



SUNY BROCKPORT

Division of Institutional Advancement
350 New Campus Drive
Brockport, New York 14420-2926
www.brockport.edu

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SUNY Brockport

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Volunteers
Donors
&
Campaigns

Eight people with a lot to give

2001-2002
time line...

A year in the life of a College



A
Class/Faculty
Profile

*President Yu reflects on
a Banner Year*

Hall of Heritage
Inductees



2001-2002 Class/Faculty Profile

Class Profile

Undergraduate: **6,764**

Graduate: **1,870**

Average age of undergraduate population: **23.3**

Origin:

Greater Rochester Area: **32.3%**
(21 percent from Monroe County)

NYC/Long Island/
Westchester **9.9%**

All Freshmen 2001-2002:

Average SAT **1047**

High School Average **86.9**

Rank in Class **65%**

Freshmen:

Distinguished Scholars **14**

Presidential Scholars **45**

Dean's Scholars **32**

Faculty Scholars **1**

The Top Majors College-wide

1. Physical Education
2. Business Administration
3. Psychology
4. Criminal Justice
5. Health Science
6. Communication
7. English
8. History
9. Computer Science
10. Nursing

Faculty Profile

Full-time **282**

Part-time **319**

Fulbright Awards **13**

Distinguished Professors (SUNY's highest faculty ranking) **25**

Awarded the Chancellor's Award for Excellence in Teaching **74**

85 percent of the SUNY Brockport faculty hold the highest degree in their field

Student-faculty ratio **19:1**

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Director of Alumni Relations

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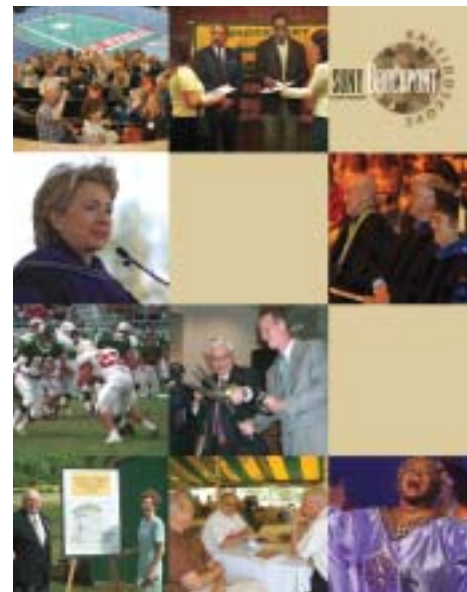
Corrections to the Roll of Donors or changes of address send to:

Division of Institutional Advancement

350 New Campus Drive

Brockport NY 14420

(585) 395-2451 or e-mailed to: sparrino@brockport.edu



Cover photos top from left to right: Ralph Wilson Stadium, Danny Glover, New York Senator Hillary Clinton, 2002 Undergraduate Commencement ceremony, SUNY Brockport football team, President Yu at the Lennon-Smith ribbon-cutting ceremony, Dedication of the Clark V. Whited Baseball/Softball Complex, Alumni Reunion 2001, Sankofa African Dance and Drum Ensemble.

How can you give back to the College that means so much to you? Here are what we call...

50 ways to love your Brockport

- 1 Make a monetary contribution
- 2 Identify potential donors
- 3 Make a gift-in-kind
- 4 Fund a scholarship
- 5 Mentor a student
- 6 Mentor alumni in your career field
- 7 Volunteer for an Alumni Association committee
- 8 Chair an Alumni Association committee
- 9 Serve on the Alumni Association Board of Directors
- 10 Increase your annual contribution
- 11 Speak proudly about SUNY Brockport to your family, friends and neighbors



12 Wear SUNY Brockport imprinted clothing

- 13 Recruit potential students
- 14 Bring a student to tour the campus
- 15 Be a representative for your class
- 16 Attend College functions
- 17 Attend alumni programs
- 18 Participate in alumni surveys and feedback opportunities
- 19 Check out the College Web site at least once a month
- 20 Support Golden Eagle athletics

- 21 Volunteer in the Alumni Relations Office
- 22 Provide informational interviews for networking purposes



23

Volunteer at Alumni House by landscaping, painting...

