2008-09 Accomplishments
Once again, we are off to a very positive start of a new academic year at The College at Brockport, State University of New York. We’ve already had two standing-room-only convocations to begin the year and welcome new students—up 10% from last year—and, perhaps, the brightest and most diverse in the history of the College. We have welcomed 16 new faculty with strong academic credentials and an eagerness to teach, continue scholarly pursuits, and engage in the life of our vibrant academic community. Therefore, in this fall season, it’s only natural to look forward, especially as we Aspire. Engage. Excel.—our new College signature.

Yet, the summer has afforded a time to not only renew our creative thoughts, but also to reflect upon our considerable achievements this past year (2008–2009) across the College. Not all of the past year has been “rosy” faced with the economic realities of our nation, our state, all of SUNY, and the implications for our campus. But we have persevered! Further, as my colleague, former Harvard IEM Professor and now Professor of Political Science and President of Guilford College, Kent Chabotar, has said, “Nothing focuses the attention of colleges and universities like an economic crisis.”

With this economic crisis (Philip Goldstein of Eduventures has said, “a crisis is a terrible thing to waste” while others have called our current times “an economic tsunami”) comes an opportunity to formulate an action plan, not only for our campus with our Matrix, but also for all of SUNY as our new Chancellor, Dr. Nancy Zimpher, crafts a new strategic plan. It’s essential that we continue to monitor and be accountable for our goals, be congruent with the bold, “big idea plans” of the State University of New York, and bring value to our state.

Speaking of “big ideas”—or as author James Collins calls them “BHAGs” in his book, Good to Great—we have some of our own as I announced at our opening convocation last month. Yet, in order to achieve our goals and “big ideas,” Collins submits that we must commit to three things: 1) a belief that we can be the best; 2) an understanding that we are economic drivers; and 3) a deep passion and care about the meaning of our work.

We also must attend to the “little things” in our day-to-day endeavors at the College. In keeping with our continued call for cost savings, revenue enhancements, and advancing ways of doing things differently, this year’s publication is a prime example. Rather than compiling our Matrix in the spring and then publishing our Annual Report in the fall as has been customary, we are now publishing this combined publication this autumn, simply entitled Accomplishments.

I trust this will open the door to even more cost saving ideas as I have discussed with our new Chair of the Budget and Resource Committee and also may come forward in a series of town hall meetings that will engage our College community during the coming year.

Thus, let’s celebrate our success stories at The College at Brockport as summarized in this report, but continue to reach our many goals and accomplish even more in the year ahead.

John R. Halstead, PhD
President
THE COLLEGE AT BROCKPORT, STATE UNIVERSITY OF NEW YORK, HAS NINE PRINCIPAL GOALS TO GUIDE THE COLLEGE.

1. Build on our academic excellence including not only our rising reputation as a top SUNY institution, but also to encompass recognition of our faculty for scholarly endeavors, research dollars, and our prestigious graduate programs.

2. Continue to underscore our core values of student success and shared governance.

3. Make an institution-wide commitment to embrace diversity in its fullest sense by setting goals and linking these goals with Middle States expectations and our own expectations for achieving a more inclusive community.

4. Implement Strategic Plan II priorities and allocate resources for designated implementation.

5. Address the physical plant—both new facilities and upgrading the existing facilities and technology—to enhance the living and learning environment for all.

6. Engage the entire campus in the Mission Review II process in the 2005–06 academic year prior to our final sign-off to SUNY (and update our MOU as needed or appropriate).

7. Plan to publicly launch The College at Brockport’s comprehensive campaign in concert with the Brockport Foundation Board, College Council, and Alumni Board.

8. Strengthen Brockport’s presence and visibility within the colleges in the Greater Rochester Area using the MetroCenter as a focal point for collaboration and enhanced visibility through greater utilization and marketing.

9. Celebrate the successes of our students, faculty, staff, and alumni as a point of pride for the College.
2008–09 ACCOMPLISHMENTS

NATIONAL RECOGNITION: EMBLEMS OF QUALITY

• During the 2008–09 academic year, programs in Athletic Training, Counselor Education and Teacher Education were fully re-accredited.

• The passing rate for students in childhood and adolescent education programs who completed the New York State Teacher Certification Examination—Assessment of Teaching Skills—Written this past year is 99.5%. Of those students who completed the NYS Teacher Certification Examination—Liberal Arts and Sciences Test, 99% earned a passing grade.

• Faculty members had more than 239 peer-reviewed articles, 24 books, and more than 145 creative works published.

• Five members of the faculty and staff and six students were awarded Chancellor’s Awards for Excellence.

