Briefing Book 2017-2018

DIVISION OF ENROLLMENT MANAGEMENT & STUDENT AFFAIRS
The College at Brockport, State University of New York
Dear Colleague:

The Division of Enrollment Management and Student Affairs (EMSA) at The College at Brockport is proud to present our Briefing Book for the 2017-2018 academic year. We were afforded many opportunities during the last year to showcase the value that EMSA adds to our students’ Brockport experience. In reading this report, you’ll learn of our successes and progress, and of the many ways we continue to advance in our 15 distinct areas while we assist students.

The annual report provides an overview of each department and their accomplishments. We utilize data and key performance indicators to assess our effectiveness within the College’s four constructs of academic quality and engagement, co-curricular and support services, learning environment and quality of place, and culture of philanthropy and alumni connectedness. As evidenced in this report, our division achieved many accomplishments that support that College’s four constructs and its mission.

- EagleSUCCESS saw a Starfish and SUNY record-level participation in 2017-2018. Upon implementation, over 86% of all faculty completed the first Fall survey, used to verify student attendance for federal financial aid. Over 92% completed the Spring survey.
- Football, Volleyball and Men’s Basketball earn NCAA berths; Football advanced to NCAA Final Four while Volleyball earned their 3rd consecutive, undefeated SUNYAC title; Women’s Track and Field finished in 10th place at the NCAA Indoor Championships.
- Eagle Hall incorporated design/build construction methodology and will be a model for DASNY and SUNY for the construction of future residence halls. The overall savings compared to design/bid/build methodology potentially resulted in $3 to $4M in cost avoidance.
- Brockport Women of Distinction (EOP women’s empowerment group) had a private meeting with Rochester Mayor Lovely Warren in her personal chambers. The Mayor offered the young women candid advice as to how she overcame adversity in her life and career.
- Student Accessibility Services effectively managed a 103% increase in requests for textbooks in alternate format.
- 101 Fraternity & Sorority Life members attended the Green Dot training offered by Prevention & Outreach Services.

I have so much pride in the work of our staff and in their contributions to the success of our students. Thank you for taking the time to review our accomplishments from this past year. The Division of Enrollment Management and Student Affairs plans to continue to provide unique opportunities to all Brockport students and to support their achievements both in and outside of the classroom.

Sincerely,

Dr. Kathryn Wilson, EdD, JD
Vice President for Enrollment Management and Student Affairs
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACADEMIC SUCCESS CENTER - ADVISEMENT &amp; RETENTION</td>
<td>6</td>
</tr>
<tr>
<td>ACADEMIC SUCCESS CENTER - STUDENT ACCESSIBILITY SERVICES</td>
<td>7</td>
</tr>
<tr>
<td>CAMPUS RECREATION</td>
<td>8</td>
</tr>
<tr>
<td>CAREER SERVICES</td>
<td>9</td>
</tr>
<tr>
<td>COMMUNITY DEVELOPMENT</td>
<td>10</td>
</tr>
<tr>
<td>EDUCATIONAL OPPORTUNITY PROGRAM</td>
<td>11</td>
</tr>
<tr>
<td>FINANCIAL AID</td>
<td>12</td>
</tr>
<tr>
<td>HAZEN CENTER FOR INTEGRATED CARE</td>
<td>13-14</td>
</tr>
<tr>
<td>INTERCOLLEGIATE ATHLETICS</td>
<td>15-16</td>
</tr>
<tr>
<td>REGISTRATION &amp; RECORDS</td>
<td>17</td>
</tr>
<tr>
<td>RESIDENTIAL LIFE/LEARNING COMMUNITIES</td>
<td>18</td>
</tr>
<tr>
<td>STUDENT CONDUCT</td>
<td>19</td>
</tr>
<tr>
<td>STUDENT UNION AND ACTIVITIES</td>
<td>20</td>
</tr>
<tr>
<td>UNDERGRADUATE ADMISSIONS</td>
<td>21-22</td>
</tr>
<tr>
<td>UNIVERSITY POLICE</td>
<td>23</td>
</tr>
</tbody>
</table>

PRODUCED BY:
Enrollment Management & Student Affairs Assessment Team

Enrollment Management and Student Affairs
The College at Brockport
350 New Campus Dr.
Brockport, NY 14420
Phone: 585.395.2137
Fax: 585.395.2401
Web: brockport.edu/cmsa
UNIT OVERVIEW: ASC - Advisement and Retention provides holistic transitional support to the College at Brockport’s community including faculty, students, parents and staff. By providing programming and assistance to students from orientation through graduation, the ASC – Advisement and Retention helps the community in understanding and accessing resources including advisement, probation assistance, temporary academic leaves, welcome programming, major declaration, registration, military service support and general campus collaborations for student success.

MISSION: We are student-centered support, inspiring the college community to achieve academic success and engagement.

