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TO: SCCC Community

FROM: Quintin B. Bullock

DATE: January 3, 2012

SUBJECT: End of the Year Campus Update

In 2011, there was a tremendous amount of excitement on campus and in the community about SCCC. There were also numerous events and rewarding activities that occurred at the College. All have yielded quantifiable outcomes and accolades in 2011. Through our collective efforts, the College community as a whole continues to make great strides to fulfill and achieve its mission to provide quality, comprehensive education for transfer, careers, training and workforce development to a diverse population in a student-centered environment. The results have been extraordinary. As we end 2011, I write to provide you with an end of the year update on college-wide matters. A snapshot of the College's 2011 achievements follows:

### **Academic Affairs**

To respond to the business and industry workforce needs, the following academic and career programs were developed and launched:

- Air Traffic Control A.A.S. degree program.
- Alternative Energy Technology A.A.S. degree program.
- Storage Battery Technology certificate program.
- Criminal Justice A.S. degree program.
- Nutrition A.S. degree program.
- Computer Networking Systems and Cyber Security A.A.S. degree program (program revision and name change).
- Chemical Dependency Counseling certificate program (to be offered January 2012).
- Medical Coding and Billing certificate (pending NYSED approval & registration).
- Submitted a program announcement to SUNY for a Health Information Management A.A.S. degree program to align with the Medical Coding and Billing certificate.

In addition:

- Successfully developed and implemented, with the assistance of divisional representation and faculty senate input, an academic restructuring plan.
- Developed and began implementation of an academic assessment plan.
- Hosted an academic assessment conference for SUNY presented by Middle States Vice President Linda Suskie.

- Supported over \$30,000 of faculty professional development activities.
- Received Perkins funding to support major equipment purchases for the Alternative Energy program and funding for new faculty positions in Anatomy and Physiology and Accounting.
- Significantly expanded the summer calendar and summer offerings for the 2012 summer session.
- Offered credit courses at the Center City site enrolling over 1500 students in the first semester.
- Continued to see increases in the College in the High School program.
- Hosted several SLN training sessions at SCCC.
- Continued the pilot COMPASS testing with Capital Region BOCES for high school juniors.
- Hosted the third annual Women in Science camp for high school females during July.
- Secured an articulation agreement with SUNY Canton for graduates of our Paralegal A.A.S. degree program to continue at SUNY Canton for a bachelor's degree in Legal Studies, which is available in an online format.
- Collaborated with SUNY Delhi for a four-year bachelor's degree in Criminal Justice offered at the SCCC campus. Classes were offered beginning in Fall 2011.

### **Student Affairs**

To support varied services and our record growth in enrollment, our Student Affairs Division had many accomplishments in the areas of recruitment and retention. Most notably, the Student Affairs Division:

- Launched a pilot program with CDTA to provide free bus transportation to SCCC students for the academic year so long as the student is enrolled.
- Enhanced partnerships with Proctors, YMCA-Schenectady, Central Park and Boulevard Bowl to expand the services provided to our students and our intercollegiate athletic program.
- Introduced the new Opportunity Zone within the Division offering a redesign to student leadership training and service.
- Expanded the Academic Advisement Center with staff and hours of operation to maximize services to students.
- Signed a Virtual Services Agreement with YourCampus360 -- a project to develop a virtual tour of the SCCC campus (that will include the downtown site, housing and Richmor). The virtual tour will be used for Admissions purposes as well as for directions for any visitor coming to campus.
- Established and opened a Student Housing office in collaboration with United Housing to provide information and support for the new student housing project that will open in September 2012.
- Launched "From the Counselors Desk" blog to educate students about wellness and healthy habits while in college.
- Was recognized for the programs and activities the Division provides to non-traditional students in the SUNY Community Colleges Best Practices in Student Affairs.

- Initiated the Schenectady Rotaract Club for students to learn more about service opportunities with a global perspective.
- Completed a successful audit with the NYS Department of Health to review and assess the institution's practices and procedures for the collection of immunization information.