NEW PROGRAM DEVELOPMENT

• Several new programs were approved by the State Education Department to include:
  ▪ Certificate in Bilingual Education
  ▪ Two new tracks, chemistry and wetlands ecology, were developed in environmental science.
  ▪ Combined BS/MS degree program in biological science.
  ▪ Professional Science Masters program track in biological science
  ▪ RN to BSN program to be run at Unity Health commencing in fall 2009
  ▪ Specialty in dance studies in the Arts for Children curriculum
  ▪ A new undergraduate degree program in biochemistry was approved by the College Senate and awaits approval from SUNY.
  ▪ A 3 + 2 Master of Public Health program was established between the Department of Health Science and the University at Buffalo.
  ▪ The Department of English completed significant curricular revisions in the English program.
  ▪ The Department of Communication revised their curriculum to combine journalism and broadcasting.
  ▪ The CMST Institute continued funded research/instruction in pedagogical techniques for technology based education at the 7–16 grade levels.
CAREER SPAN PROFESSIONAL DEVELOPMENT

• The Center for Excellence in Learning and Teaching (CELT) offered numerous training sessions and topic discussions to include:
  ▪ A successful training program for new faculty
  ▪ An orientation program for part-time faculty implemented in 2008–09
  ▪ Twenty-four Brown Bag seminars attended by 293 faculty members
  ▪ Individual consultations for 34 faculty members
  ▪ Four Faculty Learning Communities focused on the scholarship of teaching and learning
  ▪ Support for 34 faculty and staff who attended conferences on the scholarship of teaching and learning

CAMPUS-BASED ASSESSMENT

• The SUNY mandate for Strengthened Campus-based Assessment is in progress with the second testing of sophomore students using the CAAP Critical Thinking Exam. Our students continue to perform at levels very close to the national norms. Senior year testing will be conducted in the 2009–10 academic year to determine value added learning.

• The College Assessment Project includes annual review of student learning outcomes and program improvement. Assessment is conducted for both general education and academic majors.

• The College constructed a public accountability Web site that will be made available in fall 2009 from the College home page.

• In spring 2009, the College completed a major study for “Closing the Loop,” the purpose of which was to determine how to decide when curricular/pedagogical changes in programs are needed and to what extent assessment impacts program changes.

• The National Survey of Student Engagement is regularly administered as is the SUNY Student Opinion Survey. Results indicate that students’ perceptions of their experience at The College at Brockport remain high.
SPONSORED RESEARCH

- Faculty and staff submitted 102 grant applications requesting a total of $8,393,014. Of those requests, 85 awards were made for a total of $5,344,718.
- Faculty members received 40 research-only awards totaling $776,896.
- The number of awards increased 8%, but expenditures decreased 11%.
- Fifteen faculty members received seed money to develop grant proposals, and an additional 20 faculty members received resources to directly support scholarly work.
- Support continues for two faculty members seeking patents from research activities.
- Four new faculty members submitted grant applications during the 2008–09 academic year.

SCHOLARSHIP FUNDING

- The Brockport Foundation supported merit- and need-based scholarships that totaled $772,000.
- Several new scholarships were established during the 2008–09 academic year to include the Drake Memorial Library Endowment, Morris Chemistry Research Challenge Fund, Olga Bondar Unger Memorial Book Scholarship for Theatre, Helen Rice Blissett Nursing Scholarship, Roy and Helen Doody Scholarship in Business, Gary D. Root Memorial Scholarship, Norma and Herbert Spiro Memorial Scholarship, Brockport Foundation Undergraduate Research Experience, Jennifer Lloyd Prize, and the James C. Fallon Scholarship.
SHAPING ENROLLMENT

- The number of Freshman applications increased slightly from fall 2007 to fall 2008, from 8,522 to 8,545. The acceptance rate for freshmen in fall 2008 was 44.2% with a yield of 26.3%.
- The number of Freshman applications increased slightly from fall 2007 to fall 2008, from 8,522 to 8,545. The acceptance rate for freshmen in fall 2008 was 44.2% with a yield of 26.3%.
- For fall 2008, the average SAT score for regular admit freshmen was 1123, six points higher than the previous year. The average SAT score for all Brockport freshmen was 1093; eight points higher than our goal to maintain an average SAT score of 1085.
- Two residential learning communities were successfully implemented in fall 2008, the Brockport Global Village and the Math and Science Learning Community. Additional cohorts are planned for fall 2009.
- Numerous publications were created or updated to assist with the marketing, recruitment and retention efforts of the College. Among these are the 2008–09 Undergraduate Viewbook, the 2008–09 Student Handbook/Planner, Welcome Weekend newsletters, First-year Experience, Parents of Freshmen, and Summer Orientation brochures, and the Family Calendar. Additionally, a Graduate Search Piece was created, the Web site was redesigned and new table banners, and program-specific brochures were produced.
Continue to underscore our core values of student success and shared governance.

2008–09 ACCOMPLISHMENTS

STUDY ABROAD

• The newly appointed Executive Director of International Education began to implement a comprehensive reorganization plan.
• New study abroad program partnerships are under development with institutions in China and Turkey.
• In January 2010, we anticipate launch of a new program in China for our freshmen.