POINTS OF PRIDE:
- Transfer Academic Planning Seminar continues to show strong persistence rates among transfer students.
- Summer Orientation maintained record numbers of freshmen in attendance. All sharing in an experience that resulted in their entry to Brockport with a direct line of support, peer connections, a clear understanding of Brockport on-campus living, and their first semester schedule.
- EagleSUCCESS saw a Starfish and SUNY record-level participation in 2017-2018. Upon implementation, over 86% of all faculty completed the first Fall survey, used to verify student attendance for federal financial aid. Over 92% completed the Spring survey.
- In the first complete academic year utilizing a tracking log, the ASC recorded 3,171 meetings from Advisement/Retention staff with students for an average of 27.63 minutes per meeting.
- Campus Initiatives, such as: SPUR, EagleSUCCESS and STEPS, coupled with ASC-Advisement and Retention staff outreach has resulted in a decrease in academic dismissals and students placed on probation at the end of the Spring 2018 semester.

ANNUAL GOALS (2017-2018):
1. Identify, assist, and support at-risk students.
2. Provide smooth transitions for student entering, leaving, and re-entering the College: assist students entering the College for first semester with preparedness resulting in student success and retention; and track/assist students taking a temporary academic leave and reentering the College.
3. Provide accurate and complete advisement to all students.
4. Review and identify areas of need to meet CAS standards.
MISSION: As a part of the Academic Success Center – We are student-centered support, inspiring the college community to achieve academic success and engagement.

Student Accessibility Services (SAS) shares in the College’s and division’s commitment to student success, by assisting in providing equal access to educational opportunity and guarding against discrimination toward students with disabilities. Through cooperative partnerships with students, faculty, and staff, SAS endeavors to promote students’ independence and to ensure recognition of their abilities, not disabilities. Student Accessibility Services is committed to assisting the College in creating an accessible College community, where students with disabilities have an equal opportunity to participate fully in all aspects of the educational environment.

UNIT OVERVIEW: The major responsibilities of the Student Accessibility Services include determination of eligibility of students for accommodations under ADA/504 mandates; implementation of accommodations; collaborative interaction with faculty, staff and other offices to ensure compliance with the law as well as to encourage sensitivity to the needs of this population of students; assist in educating the college community about disabilities and accommodation; interact cooperatively with outside agencies in order to support students with disabilities in their educational goals; advocate for SAS students as a group as well as assist them individually in developing appropriate and effective self-advocacy skills.

ANNUAL GOALS (2017-2018):

1. Provide accommodations to students to provide equal access to the College environment.
2. Provide resources to students to promote personal growth, independence, self-advocacy, and student success.
3. Collaborate with other members of the campus community to promote inclusion of this diverse population.
4. Continue to reduce or eliminate physical, academic, and attitudinal barriers.
5. Assist students with the transition from high school, or other schools, to the College at Brockport.

POINTS OF PRIDE:

- Investment Fund for Core Needs allowed for the purchase of multiple pieces of assistive technology equipment including a Braille machine, CCTV, and portable handheld magnifiers.
- Office name change from Office for Students with Disabilities to Student Accessibility Services more accurately reflects the full scope of resources offered to the entire campus community.
- Transition to the Academic Success Center allows for easier collaboration amongst professional staff, more readily accessible services in a centralized location.
- Addition of an assistive technology specialist enhances students’ access to equipment, accessible software, and campus trainings.
- Successfully navigated a 41.6% increase in new student activity from last year.
- Effectively managed a 40% increase in utilization of testing accommodations.
- Effectively managed a 103% increase in requests for textbooks in alternate format.
UNIT OVERVIEW: Campus Recreation coordinates informal recreation opportunities, intramural sports and events, club sports, youth and family programs, and special events including Ride for a Cause, Annual Golf Tournament and Club Craze. Campus Recreation also manages building operations for the Special Events Recreation Center (SERC), and the ice arena. Campus Recreation provides significant student leadership experiences to students through an extensive and robust student employment program.

MISSION: Campus Recreation promotes student success by prioritizing student learning and development through educationally purposeful activities, leadership opportunities, and employment. We are committed to offering healthy lifestyle choices through safe, quality programming to the college campus and surrounding communities emphasizing student learning beyond the classroom.

ANNUAL GOALS (2017-2018):
1. Develop a Club Sport concussion program for sports that are deemed as high risk based on NIRSA best practices to be implemented in the Fall of 2017.
2. Support the personal health and wellbeing of the Brockport community by increasing participation in initiatives hosted by Campus Recreation.
3. Develop a 5 year facility repair and replacement plan for SERC.
4. Improve systems for tracking student employees and club sport participants’ engagement in community service by utilizing the college’s service hour registration process (Eagle Connect).

POINTS OF PRIDE:
- Campus Recreation was a host site for two interns and seventeen practicum students.
- Three fitness certification opportunities were offered. Sixteen students, one professional staff and four community members participated.
- One professional staff and five students attended the NIRSA Regional Conference, and Three professional staff members attended the NIRSA National Conference.
- Two Graduate Assistants attended the Towson University Flag Football Officials’ Clinic, NIRSA Region I Soccer tournament in New Castle Delaware, NIRSA Region I Flag Football tournament, Springfield Massachusetts.
- Forty students, eight BASC employees, and two community members completed CPR, First & AED certifications. Also, seven students completed the CPR certification. All were taught by Campus Recreation staff.
- Two Professional Staff completed ALICE Instructor Training.
- Two Graduate Assistant’s obtained full time positions, one at Rochester Institute of Technology and one with The State of New York. One Student Supervisor obtained a Graduate Assistantship at The College at Brockport.