- 24 Name the College in your will
- 25 Provide stories and ideas for *Kaleidoscope*
- 26 Let the College know that you work for a matching gift company
- 27 Host a dinner for prospective students or alumni in the area where you live
- 28 Donate door prizes for College and alumni events
- 29 Keep the College updated with your address, e-mail address, phone number and personal successes
- 30 Tell your employer about the Corporate Partner Program, the "Brockport Ambassadors"
- 31 Be a guest lecturer in a class
- 32 Help with the annual phonathon
- 33 Send letters to the editor in local newspapers about SUNY Brockport
- 34 Send your children to SUNY Brockport
- 35 Provide co-op and internship opportunities for students
- 36 Represent the College at community events
- 37 Hire SUNY Brockport alumni and students
- 38 Offer to teach a class
- 39 Tell people about the academic programs at the College

- 40 Inform students about scholarships
- 41 Talk to the parents of prospective students at open house programs
- 42 Serve on departmental advisory boards
- 43 Offer to have a student shadow you for a day at work
- 44 Volunteer to be on an alumni panel to talk with students
- 45 Volunteer to deliver admissions materials to your local high school
- 46 Return to campus for your class reunion
- 47 Return to campus to play in alumni games
- 48 Submit a nomination for an Alumni Association award
- 49 Participate in the credit card or insurance programs sponsored by the Alumni Association



50 Create a personal way for YOU to make a difference

Be involved. Love your Brockport!

www.brockport.edu/alumni

(585) 395-5809

A Banner Year



President Paul Yu

Clearly a year of great achievement for SUNY Brockport, 2001-2002 witnessed the continued improvement in the academic quality of our students. It has been a year in which our student and faculty scholars have been recognized for their accomplishments through prestigious awards, and our athletes have achieved victories in their competitions, claiming a number of championships. During these past several months, the facilities of the physical campus have undergone major improvements, and the financial support for the College's highest priority—student success—has climbed to new heights.

Setting new and ever higher goals, our faculty and staff continue to lead the way in supporting student success, with the Faculty &

Staff Scholarship Campaign surpassing its goal by 35.6 percent and raising more than \$98,000. Faculty also were awarded 83 grants totaling \$5.2 million, advancing faculty research and providing additional support for academic programs. In addition, the Brockport College Fund received gifts of \$1 million from individuals, corporations, foundations and other organizations.

This has been a year in which the faces of the College have changed, with us bidding farewell to a number of long-time, valued faculty and staff whose important contributions will forever be a part of the institution's history. Vice President for Administrative Services **Edward Kumar '72** and Vice President for Student Affairs **Marion Schrank '69**, along with Assistant Vice President for Student Affairs **Terry Hover** and Assistant to the Vice President for Student Affairs **Roger Weir** drew to a close decades of dedicated service to the College. And Assistant to the President **Eileen Rose** chose to exercise a well-deserved retirement opportunity after 35 years of service spanning the tenures of three College presidents.

Vice President Schrank remained on staff beyond her planned retirement at my request to lead the Office of Institutional Advancement during the very successful search for the new Vice President of Institutional Advancement **Mary Kay Bishop**. Besides welcoming Vice President Bishop to my Staff, I also was pleased to welcome **Greig Mitchell**, vice president for administration and finance, **Joseph Franek** as interim dean of student affairs, and **Kathy Groves**, assistant to the president.

The year witnessed several major developments and improvements to the physical campus, including the completion and dedication of the new Raye H. Conrad Welcome Center, the development and dedication of the Clark V. Whited Baseball/Softball Complex, the reopening of Lennon Hall Science Center following an 18-month, \$14-million renovation, and the completion of \$2.6 million in renovations and the rededication of the Seymour College Union, to name but a few.

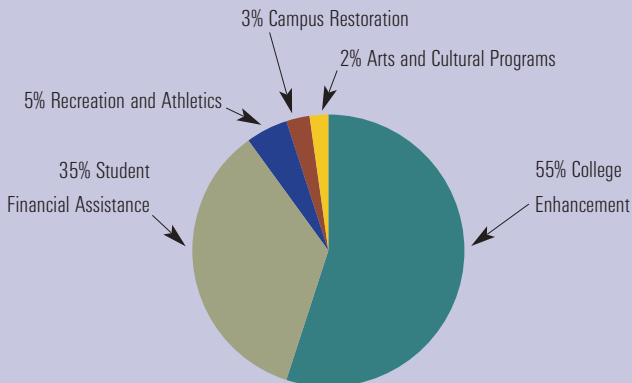
Keeping an eye on the horizon, the College continues to extend its reach in recruiting quality students from throughout the state, across the nation, and around the world. Steadily improving student retention rates are a result of our commitment to a high-quality academic and student life experience. And increasing professional career and advanced academic placements of our graduates are measurable results reflecting the College's resounding commitment to student success.

The campus community is about to embark on the next phase of strategic planning, and I am confident that together we will continue the tremendous strides we've made in our quest to attract and retain the best and brightest students, and to deliver a higher education of truly high quality.