FACULTY

• During the 2008–09 academic year, 300 full-time faculty taught 72% of student credit hours taken.
• Thirty-three new faculty members joined the College in fall 2008. This includes two Presidential Fellows, one in the Department of Dance and one in the Department of Women and Gender Studies.

RETENTION AND GRADUATION

• The one-year retention rate for full-time freshmen (2007 entering cohort) was 84%, attaining the College’s goal and exceeding most four-year public, master’s institutions.
• The Arthur O. Eve Opportunity for Higher Education Program (EOP) reported a retention rate of 91% for freshmen (2007 entering cohort).
• The College retained 32% of the high school graduating 3-1-3 students for fall 2009 by building relationships through outreach and individual advisement activities.
• The EOP Pre-freshman Summer Program was successfully completed by 75 students with 81% achieving an overall GPA of 2.0 or higher, 55% with a GPA of 2.5 or higher and 18% with a GPA of 3.0 or higher.
• The College began a strategic initiative to strengthen the academic and social integration of transfer students by creating the infrastructure to enhance the success of first-semester transfer students. This included selection of a part-time coordinator for transfer retention, creation of a SOAR task force, and development of a comprehensive transfer program.
STUDENT OPPORTUNITIES

• Two new student honor societies were chartered, Iota, Iota, Iota (Women and Gender Studies) and Sigma Gamma Epsilon (Earth Science).

• Delta College implemented an e-portfolio.

• The number of tutorial and support services provided to our students continues to increase. During the 2008–09 AY, there were 5,623 tutoring sessions offered, a 7% increase from the previous year, and the number of students who utilized tutorial services increased by 29%. Participation in the study skill series–Academic Success Seminar–also showed an increase of 37%.

• The Brockport Foundation Summer Research Program launched in summer 2009 with support from the Brockport Foundation totaling $28,000. Thirteen undergraduate students conducted research in their various fields of interest.

• The Department of English hosted the sixth annual Celebration of Writing competition.

• Seventy-nine students received funding support through the Student Travel Grants Program, enabling them to present their scholarly work at regional and national conferences.

• The College provided funding support for 27 students and two faculty members to attend the National Conference on Undergraduate Research in Wisconsin. Brockport’s presence at the conference remains as one of the strongest nationally.

• Accommodations for students with disabilities increased in number and scope.

• A plan for a comprehensive student leadership program was developed. National best practices were reviewed, an inventory of current campus student leadership activities was taken, and theoretical perspectives and literature were reviewed. A task force was appointed and progress will continue through the 2009–10 academic year.

• In conjunction with the Brockport Student Government, the College conducted a student leadership conference, Leaders of Today, Leaders of Tomorrow: Time to Lead, with more than 250 students in attendance.
• The Leadership Academy program awarded certificates of completion to 49 students.
• The College hired 2,231 students for on-campus employment during 2008–09. This provided $3,009,915 in student earnings.
• Experiential programs that further academic preparation and help ensure gainful employment reported an increase in student participation. Enrollment in the Career Exploration course increased 11% and participation in the Albany Internship Program increased 9%.
• Students held live radio broadcasts from both the Rock and Roll Hall of Fame and the Baseball Hall of Fame.
• The College continued its emphasis on student safety and experienced an 11% increase in the number of students utilizing the Campus Escort service in 2008–09.
• A variety of internship opportunities were offered to our students as a result of the work of faculty and staff.

OTHER ACTIVITIES IN SUPPORT OF STUDENT SUCCESS AND SHARED GOVERNANCE

• The Brockport Foundation provided more than $1 million in support of numerous initiatives to support student success among which were scholarships and additional grants for students and faculty, lectures, equipment, professional development, library, and support for the arts and athletics.
• Faculty and staff served on numerous committees to advance the work of the College.
• A comprehensive review of committees College–wide was undertaken in summer 2009.
ENHANCEMENT OF STUDENT SERVICES

• The Quality Service Strategic Team oversaw the development of quality service training and implemented training for support staff. Included in the initiative was Web site development to highlight the mission, vision and activities for the initiative and appointment of a Quality Service Performance Team to represent service areas in the Rakov Center for Student Services.

• Ask Ellsworth, a Right Now Technologies program, was implemented with 18 departments participating and more than 17,000 questions and answers viewed since its soft launch in October 2008.

• Upgrades of Ad Astra software include the analytics package for classroom scheduling and the module for meeting and event management.

• An online resume and job search correspondence was implemented, as well as a Facebook page for posting career-related experiences. The College has experienced a 28% increase in student usage of the Web page with the introduction of these new systems.

• The College implemented an online registration process for freshmen.

• Aquabrowser software was purchased for the Library system to allow better searching of library resources.

• More than $25 million of capital improvements enhanced the student living and learning environments during the year. Among these improvements were design phases of ADA bathrooms and elevators, renovation of Thompson Residence Hall and Tower Fine Arts building, new emergency blue light phones, improved lighting, parking lot repairs, technology enhanced classrooms, and added sidewalks.