Club Sports Participants

- FY15: 880
- FY16: 982
- FY17: 1019
- FY18: 1145
UNIT OVERVIEW: Career Services assists students with major exploration, career exploration, and job search activities. These services are also available to alumni. To aid students in exploring the world of work, the Career Services staff facilitates internship programs, such as the Brockport Career Exploration Course (BCEC).

The office works to develop the base of employers that hire our students. We do this through direct employer outreach as well as by hosting on-campus recruiting activities.

MISSION: Career Services is committed to providing students and alumni with the tools and resources needed to achieve career self-reliance and work satisfaction in a diverse community and global economy;

Career Services has the success of its students as its highest priority and provides individual advisement, career exploration, employment and graduate school options to assist our students and alumni in pursuing their goals; and

Career Services is committed to the College's recruitment and retention efforts by complementing the academic experience and by providing information on our students upon graduation.

ANNUAL GOALS (2017-2018):
1. Improve website, create more user-friendly site to increase traffic and provide better access to services and programs.
2. Build a cross-campus database to track current and evolving partnerships, in conjunction with the Academic Internship Committee and the Employer Outreach Committee.
3. Develop a manageable process for student employment (SE) onboarding, which includes student and supervisor training and recognizes current staffing and equipment funding.
4. Create a comprehensive assessment plan that includes data related to the role that internships and student employment play in retention and initial career success.

POINTS OF PRIDE:
- Held first Part-Time job fest in Fall 2017. 731 students attended the event.
- Launched a new Career Services website.
- Partnered with Community Development for 3rd annual Non-Profit Career and Volunteer Fair.
- Staff person won the Outstanding Service to the College Award.
- Launched 1st on-campus Interview Day after the annual Jobs & Internship Fair.
- In collaboration with the Academic Internship Committee, launched workshops and programming geared toward employers, non-profits and community organizations.
- Created and launched Career Services needs assessment.
- Staff member presented a webinar related to EDI for national association.
- Staff member was awarded President’s award by SUNYCDO.
MISSION: Prepare civic minded leaders who possess the knowledge, skills and values to engage fully their communities. We believe all individuals:
- have a responsibility to the social good
- should be willing to collaborate with people differing views and backgrounds
- must work towards common solutions based in equity and social justice
- have a capacity for intercultural competence
- can develop the resilience essential to deliberation and bridge building across differences.

UNIT OVERVIEW: Community Development at The College at Brockport seeks to prepare students to be civic minded leaders with the knowledge, skills and values needed to fully engage in their communities. Our major initiatives support this mission by providing programs, initiatives and events that engage students in community service, democratic action, leadership development, and deliberative dialogue.

ANNUAL GOALS (2017-2018):
1. Hire a new coordinator for service and community building.
2. Utilize CAS standards and National Best Practices to enhance assessment processes in the Leadership Development Program.
3. Enhance processes and systems that track community service to support the College’s achievement of the Carnegie Classification and President’s Community Service Honor Roll.
4. Enrich social change and inclusion efforts using national best practices to provide opportunities for members of the campus community to collaboratively address social issues.
5. Research best practices and current trends to set the groundwork for establishing a Center for Social Change and Inclusion.

POINTS OF PRIDE:
- More than 250 students and community members attended a Deliberative Dialogue, with 70% indicating that the program allowed them to consider a new perspective or approach to address a community topic.
- In the pilot year of the Group Service Hour Reporting Form, 20 student organizations shared their service hours, completed by 470 unique students.
- 69 students were recognized for their community service efforts, including 10 students who completed more than 250 service hours.
- Community Development is collaborating with Center for Global Education and Engagement to coordinate participation in Governor Cuomo’s New York
- Led two delegations, including 14 Brockport students, in the Stands with Puerto Rico Recovery and Rebuilding Initiative. The groups led by Brockport helped repair 20 homes left damaged after Hurricanes Maria and Irma during their stay.
- Awarded Investment Fund Grant to fund Galaxy Digital to build a stronger culture of community engagement on behalf of students, faculty and staff at Brockport.
- The Annual Trash to Treasure event collected more than 50,000 items to donate to more than 40 different community organizations.
EDUCATIONAL OPPORTUNITY PROGRAM
The College at Brockport
State University of New York

Rakov Hall
PHONE: 585.395.2547
WEB: brockport.edu/eop
EMAIL: eop@brockport.edu

UNIT OVERVIEW: The College at Brockport Arthur O. Eve Opportunity for Higher Education Program (EOP) provides an avenue for student learning and support in obtaining a degree in higher education. With a well-trained, dedicated and experienced staff and in collaboration with many other components of the College, EOP provides assistance with the admission process and all aspects of financial aid, academic, career choice, preparation and planning, as well as personal counseling. EOP also provides holistic preparation and support to enrolled students through a four week residential Pre-Freshman Summer Program (PFSP) and the First Year Structured Program (FYSP). In addition, students are supported by a peer-tutoring program as well as many other support services and activities designed to enhance retention, engagement and perseverance to the completion of the degree in higher education.

MISSION: The Author O. Eve Educational Opportunity Program is committed to offering higher education opportunities to New York State high school graduates and GED holders who do not meet normally applied admission criteria, but have the potential for post-secondary academic success. New York State Legislative funds are provided to meet the cost of direct financial aid, supplemental tutoring and counseling, all designed to enhance student success.