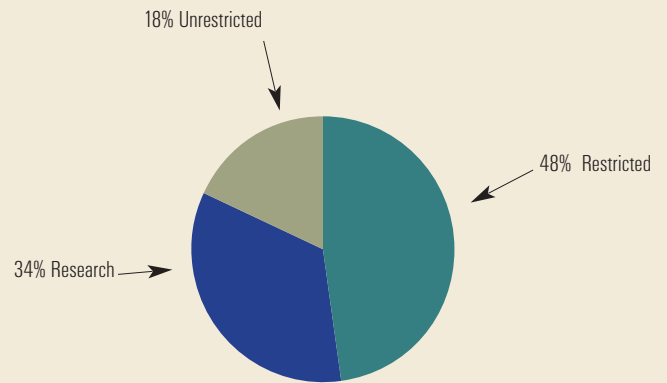
Sincerely,

Paul Yu
President, SUNY Brockport

Distribution of Private Support by Program



Restricted/Unrestricted/Research Foundation



Saying Thank You



Mary Kay Bishop

Thank you for helping to make this past year one of the strongest fundraising years ever! This past year has been a particularly unusual and exceptional one. Despite ongoing global and economic uncertainty, you and other members of the SUNY Brockport community came together to support and strengthen something of very real value—quality public education. For that we are all most grateful to you.

During the 2001-2002 academic year, the Brockport College Foundation received gifts totaling \$1 million dollars to support SUNY Brockport's mission of providing a quality education at a reasonable price. Your dollars are hard at work making the extraordinary happen

on campus everyday. The results can be seen in the work of our faculty, in the quality of our students, and in the caliber of our programs. That's the good news!

The news that isn't as encouraging is that only 11 percent of SUNY Brockport alumni made a gift to the College last year. This places us at a significant disadvantage for two important reasons. First, the fiscal reality is that state support accounts for only about 40 percent of the College's overall budget. In order for SUNY Brockport to achieve its full potential, it must have the margin of excellence that alumni support provides. Secondly, the alumni participation rate in supporting the College is the measure that other potential funders—friends, foundations and corporations—use to determine the importance of supporting SUNY College at Brockport. They look to the alumni participation rate to tell the story of the value those closest to us, our graduates, place on the education they received here.

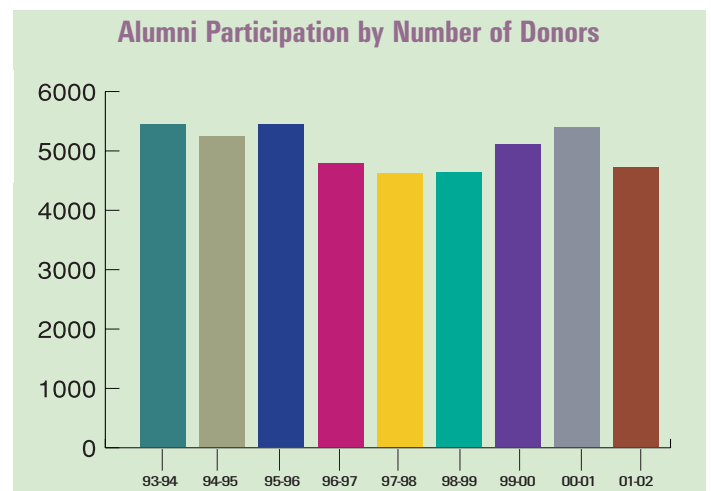
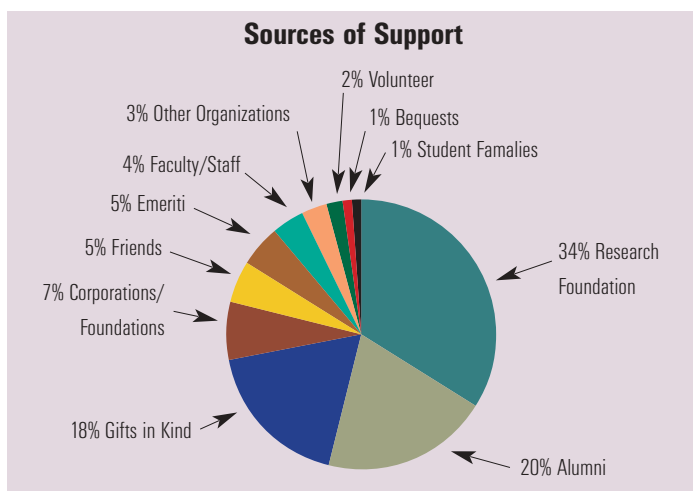
Therein lies our biggest opportunity. In the short time I have been at SUNY Brockport I've heard wonderful stories of how the education that alumni received here shaped their lives. If you've not yet found a reason to make a gift to the College, I ask you to stop for a moment and think about the role SUNY Brockport has played in your life. Did it open the door to your first job or to a lifelong career? Did it introduce you to that special professor who helped unlock a new world of thinking? Did

you perhaps meet friends who are still a part of your life today? If your SUNY Brockport education has made a difference in your life, I invite you to please help us provide today's students with the same opportunities. All it takes is your gift, at any level, to help us bring that participation rate to a level where we can be truly competitive in developing a strong sustainable base of private support.