• The Emergency Voice Notification System was installed in 16 campus buildings.
Make an institution-wide commitment to embrace diversity in its fullest sense by setting goals and linking these goals with Middle States expectations and our own expectations for achieving a more inclusive community.

2008-09 ACCOMPLISHMENTS

RECRUITMENT AND RETENTION OF UNDERSERVED POPULATIONS

- The Office of Undergraduate Admissions continued progress toward enrolling a more diverse student body by exceeding its goal that students from underrepresented populations comprise at least 10% of the students admitted for fall 2009. Freshman minority deposits increased 16.5%, comprising nearly 11% of the Freshman class. Transfer minority deposits increased 60.4%, with minority students comprising nearly 16% of the fall 2009 transfer class.
- Eighty-two minority students were enrolled in the Student Support Services Program, comprising 33% of the program’s total enrollment.
- The College engaged in a mentoring program for 10 female students from the Rochester City School District’s after-school program. Additionally, we hosted 45 Project Stride students, a mentoring program with Theta Omicron Chapter of Omega Psi Phi and Nathaniel Rochester Community School #3.
- The College hosted the first annual Men of Color summit, attended by 102 high school and college men from New York and New Jersey.
- The College conducted a “Think about Teaching” workshop aimed at minority students who are interested in the teaching profession. Interest was significant with 450 high school students in attendance.

ENHANCEMENT OF INTERNATIONAL ENROLLMENTS

- The College at Brockport participated in the China 150 program, a SUNY initiative that brought students from the earthquake-ravaged cities of Dinjiagyan and Shifang to the United States to attend college. Four students attended our College.
- The Brockport Global Village Living Learning Community housed 40 students who explored various cultures and traditions through field trips, presentations and other activities.
- The 7th annual International Festival showcased the talents of many of our International students.
- Faculty and staff engaged in the development of relationships and programs with universities in Hungary, Poland, China and Turkey. Programs continue in Ghana.

SPECIAL PROGRAMS

- The Educational Opportunity Program continued to recruit and retain students from diverse backgrounds. Slightly more than 50% of the program’s participants are from underrepresented populations.
- Support for C-Step and McNair programs is ongoing.
- More than 15% of the students enrolled in classes at the MetroCenter represent minority populations.
OTHER EFFORTS IN SUPPORT OF DIVERSITY

• The Presidential Fellows program added two new faculty members for the 2008–09 academic year, one in the Department of Dance and one in the Department of Women and Gender Studies. One additional faculty member joined the College in fall 2009 in the department of Women and Gender Studies.

• The 8th annual Diversity Conference experienced a record attendance of 850 people. Grammy Award winner Bill Miller served as the keynote speaker and also performed for the crowd.

• Of the 423 clients served by the Small Business Development Center, 151 (36%) represent minority groups.

• Assessment and accountability of diversity were added to the annual report format for faculty, department chairs and deans.

• As the College prepares for a comprehensive campaign, diversity and inclusion initiatives have been identified as strategic priorities in the Campaign Case Statement.

• The Brockport Foundation manages and provides several scholarships that support our diverse student population.

• The College at Brockport ranked in the top five of all SUNY schools for the number of purchases made using MWBE (Minority and Women Business Enterprises) vendors. Our procurement rate (8.7% of purchases) well exceeds the standard (6%).

• A diversity resource room was established in Drake Library.

Implement Strategic Plan II priorities and allocate resources for designated implementation.

2008–09 ACCOMPLISHMENTS

Objectives Completed
Address the physical plant—both new facilities and upgrading the existing facilities and technology—to enhance the living and learning environment for all.

2008-09 ACCOMPLISHMENTS

FACILITIES CAPITAL PLAN

- A Facilities Master Planning process began to provide guidance in the development of future capital requests. It will address priorities, sequencing and both programmatic and maintenance/repair needs and will help guide planning for our new $29 million academic building.
- Our five-year Facilities Capital Plan has acted as the guide for major facilities initiatives and directly corresponds to our campus plan of improving student and educational quality with limited growth.
- Upon development of an elaborate $1.6 million plan for phasing and swing space, an $11.5 million renovation project was begun in the Tower Fine Arts building. Modifications and renovations to Drake Library, Lathrop and Neff Halls and the basement of Tower were completed to allow for smooth relocation of departments and offices. Tower Fine Arts staff were fully engaged in the design phases and in the current construction phase of their building renovation.
- Repairs and renovations were made to Lennon south lab spaces, roofs of Mortimer and Perry Halls, and the Lennon greenhouse.
- Full roof replacements were accomplished on Tuttle and Drake Library, and the MetroCenter had a complete replacement of the HVAC and fire sprinkler systems.
- Although not yet complete, during 2008–09 construction was begun on exterior renovations to Drake, Tuttle and Hartwell Halls, full roof replacement of Cooper Hall and upgrades to the fire alarm system in nine residence halls.
- The former heating plant was converted to house the central stores.
- Hazen Hall Health Services underwent an asbestos abatement project.
- Several upgrades were completed to the recreational and athletic facilities including the pool, track throwing cage, and purchase and installation of new fitness equipment.
- During 2008–09, many projects were under design, including the Special Events/Recreation Center, Smith Hall renovation, the Lake Ontario Research Center, Tuttle Athletic Complex, various roof projects and other critical maintenance projects.