ANNUAL GOALS (2017-2018):
1. To increase the recruitment and admissions of underrepresented males in the 2017 cohort
2. To increase the student/counselor contacts in EOP for the purpose of career counseling by 5%
3. To increase the recruitment of the number of students in EOP from the Rochester and Buffalo areas compared to that of 2016 – 2017
4. To increase the percentage of the returns of the Academic Performance Progress Reports (APPR) faculty submit on the progress of EOP students in each course.
5. To increase the number of EOP students utilizing individual and/or group tutoring during the 2017 – 2018 academic year

POINTS OF PRIDE:
- Arthur O. Eve Educational Opportunity Program celebrated its 50th Anniversary
- Jasmine Owosuaah graduated Summa Cum Laude and was offered a full tuition scholarship, with stipend and housing, from the Binghamton University, SUNY. She will be pursuing a dual MSW/MPA degree.
- Brockport Women of Distinction (EOP women’s empowerment group) had a private meeting with Rochester Mayor Lovely Warren in her personal chambers. The Mayor offered the young women candid advice as to how she overcame adversity in her life and career.
- 2018 Chi Alpha Epsilon (XAE) Honor Society, Epsilon Rho Chapter, a national organization dedication to opportunity program students. EOP inducted 23 students!
UNIT OVERVIEW: Financial Aid assists the public with all aspects of financing a college education, including providing financial assistance and resources to eligible students; advising students and families on the availability of financial aid; assisting students and families in the completion of financial aid forms and other required documents. Financial Aid processes in compliance with federal and state regulations, provides information to customers regarding budgeting, alternative aid sources and debt management; supports admissions and retention activities as they relate to student aid, including but not limited to, participation in Orientation, and on-campus meetings; providing information and training to our students to enable them to become financially responsible.

MISSION: Financial Aid assists potential students, current students, and their families in obtaining the necessary financial resources to attend The College at Brockport. This includes the proper financial advisement of students and their families, processing and facilitating the financial aid application process and providing sound strategies in budgeting, alternative aid sources and debt management both during and after enrollment. The ultimate goal for the Financial Aid Office is to minimize the financial concerns of our students so that they may concentrate on and maximize their opportunities for success.

ANNUAL GOALS (2017-2018):
1. Implement the NYS Excelsior Program.
2. Implement Student Outcome Tracking.
3. Improve Financial Aid Office workflow.
4. Improve customer service.

POINTS OF PRIDE:
- 14.8% increase in the number of SMART Track modules (financial literacy) completed by our students in 17-18 compared to 16-17.
- Experienced an increase in the number of FAFSA filers as of May 1, 2018 compared to May 1, 2017 of 6.9%.
- Increase in the percentage of students utilizing the IRS Data Retrieval Tool. This requires that student and parents request that their income information be transferred directly from the IRS.
- Newly hired Assistant Financial Aid Advisors attended and successfully completed the NYSFAAA Novice workshop.
MISSION: Providing quality outpatient health, psychological, and prevention services is the primary focus of the Hazen Center for Integrated Care. The staff of the Health Center, Counseling Center, and Prevention and Outreach Services desire to enable a diverse student population to pursue the primary goal of acquiring an education with minimal lost time or distraction due to physical, emotional, or social issues. The collaborative nature of these programs enhances the overall health and development of the College at Brockport student.

UNIT OVERVIEW: Hazen Center for Integrated Care provides accessible, comprehensive, and culturally sensitive primary medical care, counseling services, prevention programming, and student health insurance coverage to students at The College at Brockport. All areas work collaboratively to provide a holistic approach to the needs of the students, using a broad definition of “health.”

Additionally, Hazen Center for Integrated Care has been recognized at the local, state, and national levels for providing high quality and evidence based programs and services.

ANNUAL GOALS (2017-2018):

Health & Counseling Center:
1. Increase Hazen Center for Integrated Care staff’s knowledge on LGBT+ care and best practices to better serve our students.
2. Train Hazen Health staff to distribute Narcan to support students who may be experiencing an opioid overdose.
3. Establish a College Diabetes Network (national organization with a CDN chapter on Brockport’s campus) to support students with Diabetes care and management of disease.
4. Implement feedback gathered from 16-17 counseling group assessments to improve group member retention and overall member satisfaction.
5. Measure and evaluate Counseling Center presence and support of the residential community as evidenced by number of programs and RLGC staff satisfaction.
6. Improve marketing via the website and social media to increase campus community awareness of CC services and program, as well as to share knowledge related to diverse mental health topics.