### **Workforce Development**

Workforce Development initiatives further our presence in the Community and further SCCC's role as an economic driver in the area. Along with creating the training programs that were initiated by Fall 2010's historic \$11.2M Health Professions Opportunity Grant, the Workforce Development Office:

- Finalized the new Mission and Vision statements working in tandem with the Division's Advisory Council, to form the foundation for programming in the years to come.
- Awarded \$14,000 by the Capital Region Economic Development Council to support the "Gateway to Manufacturing Skill Competitiveness" program to support seven long term unemployed candidates to attend training at Capital Region BOCES to receive the nationally recognized Certified Production Technician certificate through the Manufacturing Skill Standard Council. Students who successfully complete the training program will be hired by one of the three business partners, Greno Industries, Kintz Plastics or Meridian Manufacturing.
- Opened a site on Central Avenue in Albany for the Health Program Opportunity Grant program to provide classroom and clinical training for the Certified Nurse's Aide program. The program is seeking additional space within the City of Albany to accommodate increased demand for the healthcare training programs.

### **Capital Projects**

Our Administrative Division embarked on and completed several capital projects, while positioning the College for further growth as a part of our Strategic Plan. The Administrative Division:

- Completed the restoration of the Elston Hall Front Portico.
- Purchased 101 Washington Avenue property.
- Renovated the 6<sup>th</sup> floor of Elston Hall for the HPOG CNA Program.
- Opened a satellite location: SCCC @ Center City.
- Completed the renovation of the Lally Mohawk Room.
- Installed new flooring on the College campus.
- Launched the renovations of the Elston Hall and the Begley Building HVAC system and infrastructure.
- Launched the construction of Begley Building expansion project for the Music Department and installing a new fire suppression system in the Begley Building.
- Launched the construction of the Washington Avenue College Suites.
- Updated the Alternative Energy and Nanotechnology labs to better meet the education and training needs of the programs.
- Relocated and remodeled the computer networking lab to better accommodate the needs of the program.

### **Office of Planning, Accountability and Advancement**

The Office of Planning, Accountability and Advancement plays an important role in raising the stature of SCCC and positioning the College as a premiere institution in the SUNY system through strategic communications. The Office had many accomplishments to that end in 2011, and:

- Developed and launched a new college website.
- Redesigned and increased the circulation of the College's credit course booklet.
- Redesigned the College's workforce development non-credit course booklet.
- Completed the restoration of the sign/campus map that was damaged by Hurricane Irene.
- Developed and launched new commercial spots with Time-Warner for the over-30 and traditional-age niches.
- Launched a weekly e-news letter.
- Created social media presences on several platforms, including Facebook, Twitter, Flickr, Issuu and YouTube.
- Designed a new Annual Report.
- Introduced the Net Price Calculator, the Gainful Employment Report for Certificate Courses, the Clery Report and other important compliance and accountability documents onto the SCCC website.
- Converted the College Catalog and Student Handbook into largely digital-first publications, while implementing print-on-demand services on campus for those who need professional, bound copies.
- Moved print advertising and media buys in-house, eliminating the need for consultants.
- Worked with the Information Technology team to design of the College Portal.
- Developed several videos in-house, including Commencement, the State of the College and the Holiday Greeting.

### **Information Technology**

Information Technology continues to play a prominent role in the day-to-day functioning of the College. The Office also has an eye to the future, and:

- Successfully developed and launched a College Portal.
- Reconfigured the College portal, website and Banner student self-service to facilitate MySCCC portal access for new students.
- Configured a Password Management Suite on MySCCC portal (Deployment is schedule for January 2012).
- Changed the password convention for SCCC student user accounts to increase account security
- Migrated all SCCC student email accounts to Live.edu (cloud hosting). This technologically advanced system provides our students with:
  - 10 GB mailbox space;
  - Capability to send attachments up to 18 MB; and
  - Windows Live SkyDrive -- 25 GB of online storage.
- Purchased and installed 100+ new computers with Windows 7 and Office 2010 to replace old computers and to equip SCCC @ Center City.
- Installed new servers at SCCC @ Center City.

- Deployed a managed-VOIP telephone system at SCCC @ Center City.
- Upgraded 275+ computers with Windows 7 and Office 2010.
- Established a wide area network connection between SCCC @ Center City and the main campus to allow access to Banner.
- Developed and launched an Employee Self Service for staff to access payroll information.
- Developed and launched a Finance Self Service module to facilitate the approval for purchase requisitions.
- Established a new Banner Self Service module for ADA students to retrieve their ADA request letters online via a secure password and have the capability to print and/or email the documents to their respective faculty.
- Modified student billing software programs to accommodate new billing requirements for the spring 2012 semester.
- Expanded wireless access to additional areas on the campus.
- Increased the Internet connectivity speed from 30 Mbps to 70 Mbps.