RESIDENCE HALL CAPITAL PLAN

- Residence halls continue to receive needed attention. Thompson Hall was closed in May 2009 to undergo a $9.7 million complete renovation. The project will be certified LEED silver and includes such effects as rainwater to be used for toilets, high efficiency boilers, thermal windows and recycled materials. Additionally, the Thompson renovations include full fire protection, all new architectural features, ADA improvements, a new roof and the addition of an elevator.
- MacVicar renovation is in the design phase with a complete renovation anticipated to begin in May 2010.
- Fire alarm systems were replaced in Harmon/Gordon, Briggs and Perry Residence Halls.
- Upgrades were completed in Harmon and Gordon Halls.
TECHNOLOGY

• A mobile computer lab was purchased for Hartwell Hall to increase seat capacity in classes.
• A multi-year network upgrade is continuing.
• The Educational Technology Center opened and has been a great success. Demand for the facility by faculty and staff surpasses the capacity.
• A significant investment was made in technology for course scheduling and analysis of student degree audits to improve course planning and help shorten student time to degree completion.

SPECIAL EVENTS/RECREATION CENTER

• The design process for the SERC is nearing design completion.
• The Steering Committee, in conjunction with the State University Construction Fund (SUCF), creatively orchestrated additional funding of more than $2.3 million of New York Power Authority funding and $1.4 million of SUCF capital funds to enable design to continue with minimal scope reductions.
• The $44 million facility is on schedule for bidding in fall 2009 with construction estimated to begin in late spring 2010 and completion anticipated in summer 2012.

NEW ACADEMIC BUILDING

• Through a strategic initiative request, the College obtained $29 million to fund a new academic building. The Facilities Master Planning project will provide input into the design of this much needed building.
CAMPUS SUSTAINABILITY

• The campus continues to implement energy conservation measures and now uses approximately 15% less energy than in 2002–03.
• The College prepared a draft Request for Proposal for investigation/feasibility of on-campus natural gas wells.
• President’s Cabinet, through the Managing Environmental Safety and Health (MESH) committee, established a Sustainability Task Force, which continues with student and staff involvement.
• The Brockport Auxiliary Service Corporation implemented a three-year sustainability plan.
• The Waste Weighs program will implement tray-less dining in Brockport Dining Hall in fall 2009, and smaller trays are being introduced in Harrison Dining Hall.
• BASC made upgrades in laundry appliances, installing front-load washing machines and Energy Star appliances in the residence halls.
• The bookstore implemented the choice of using reusable bags.
• Governor’s Executive Order #4 was supported in a conversion to purchasing 100% recycled paper.
• The College transitioned to Forestry Stewardship Certified stock in all specification for externally printed publications to help reduce our carbon footprint. Both Focus on Brockport and Kaleidoscope meet this requirement.

A sampling of recent College publications.
LAKE ONTARIO RESEARCH CENTER

• Discussions with the City of Rochester continued and plans to house the Lake Ontario Research Center (LORC) at the Port of Rochester were advanced. Architectural drawings were developed and renovations to the “Link” building at the Port are expected to begin in fall 2009.

• A $500,000 federal appropriations request for a three-year program to run out of the Lake Ontario Research Center was successfully vetted by the House subcommittee and included in the 2010 House Bill. The request to fund the Genesee River and Watershed Remediation project awaits action by the Senate.

• We submitted a strong proposal to the Department of Commerce, National Institute for Standards and Technology, requesting $10.63 million in stimulus funds so that we can realize Phase 2 of the LORC—construction of an 8,500 sq. ft. expansion to include state-of-the-art research laboratory space.

Engage the entire campus in the Mission Review II process in the 2005–06 academic year prior to our final sign-off to SUNY (and update our MOU as needed or appropriate).

2008–09 ACCOMPLISHMENTS

• We will continue to update our MOU as economic and demographic trends dictate, including more aggressive enrollment planning.
Plan to publicly launch The College at Brockport’s comprehensive campaign in concert with the Brockport Foundation Board, College Council, and Alumni Board.

2008–09 ACCOMPLISHMENTS

CAMPAIGN READINESS

• The contract for West Wind Consulting of Ithaca, NY, was extended to include assistance with the development of a draft Case Statement and planning and implementation of a Feasibility Study.

• An inclusive campus-wide process helped to develop a draft campaign Case Statement and over-arching campaign priorities, and may be fine-tuned based on Feasibility Study interviews.