Prevention and Outreach Services:
1. Utilize the National Health Education Standards (NHES) framework to enhance the Student Health Advocate outreach curriculum, including program assessment.
2. Utilize best practices suggested by the American College Health Association (ACHA), Centers for Disease Control (CDC), and the American College Personnel Association (ACPA) to enhance curriculum, including program assessment.
3. Develop and implement student leader competencies into mid-year and end of the year student evaluations to improve the peer educator experience with Prevention and Outreach Services.
**POINTS OF PRIDE:**

**Health & Counseling Center:**
- Establishment of the College Diabetes Network Group for students.
- NYU Immunization Project – 800 flu vaccines given, FNP presented at NYSCHA and American College Health Association national conference - Hazen Student Health Center’s intervention for increasing student immunization rates for; tetanus, influenza and HPV.
- Over 53 organizations attending September 2017 Health Fair for students and faculty/staff.
- Recipient of Technology Grant for waterproof keyboards for patient care.
- Counseling Center implemented creative and innovative ways to reach students, including “Let’s Talk” and the “Hazen Hot Seat”.
- Counseling Center hosted the 36th annual Counseling Centers of NY Conference for over 150 counseling center professionals.
- Counseling Center staff provided 611 hours of community outreach and support.

**Prevention and Outreach Services:**
- Denim Day 2018: 58 participants across 10 departments and $294 raised to donate to RESTORE Sexual Assault Services
- Purple Run 4(k) Change: 264 participants including students, faculty, staff and community members, 66 volunteers, and $681 raised to donate to Willow Domestic Violence Center
- Out of the Darkness Walk; Suicide Prevention: 127 participants, including students, faculty, staff and community members, $12,658 raised for the American Foundation for Suicide Prevention
- Select Respect Peer Educators are the recipient of the New York State College Health Association Student Group of the Year Award.
- Recipient of $25,000 Investment Fund award for additional faculty and staff training in Green Dot bystander intervention training.
- Expansion and renaming of the Alcohol and other Drug Sub-committee to the Great Brockport Alcohol and Other Drug Coalition as a part of the OASAS Grant.
UNIT OVERVIEW: Intercollegiate Athletics coordinates all athletic programming at The College at Brockport. The department coordinates and supports 23 varsity sport programs in various areas including compliance education/enforcement, budget management, facilities management, student-athlete recruitment, fundraising/sponsorships, student/community engagement, alumni connectedness, academic achievement and athletic competitiveness.

MISSION: Intercollegiate Athletics focuses on four key areas:

Integrate with the University: At Brockport, keeping student-athletes focused on being a student first, they are treated like other members of the general student body. This experience allows student-athletes to pursue interests beyond athletics. Furthermore, Brockport Athletics builds and strengthens relationships within the Brockport community as well as helping the College connect with the greater regional community.

Achieve Academically: Student-athletes are encouraged to achieve excellence in the classroom as well as the competitive arena. At Brockport, athletics offers an education that supports and supplements the lessons learned in the classroom. Life-long skills such as teamwork, discipline, perseverance, and leadership are cultivated through intercollegiate athletics.

Excel Athletically: Supported athletically by a talented and committed group of coaches and staff, student-athletes are encouraged to channel their passion and drive for athletic excellence by pushing themselves to be the best through hard work and high standards.

Play with Integrity: At Brockport, we foster a community of sportsmanship and compliance that is never compromised. While winning is important, it is kept in perspective.

ANNUAL GOALS (2017-2018):
1. Finish in Top 3 of SUNYAC Commissioner’s Cup
2. Finish in Top 100 of Division III Learfield Sports Directors’ Cup
3. Student Athlete average GPA of 3.0 or higher
4. Senior student-athletes and SAAC members attribute personal growth to their athletic experience
5. Generate over $50,000 in external revenue from outside group reservations
6. Complete over 1,000 hours of community service
7. Raise over $100,000 in donations for Golden Eagle Society
POINTS OF PRIDE:

- Football, Volleyball and Men’s Basketball earned NCAA berths; Football advanced to NCAA Final Four while Volleyball earned their 3rd consecutive, undefeated SUNYAC title; Women’s Track and Field finished in 10th place at the NCAA Indoor Championships.

- 21 All-American honors including national championships for Victoire Kothor in the indoor and outdoor shot put. Other honors include: Joe Germinerio (Football; All-East Region Offensive POY); Dallas Meyers (Men’s Lacrosse; SUNYAC Defensive POY); Brandon Amthor (Men’s Swimming; SUNYAC Rookie of the Year); Megan Kilgallon (Women’s Diving; SUNYAC Diver of the Year); Victoire Kothor (Women’s Track and Field; SUNYAC Field Athlete of the Year); Nicole Pollencarz (Volleyball; 2018 SUNY Chancellor’s Scholar Athlete Award (3x)).

- Major community service events: Blankets and Bears; Toys for Tots; Canned Food Drive; Yards for Yeardley.

- The Golden Eagles completed the year with a 3.12 overall GPA. 15 teams posted cumulative gpas over 3.0 and 32% of student-athletes earned Dean’s List honors.

- Denise Catlin: Brockport’s Catlin Award recipient for student service.

- The success of our programs and the effort by the Sports Information staff has resulted in significant increases in social media activity. Since May 2017, we have gained 3,834 Twitter followers and had 262,554 profile visits.

- The historical run of the football team in 2017 likely helped the spike in Twitter mentions for @Brockport Athletics with 62% of our 1,839 Mentions occurring between September and December 2017.