This report gratefully acknowledges those who have demonstrated their support and commitment to SUNY Brockport with a gift of \$25 or more during the preceding academic year. To each and every person who made a gift at any level, thank you for the vote of confidence in SUNY Brockport that your 2001-02 gifts represent. Your past generosity has allowed us to make important strides. Your continued generous support will ensure that SUNY Brockport continues to grow and thrive as an outstanding educational institution committed to helping our students achieve their educational goals and dreams.

Sincerely,

Mary Kay Bishop
Vice President for Institutional
Advancement



Around Campus

Brockport Alumni Association Board of Directors

Brenda Ulrich Beal '60
Sharon Belle-Render '79/'85
Mary Brei Duryea '64
Christa Freel Filipowicz '77
Scott W. Hughes '87
John Izzo '67
Neal Kemp '51
Elaine Leshnowar '61/'98
Gary Manuse '91/'97/'01
Michael Mellace '96
Carolyn K. Miller '83
Donald Murray '69
Karen Owen '87/'91
Don Parmele '52
George Rich '54
Michael Roche '59
Harriet Sisson '85
Sharon Slowinski Joy '93
Mel Smagorinsky '53
Gary Sullivan '80
Catherine Doyle Thomas '82

The Brockport Alumni Association, as the enduring and permanent constituency of SUNY Brockport, endeavors to promote lifelong relationships between Brockport alumni and their Alma Mater. The Association is dedicated to serving and representing the alumni and friends of the College. The Association seeks to partner with the College in activities that support the mission and goals of the College.

Brockport College Foundation Board of Directors

Robert Baden '79
Roosevelt Bouie
Sam C. Chan '85
David Dworkin
Glenn Goldberg '80
Thomas J. Gosdeck '73
Lewis Heisman '74
David Hoffberg
John Hover
Willard Hunter
Dawn Lipson
Jacques Lipson
Joseph C. Marsh '71
Lois Niland
Bruce Rex
William Rock
Mary Worboys

The Brockport College Foundation is an independent self-supporting organization formed to help the State University of New York College at Brockport. It assists the College by accepting and encouraging gifts and by using such gifts to advance the College as a comprehensive arts and sciences institution. The Foundation acquires property, both real and personal, without limitation as to the amount or value, by purchase, gift, grant or bequest. The Foundation solicits support from individuals, corporations and foundations. The Foundation makes grants of financial assistance to the College for its students, and the enhancements of their learning environment. It invests a portion of these funds for the benefit of the College.

Policies Booklet Available

SUNY Brockport policies on fund raising, contributions and gift acceptances are published in a small handbook. This guide reviews administrative procedures helpful to donors. For your copy, write to Susan L. Parrino, Office of Institutional Advancement, 350 New Campus Drive, Brockport NY 14420.



Surf on Over

For all of you alumni out there able to surf the World Wide Web, be sure to check out www.brockport.edu/alumni for the latest news on all alumni events. While you're visiting, remember to fill out our "What's New with You" form as well as submit your e-mail address for our online directory. You can read the current and past issues of Kaleidoscope, too.

Finally, before you go, be sure to download our alumni screensaver. Whether you live in Brockport or Baja, you'll be able to enjoy some of SUNY Brockport's best architectural photos right at your PC!

Financial Report Available

A copy of the Brockport College Fund annual report, as filed with the New York State Department of State, is available upon request by writing to: Susan L. Parrino, Director of Advancement Services, 350 New Campus Drive, Brockport NY 14420, or New York State Department of State, Office of Charities Registration, Albany, NY 12231.

A Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and receive prompt, truthful and forthright answers.

The Donor Bill of Rights was created by the American Association of Fund Raising Counsel (AAFRC), Association of Healthcare Philanthropy (AHP), the Association of Fundraising Professionals (AFP), and the Council for Advancement and Support of Education (CASE). It is endorsed by numerous organizations.



Joint Board Meeting

College Council

Peter L. Arras	Scott M. Turner
Vern DeWitt	Frederick J. Holbrook
Daniel C. Hogan	William H. Sentiff
James H. Keeler	Michael R. Wesner

Members of the College Council show demonstrated leadership in their profession/business, a willingness to serve as an advocate for providing public and private financial support for public higher education, a willingness to assist the campus president, development officers and other volunteer leaders in fund-raising campaigns, willingness to support the campus through personal giving, and involvement in fund-raising efforts which includes recruitment of volunteers, solicitation of prospective donors, and a willingness to open doors/create networking opportunities for the campus president and development officers in support of fund-raising initiatives.