• A campaign Feasibility Study was planned, and approximately 44 of the College’s top donors/prospects have agreed to participate in the interview process with our campaign consultant. A final report on the findings, including feedback on the Case Statement, will be presented in October to Cabinet and the Foundation Board.

• The 2008–09 Faculty/Staff Campaign raised an all-time high of $159,808.

• New members joined the Brockport Foundation in 2008-09 strengthening Board membership and increasing national representation. New members include alumni Joe Doody, Michael Doyle, Scott Farrell, Christopher Liechtweis, Robert Pepe and Margaret Preska.

• The Foundation Board members contributed $103,605 with a 100% participation rate.

• Our total private support for 2008–09 was $2,190,176, the highest fund-raising year in the Brockport Foundation history.

• The Brockport Foundation provided nearly $1 million in program support to the College during 2008–09, including $772,000 for scholarships, an increase of nearly $130,000.
Alumni and development visits for friend/fundraising were held in Charlotte, NC; Cleveland, OH; Knoxville, TN; Naples, FL; New York City, NY; Phoenix, AZ; Raleigh, NC; Rochester, NY; and Tampa, FL. Two were hosted in Rochester by the Visual Studies Workshop.

Highlights of giving include Michael Panaggio ’75, $119,500 Gift-in-Kind ✦ Joseph Doody ’74, $52,560 ✦ Alvin F. and Ruth K. Thiem Foundation, $52,000 ✦ Vira Hladun-Goldmann ’58, $43,750 ✦ Dorothea Deitz Memorial Scholarship Fund Inc., $40,000 ✦ The M&T Charitable Foundation, $35,000 ✦ The Donald and Maxine Davison Foundation, $20,000 ✦ George ’63 and Mary ’56 Bauer, $20,000 ✦ Brockport Student Government, $12,000 ✦ Nicholas Billotti ’73, $10,000 ✦ Shirley Aichel ’87, $10,000 ✦ Judith P. and Willard W. Hunter Charitable Fund, $10,000 ✦ Andre ’64 and Rosemary ’63 Fontaine, $10,000 ✦ Brockport Foundation Summer Undergraduate Research Experience, $28,000.

The Department of Dance continued to raise resources through the Best of Brockport Dance.

Alumni giving participation rate increased to 7% this past year, up from 4.6% the previous year.

Nearly 150 of the College’s most generous donors were formally recognized and inducted into giving societies at the May 2009 President’s Donor Recognition Dinner.

The College hosted the third annual Fall Classic golf tournament at Irondequoit Country Club, showing a net profit of $23,105 to benefit the Extraordinary Scholarship Fund.

Brockport’s Trademark and Licensing program generated $31,351 in royalty revenue in 2008 and $13,092 during the first two quarters of 2009.

As part of the reorganization in the Division of Academic Affairs, friend/fundraising was added to the responsibilities of the deans.
Strengthen Brockport’s presence and visibility within the colleges in the Greater Rochester Area using the MetroCenter as a focal point for collaboration and enhanced visibility through greater utilization and marketing.

2008–09 ACCOMPLISHMENTS

PUBLIC INFORMATION CAMPAIGN

• Brockport’s presence and visibility were strengthened through enhanced marketing, including the redesign of printed media such as Kaleidoscope, brochures and posters for departments and programs, and an expanded Web presence.

• Brand work continued and the new identity system is complete and being incorporated into all print material, banners, flags and the Web site.

• The College Web site underwent a significant redesign that was launched during the summer of 2008. This collaborative effort provided a new look and feel for the entire site, and new imagery and language on the home page and level two topic pages that reinforce the College’s brand.

• Highly targeted radio buys for graduate studies open house, summer session recruitment and graduate studies and undergraduate recruitment were utilized. The College initiated online advertising programs with AOL properties, Alloy Media, and DemocratandChronicle.com.

• Google AdWords programs were developed to improve the College’s performance in Google searches.

• The College maintained a presence in Next Step magazine, the Democrat and Chronicle’s College Knowledge, and the Rochester Business Journal as well as other local and regional recruitment fairs and publications.

• Student Paths, a college search publication used in college planning classes in high schools across New York, was added to the list of publications that include information about The College at Brockport.

• The College worked to successfully obtain positive media coverage in area print media and television coverage.

PROMOTE COLLABORATION WITH BUSINESS AND INDUSTRY

• The Professional Science Masters program track was established in biology with support of a strong community advisory board.