- Enhanced programming – Speaker to Captain’s Council, Green Dot trainings and game; Career Services meetings with three teams

- Major Events – Hosted Two rounds of NCAA Football Championships, Section V football sectionals and regionals, and All-Atlantic Outdoor Track and Field Regionals

- Coaches of the Year: Jason Mangone (Football): Empire 8, East Region and AFCA Division III Coach of the Year; Don Murray (Wrestling): ECWC Coach of the Year; Ed Jaskulski (Track and Field): USTFCCCA Women’s Indoor and Outdoor Atlantic Region Assistant Coach of the Year

- Guest Coach Program: 22 faculty and staff from 15 different programs participate with seven Brockport varsity teams.

SUNYAC and SAAC have partnered with the One Love Foundation to walk, run, skip in honor of the late Yeardley Love, to raise awareness about the warning signs of domestic abuse and relationship violence.
UNIT OVERVIEW: Registration and Records is responsible for all functions related to the registration of students, degree conferral, updating and maintaining the program requirements in the Degree Audit Reporting System, maintenance of the academic transcript, and scheduling of courses.

The Office of Registration and Records supports the mission of the institution through its role of accurate record keeping and data management by producing class schedules, conducting registration, maintaining academic records and student credential files, producing transcripts, verifying degree audits and assisting with commencement ceremonies. This position assists academic units and students in ensuring compliance to university policies and procedures pertaining to the observance of academic calendars, tests, grading practices and the recording of academic performance.

MISSION: The Office of Registration and Records educates and provides students with all aspects of the registration and student records process. Registration and Records:

- Is committed to providing the highest level of service in handling all course-related transactions for our students, from their initial registration through their graduation/separation and beyond;
- Has the success of our students as its highest priority, not only during their periods of active enrollment, but with any further educational or career-related needs their futures may bring and,
- Is committed to ensuring that all of our services are provided in the most timely and efficient manner possible and with the least intrusion on or distraction from their other endeavors.

ANNUAL GOALS (2017-2018):
1. Implement the next phase of EMS – Allowing academic departments to submit schedule updates directly through EMS
2. Develop electronic forms that allow faculty to submit incomplete contracts, class sections and create/update courses in the college catalog
3. Implement the credit verification and compliance processes for the Excelsior Scholarship
4. Take on college wide responsibility for TAP certification and other New York State financial aid programs
5. Utilize CAS Standards specific to Registrar’s Office

POINTS OF PRIDE:

- Successful implementation of initial Excelsior verification and certification.
- The Registrar’s office has reached a staff size of 10.
- Streamlined the graduation and diploma dissemination process, resulting in a more timely notification of degree conferral and diploma receipt.
- Assisted in implementation of the SUNY-wide Transfer Finder project.
- College Registrar was awarded the Chancellors award and inaugural SUNYRA President’s Award.
UNIT OVERVIEW: Residential Life/Learning Communities coordinates the residential experience including living learning communities, occupancy management, facilities management, educational initiatives and student conduct. The department supports 12 residence halls and one apartment complex, with 90 students serving in a para-professional capacity as Resident Assistants. RLLC professional staff present a comprehensive developmental Residential Curriculum that provides personal growth opportunities for all students.

MISSION: Residential Life/Learning Communities and Student Conduct contribute to the holistic development of students through intentional support, programs and collaboration, which foster a safe, inclusive and engaged community.

ANNUAL GOALS (2017-2018):
1. Successfully complete the new build project and determine the next phase of the Residential Life Master Plan.
2. Analyze and implement best practices related to card access control and risk management.
3. Complete the Housing and Residential Life Program CAS review, identify areas for improvement and create an action plan, with specific emphasis on Part 7: Diversity, Equity and Access.
4. Improve the integration of the residential curriculum and the Living Learning Communities Program through more unified assessment to support the development of co-curricular high impact practices.

POINTS OF PRIDE:
- Eagle Hall incorporated design/build construction methodology and will be a model for DASNY and SUNY for the construction of future residence halls. The overall savings compared to design/bid/build methodology potentially resulted in $3 to $4M in cost avoidance.
- Resident Assistant Grace Kelly won Marion Schrank Student Leadership Award, Spencer Cottman was Runner-Up; Josh Johannes won President’s Citation Award, School of Business and Management Undergraduate Outstanding Achievement Award.
- 53% (575) of the first year students living on campus, chose to participate in the LLC program.
- 55 Faculty members were involved in the LLCs (slight increase from 52 Faculty Members in 2016-2017)
- Offered/sponsored 155 (EDI) focused programs.
- Increased the number of Returning LLC Students from 323 (2017-2018) to 351 (2018-2019) after successfully executing an online LLC Housing Selection Process.
- Re-bid our residential network contract and saved $150,000; first campus within SUNY to switch to Internet Protocol Television Service (IPTV), providing students with on-demand television that can be viewed from mobile devices in all on-campus housing facilities.
- Carl O’Connor was elected to be the President of the Brockport Alumni Association.
UNIT OVERVIEW: The Student Conduct Coordinators oversee the Student Conduct System, including policy education and implementation, risk reduction and prevention, early intervention with students of concern, adjudication, sanctioning, training and committee involvement. The coordinators serve on the Residential Life/Learning Communities central staff team, reporting to the Director of RL/LLC.

MISSION:
Residential Life/Learning Communities and Student Conduct contribute to the holistic development of students through intentional support, programs and collaboration, which foster a safe, inclusive and engaged community.

