dairy processing center construction.
- A commitment of up to \$1 million from New York State was secured and announced at the 2014 NYS Yogurt Summit in October. This will be used to build a state of the art teaching processing facility.
- U.S. Senator Kirsten Gillibrand visited campus in December to tour the cold water fish hatchery, conservatory and hydroponic greenhouse. Other highlights included plans for the dairy processing facility and canine facility with expanded canine programming.