• The College at Brockport’s Small Business Development Center (SBDC) continues to make an important contribution in support of the small business sector of the greater Rochester economy. During the 2008–09 year, the SBDC served 577 clients at multiple locations, including Batavia, Brockport, Canandaigua, Genesee Community College Outreach, Greece Outreach, Henrietta, Rochester, and Victor, for a total of 4,094 counseling hours. Because of the work of the SBDC, 222 jobs were created and 19 jobs saved.
PRESENCE AT THE MetroCenter

- Computational Math, Science and Technology (CMST), Public Administration, Counselor Education, the Brockport-Nazareth Social Work Collaborative, and the Educational Administration Program all operate predominately from the MetroCenter.
- Another successful Scholars Day Program was held in the evening at the MetroCenter for students attending classes at the facility.
- Numerous graduate courses and several undergraduate courses were offered at the MetroCenter. During the summer and fall 2008 and winter and spring 2009 sessions, the facility accommodated more than 2,000 enrollments with a 65/35% split between graduate/undergraduate course offerings.
- The MetroCenter is utilized for many events to advance the College including Foundation Board meetings, committee meetings, President’s Business Briefing: A Leadership Breakfast Series, and Writer’s Voice.
- The Alumni Room at the MetroCenter was made available and used by staff in alumni relation and development, as well as the Office of College Communications.
- More than a dozen external groups, including professional organizations to which faculty belong, utilized the MetroCenter for meetings and events.

OFF-SITE SERVICE DELIVERY

- The Brockport Student Government provided programs and services to students attending the MetroCenter.
- Career Services expanded student opportunities at the MetroCenter for career assessments, advisement, and cover letter/resume review. The number of students served increased 15% from the previous year.
VISIBILITY IN THE COMMUNITY

- Many faculty and staff members routinely present community and/or public school lectures, as well as serve on numerous boards, committees and other civic groups.
- Many departments and offices hosted or sponsored events that highlighted The College at Brockport and increased our regional and national visibility. Events include the following:
  - Writers Forum hosted the Art of Fact Award, which was sponsored by M&T Bank and held at the Memorial Art Gallery in Rochester.
  - The E. E. Cummings event, “It’s All Done with Mirrors,” featured a performance at the Memorial Art Gallery by Emmy-award winning actor Anthony Zerbe. The event raised support for the restoration of the Cummings art work, and 45 pieces of the College’s 72-piece collection have been adopted for restoration thanks to the generous support of donors.
  - President’s Business Briefing: A Leadership Breakfast Series provided six programs at the MetroCenter with presentations by John Zogby, President and CEO of Zogby International; Fran Weisberg, Executive Director of Finger Lakes Health Systems Agency; Jean-Claude Brizard, Superintendent of the Rochester City School District; Sarah Lentini, President and CEO of the Arts and Cultural Council for Greater Rochester; Ali Zoibe, President and Publisher of the Democrat and Chronicle; and Michael Doyle, Regional Vice President of Entercom Communications, Inc.
  - The Department of Public Administration hosted a conference entitled “Something’s Gotta Give” at the RIT Inn and Conference Center focusing on the topic of local government consolidation.
The Department of Recreation and Leisure obtained a grant to open a multi-sensory laboratory for children with autism in partnership with the Brockport Central School District.

The Department of Social Work co-sponsored Reality Tours in Rochester to highlight the impact of poverty in the region.

The Office of Financial Aid extended services in the community by hosting the SUNY Financial Aid Day and the New York State Financial Aid Administrators Association Novice Workshops. Staff also presented financial aid sessions at high schools within the Rochester area.

Career Services, along with the Rochester Area Career Development Association, presented a Law School Night at the University of Rochester, a Fall Teaching Fair at Nazareth College, and the Rochester Area Career Expo for students and alumni.

The College hosted the “Think about Teaching” conference to encourage students from underrepresented populations to consider a career in teaching.

The College hosted the annual Monroe County Math League competition.

Faculty members judged the Brockport Middle School Science Fair.

Undergraduate and graduate students in social work provided close to 70,000 hours of volunteer service during field experiences.

Initiatives of the Champs Life Skills and Student-Athlete Advisory committees increased our students’ involvement and service in the community. Students logged hundreds of hours of community service with more than 400 students participating in a variety of activities.

Student athletes participated in more than 50 community service projects, including collecting more than 800 pounds of food in one night and raking lawns for community citizens on a chilly November day.

Sankofa continues their strong presence in the Rochester region, providing numerous venues at which to experience their performances.
2008–09 ACCOMPLISHMENTS

RECOGNITION OF ALUMNI

• During the fall 2008 Homecoming Weekend, more than 1,500 alumni and friends returned to campus for the weekend of activities, which included a special dinner to honor the past recipients of the Hall of Heritage Award and Presidents of the Alumni Association.

• Alumni accomplishments are highlighted in the Class Notes section of the monthly alumni e-newsletter and in Kaleidoscope.

• Alumni events were held in several locations including: Charlotte, NC; Cleveland, OH; Knoxville, TN; Naples, FL; New York City, NY; Phoenix, AZ; Raleigh, NC; and Tampa, FL.

RECOGNITION OF STUDENTS

• Several awards and recognition events were held to celebrate student achievements and they include: Scholars Day; Honors and Awards Ceremony; May commencement; ceremonies and receptions for Chancellor’s Awards for Student Excellence and Chancellor’s Awards for Scholar Athletes; student leadership awards ceremonies; and induction ceremonies into departmental and national honor societies.