Student Conduct Purpose Statement:
As an educational process to promote community standards, Student Conduct ensures due process and fundamental fairness to all individuals and organizations involved. We accomplish this by communicating expectations outlined in the Code of Student Conduct, encouraging accountability, self-reflection, emotional & developmental growth, and supporting students experiencing conflict. We strive to build and maintain community partnerships that allow students to have unique educational experiences that promote student success.

ANNUAL GOALS (2017-2018):
1. Strengthen the assessment program, including identifying trends to proactively inform prevention and harm reduction efforts, including recidivism rates; and assessing perceptions of fairness & equity of the student conduct process among students, with assistance from the BSG Senate.
2. Enhance training for Resident Directors, conduct officers, and conduct board members in order to provide a wider breadth of knowledge to a larger group.
3. Examine opportunities to implement Restorative Justice including bringing training to campus.
4. Complete the self and peer program review process for the Office of Student Conduct using the CAS Self-Assessment Guide.

POINTS OF PRIDE:
- Hired Coordinator of Residential Education & Community Standards to provide additional staff support to student conduct.
- Offered a comprehensive conduct hearing board training series, in partnership with multiple campus partners and community organizations.
- Coordinating bringing Duke Fisher to campus to present to multiple office and departments about using restorative justice practices on campus.
- Completed three-day Restorative Justice training at Skidmore College presented by the Project for Restorative Justice.
- Attended SUNY-wide conference on the First Amendment. Presented on this topic to Residential Life staff and EMSA professional staff.
- Partnered with campus and community offices to complete an investigation and adjudication of high-profile hazing case involving unrecognized group.

Mid-Year Residential Survey

<table>
<thead>
<tr>
<th></th>
<th>2014-'15</th>
<th>2015-'16</th>
<th>2016-'17</th>
<th>2017-'18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are codes/policies clearly communicated? - yes</td>
<td>86.5%</td>
<td>85.9%</td>
<td>86.42%</td>
<td>84.96%</td>
</tr>
<tr>
<td>Perception of Student Conduct System – fair</td>
<td>42.65%</td>
<td>47.07%</td>
<td>45.26%</td>
<td>55.75%</td>
</tr>
</tbody>
</table>

Student Conduct saw a slight decrease this year in how “clearly [we] communicate” our policies (1.46%); we remain consistent in this area. Student Conduct saw a significant increase in the perceived fairness of the conduct system. One of our goals is and has been to increase the perceived fairness of the conduct system.
MISSION: Student Union and Activities creates, supports, and/or implements high impact, dynamic, and diverse programs/services to enrich student growth and promote discovery. This is accomplished through collaborations with students, staff, faculty, alumni, and the respective community.

UNIT OVERVIEW: Student Union & Activities coordinates major campus events including Homecoming Weekend, Family Weekend and Welcome Week; facilitates Student Organization Event Management/Campus Wide Programming; manages the Seymour College Union; and manages WBSU 89.1 The Point campus radio station.

ANNUAL GOALS (2017-2018):
1. Construct, in collaboration with the Student Organization Steering Committee, a Student Organization Leadership Certificate program for leaders of student organizations.
2. Create specific strategies, based on national best practices for student employees, unifying all student employees to the departmental mission.
3. Identify opportunities to enhance campus-programming initiatives by administering CAS program review for the Campus Events and Activities Program with BSG.

POINTS OF PRIDE:
- Continued to provide and improve Student Union & Activities operational activities for the campus community by supporting an increase in reservation bookings by 17%.
- Introduced a Campus Major Events committee to influence a collaborative spirit around the coordination of major campus activities.
- Increased cross-training of union operations/facility staff to increase efficiencies in the Seymour College Union, which included management of 47,498 student packages that including an improved vetting process for mail.
- Provided support for over 6,500 reservation bookings.
- Partnered with BSG to create engagement opportunities for the campus community through programming, such as: BSG and SUA created & implemented 176 events this year with around 20,000 students in attendance.
- Expanded and further developed the student organization program to assist with creating the best Brockport experience for students, with BSG and Campus Recreation.
- Expanded, developed and assessed the fraternity & sorority life (FSL) program to assist with creating the best Brockport experience for students.
- Hosted a Community BBQ in April 2018 with 250 participants that included off-campus students and local community members.
- Held the inaugural WBSU Hall of Fame dinner and ceremony to assist in providing students and alumni opportunities to link with the campus community. Inducted eight alumni into this year’s Hall of Fame.
- Recognized by the Association of College Unions International for 50 years of participation in the professional organization.
UNIT OVERVIEW: Undergraduate Admissions is responsible for coordinating the College’s recruitment efforts related to freshmen, transfers and readmits. Each year the office identifies, attracts, admits and enrolls more than 2,300 students to the College.

MISSION: Undergraduate Admissions:  
Is committed to recruit, advise, select, and enroll an entering class of the highest academic quality, the appropriate size and diversification, and of the appropriate academic and professional aspirations. 
Is committed to develop and coordinate support for the Office of Undergraduate Admissions recruitment efforts through relationships with current students, faculty, parents, alumni, and friends of the College, and maintain a cohesive relationship with the Division of Enrollment Management Offices in order to meet goals of enrollment and retention. 
Is committed to promote and integrate professional development for all staff, and develop and maintain an office environment that fosters teamwork, individual creativity, and quality customer service.