• The EOP honor society Chi Epsilon Rho inducted 49 students into the society.

• Four of our student athletes received the prestigious SUNY Athletic Conference Chancellor’s Award for academic and athletic excellence. Two additional students received recognition.

• The College’s athletic teams in football, women’s soccer and gymnastics all earned ECAC Championships.

• Both men’s and women’s basketball teams as well as seven athletes from the cross country, track and field, and swimming teams made NCAA appearances. Additionally, both the men’s and women’s basketball teams and the women’s track and field team were SUNYAC Tournament winners.

• Benefactors and student scholarship recipients attended the Benefactors and Scholars Brunch that brings together private scholarship benefactors and the student recipients.

• A College-wide committee led by the Office of Grants Development hosted the 26th annual Scholars Day. The 2009 celebration of student/faculty/staff scholarship showcased 355 students and 54 faculty/staff who presented their creative and scholarly works during 227 presentations and/or poster sessions.

• One of our students in the communications major interned for CBS in London and covered the G-20 Summit.

• Two students in the art major had their work accepted into a national juried exhibition.

• The College at Brockport’s Polar Plunge participants raised more than $10,000 for the Special Olympics, winning the Cool School Challenge among area colleges for the second consecutive year.

• Resident Assistant Appreciation Day and Athlete Appreciation Day recognized the student success within these two groups.
• A Student Leadership Awards Ceremony recognized 132 students for their contribution to the campus and the community.
• Several of our students were selected for Who’s Who among Students in American Colleges and Universities.
• Students in the Educational Opportunity Program were recognized for their achievement during the EOP Honors and Recognition Banquet.
• The success of graduating seniors was celebrated at the Senior Barbeque in May.

RECOGNITION OF FACULTY AND STAFF

• Three faculty members were nominated for the CASE Outstanding Professor of the Year award.
• Three junior faculty members received the Outstanding Academic Advisor award.
• Coaches for women’s soccer, softball and women’s track and field all received Coach of the Year awards from the SUNY Athletic Conference.
• Student Health Services received the 2008 SUNY Outstanding Student Affairs Award for the comprehensive healthy lifestyles program, BodyWISE.
• At the annual College Recognition Dinner in May 2009, four faculty and professional staff and one support staff were honored with Chancellor’s awards for their contributions to the College, and 12 faculty and staff members received awards for their outstanding service to the College. Forty-two employees were recognized for at least 25 years of service to the College, and 27 retiring employees were honored.
• The College sponsored an Employee Appreciation Day with a picnic on the mall to celebrate faculty and staff contributions to the College.

This certainly is not a complete list of initiatives and accomplishments from across the College, but rather a “snapshot” of some of the efforts toward achieving our nine goals and advancing the College. Members of the faculty and staff at The College at Brockport remain committed to continuous improvement and working collaboratively to grow a campus community that promotes student success.
The College at Brockport is a major educational, economic and cultural force in the Greater Rochester Area. The College offers 48 undergraduate majors, 40 graduate programs and 24 areas of teacher certification.

Each year, The College at Brockport awards approximately 25% of all bachelor degrees in the Rochester area, with many alumni staying in Rochester to work or attend graduate school. Our alumni serve in leadership roles in business, government, public safety, health care, the arts, sciences and education.

The College has a $4 million endowment and 37% faculty/staff annual giving.

**FAST FACTS***
*(all dollar figures in millions)*

$540.5 Total Impact(1)

$245.7 Direct Impact

28,650 Alumni in the Rochester Area

1,837 Employees(2)

8,275 Students

$27.9 spent by 2,471 residential students

$37.1 spent by 4,499 off-campus students

$14.7 spent by 1,305 graduate students

(1) Based on 2007-2008 data; multiplier = 2.2
(2) Includes state, auxiliaries, research, etc.
* Fiscal Year 2008 data

**$144.9 ANNUAL OPERATING EXPENDITURES**

$ 61.3 in salaries and wages
$ 37.4 in fringe benefits
$ 6.0 in instruction
$ 0.4 in research and public service
$ 1.8 in academic support
$ 0.9 in student services
$ 3.7 in institutional support
$ 6.5 in operation and maintenance of plant
$4.5 in scholarships and fellowships
$16.7 in auxiliary enterprises
$5.6 in other expenditures

**CAPITAL CONSTRUCTION EXPENDITURES**

$ 14.3 from state capital projects
$ 6.2 from residential capital projects
$ 0.6 from local projects

**$185.1 TOTAL VALUE OF CAPITAL ASSETS**

$ 14.0 land
$ 160.6 buildings
$ 10.5 equipment

**SMALL BUSINESS DEVELOPMENT CENTER**

152 jobs created
42 jobs saved
$ 7.7 worth of funding regionally