ANNUAL GOALS (2017-2018):
1. Enroll 1240 FTE Freshmen and 1000 FTE Transfers supporting the College in meeting or exceeding SUNY PIP and College goals of enrolling an entering class of the highest academic quality, the appropriate size and diversification and of the appropriate academic and professional aspirations.
2. Using the College’s Equity, Diversity, and Inclusion Strategic Plan as a foundational pillar, UG Admissions will make demonstrated progress toward the Equity, Diversity, and Inclusion (EDI) goals.
3. Enroll a maximum of 100 FTE Honors College First-Time students, an appropriate number of FTE Honors College Transfer students, and approximately 75 FTE Delta College students for entering fall 2018.
4. Support the College’s efforts to meet PIP retention goal of 86% by 2020 for first-year students.
5. Evaluate specific CAS Standards for Undergraduate Admissions Programs and Services (UAPS) with current office practices and create program review schedule.
6. Create and implement the Custom Viewbook platform.

POINTS OF PRIDE:
- Record number of first time student applicants (10,494) and enrolled students (1,315). Increased intentional selectivity via increasing lower bound admissions standards. Deposit yield has decreased 7.1 % versus 2017, however the number of overall deposits has increased 1.5%
- Dual Admit contracts updated between Brockport and Monroe Community College, Genesee Community College, Finger Lakes Community College, and Niagara County Community College.
- Initiated a collaboration with Academic Advisement, Transfer Year Experience, and top feeder institutions to update existing Dual Admit contracts between institutions to ensure transfer students enrolled in the program will be able to follow and obtain the 2+2 goal of finishing their degree within two years of transferring to Brockport.
POINTS OF PRIDE:

- 15% increase in attendance at Primary and Secondary Recruitment Events.
- Attendance at primary recruitment events increased by 12% and attendance at secondary recruitment events increased by 3%.
- Successful implementation of Custom Viewbook. Brockport is one of two SUNY institutions who have implemented a digital Custom Viewbook enabling a digitally savvy generation entering college to access information easily and saving the institution tens of thousands of dollars over print view books.
- Creation of Early College High School partnership between the Greece Central School District, Monroe Community College, and the College at Brockport. Awarded a NYS grant to create an ECHS program charged to increase high school graduation and postsecondary degree completion rates.
- Increase in the number of hosted on-campus visits and an increase in the number of Peer Recruiters.
- 10 more groups (community based, high school, college, etc) hosted during the admissions cycle. This year the office hosted 49 Peer Recruiters who travelled back to their alma maters to discuss their Brockport experience.
- Due to the formation of the Academic Success Center, Transition Services are now services provided by UG Admissions. Transition Services (course, credit, and transcript evaluations and the generation of degree audits), under Academic Advisement, possessed the personnel of six in comparison to two full staff and four admissions personnel under UG Admissions. Four trained admissions professionals, at varying levels, now provide quality evaluations and degree audits.
- 14,396 calls completed and logged into Hobsons by the Telecenter. Teleambassadors continue to surpass goals by calling thousands of students and influenced their college decision process.
MISSION:
The Department of University Police is committed to providing a safe and secure campus environment for all students, staff, faculty and visitors. With emphasis on crime prevention and deterrence, personal safety education and service to the college community, we continually strive to improve our performance and work together in mutual respect.

UNIT OVERVIEW:
- Provides around-the-clock patrol of campus, via motor vehicle, foot and bicycle, of campus property and surrounding roadways in order to deter, prevent and detect criminal activity and provide assistance to members of the campus community;
- Enforces College and residence hall policies in conjunction with the Office of Residential Life/Learning Communities;
- Presents crime prevention and safety education programs in Residence Halls through the Community Policing program;
- Provides oversight of the Student Patrol including operation of the Campus Escort Service which provides safe transportation services upon request during the hours of darkness; and
- Coordinates training, planning and coordination of activities related to campus Emergency Preparedness.

ANNUAL GOALS (2017-2018):
1. Welcome three new full-time dispatchers to University Police. This will help with reaching the goal of limiting staffing coverage issues.
2. Host Student Interns.
3. Increase the rate of satisfaction with University Police service as reflected in the RL/LC mid-year survey.
4. Significantly increase the number of dedicated Community Policing hours and contacts.
5. Make progress toward NYS Department of Criminal Justice Services Accreditation.
6. Assess University Police staffing.

POINTS OF PRIDE:
- All officers increased Community Policing programs and individuals contacted.
- Development of the department’s social media presence.
- Officers and Lieutenants were active with the athletics department as Honorary Coaches and being recognized at the annual First Responders Baseball game.
- Hosting two Criminal Justice student interns during the Spring semester and adding a third for the summer.
- Lieutenants Burke and Johnson completed 40 hours Progressive Leadership & Police Management training.
- Officer Barnes received the New York State University Police Lifesaving award, after administering Narcan off-campus while assisting other agencies at an accident scene.
- All department staff attended Safe Zone training.
- Officers and Dispatchers in the department attended Mental Health First Aid training.
- University Police members collaborated with the Brockport Police Department members continuously, specifically partnering on efforts to reduce unsafe behavior in the Village.