### **Assessment and Institutional Effectiveness**

In response to the Middle States Commission of Higher Education accreditation follow-up report requiring SCCC to document (1) the continued development and implementation of a comprehensive institutional strategic plan that links long range planning to decision-making and budgeting processes (Standard 2); and (2) the further development and continued implementation of a comprehensive, organized, and sustained process for the assessment of institutional effectiveness (Standard 7), the College developed an institutional assessment plan to document, organize, and sustain an assessment process to evaluate and improve the total range of programs and services; achieve institutional mission, goals, and plans; and be in compliance with accreditation standards. The final report was submitted to Middle States Commission on April 1, 2011, and approved by MCHE in June 2011. In addition, staff successfully completed and submitted the *2011 Outcomes Assessment Report*; redesigned the daily enrollment comparison report to document, measure, and maintain daily enrollment data; and restructured the process for reporting assessment and IR data for analyzing, interpreting, and making solid recommendations based on data.

### **Campus Safety Council**

The Campus Safety Council includes members of all divisions and worked collaboratively and successfully in 2011 in making SCCC a safer place for all. The Council:

- Introduced new initiatives to address fire safety protection, expand the campus emergency communication tools, and conduct various assessments to measure the effectiveness of campus safety.
- Installed five additional AEDs on the campus and developed training programs.

### **Enrollment**

The Early Student Enrollment Data Report for the fall 2011 semester indicates a 6.9 percent increase in the total headcount over last year's fall enrollment. Increasingly, more and more students are selecting SCCC as their first choice as they enter the world of higher education, and adult learners are realizing that returning to school with us offers them an affordable selection of

high-quality educational opportunities. In addition, business and industry, locally and regionally, continue to identify SCCC as a leader in economic and workforce development. And in spite of the many challenges that we faced in 2011, we have collectively achieved a significant number of goals throughout the College.

The fall 2011 enrollment had a notable increase in part-time students, as well as in Non-Home Institution students (those who don't recognize SCCC as their home school). We also saw a decrease in full-time students, resulting in fewer generated FTEs, while our total headcount increased.

For spring 2012, enrollment is progressing favorably. To date, we have achieved 74% of the total headcount and 82% of the projected FTEs. Based on current indicators, the 2012 spring enrollment headcount and FTEs will yield gradual increases over the next 2-3 weeks. We are projecting a 3% increase in total student headcount and FTEs for spring 2012.

### **Development Office**

To support the continued growth and development of the Foundation and its ability to generate additional resources to support the College's mission, the Foundation implemented the following initiatives:

- Identified new friends and partners to make a financial investment to support SCCC's programs, services, professional development and scholarships.
- The SCCC Foundation, Inc.'s Board of Directors revised the SCCC Foundation's Mission and Vision statements to more closely align with the College's mission and vision.
- Elected several new Foundation Board members, representing diverse industries and geographic regions.
- Facilitated a Board retreat to explore their fundraising roles.
- Special events in 2011 exceeded revenue goals, with the April Food For Thought and All That Jazz netting \$63,502, and the December annual Gala netting \$41,748. Both events featured high profile community leaders as Honorary Chairs (David Alan Miller of the Albany Symphony Orchestra and David Buicko of The Galesi Group).
- In 2011, the Foundation distributed \$184,896 in student scholarships.
- Established 15 new scholarship funds, totaling \$50,400 in additional scholarship support for students.
- Hosted the Foundation's first Scholarship Breakfast to bring together scholarship donors and student recipients. A student panel shared their perspectives on how their scholarships had impacted their academic and professional goals.
- Actively sought new private funding and was awarded two grants (from the Bender Scientific Fund and Equinox Foundation) totaling \$20,000 to support the purchase of equipment for the Nanoscale Laboratory.
- Initiated a feasibility study to determine the College's readiness to enter into a multi-million dollar campaign. The first site visit in October 2011 resulted in a draft of funding priorities to pursue during interviews with prospective donors.
- Established and approved a new campus-wide fundraising policy to guide and improve fundraising activities at the College.

In summary, these are exciting times for SCCC. Let's continue to work together and take bold steps to continue to make SCCC as a first choice for students to access higher education and to be a leader in economic and workforce development. As an institution, we have signed up to meet the numerous challenges and to be a responsive, affordable, and innovative institution of higher learning where the student is at the center of our enterprise, and the quality of teaching and learning is a top priority. We at SCCC have much to be proud of, and this end of the year report presents an impressive summary of the college-wide goals and achievements during 2011. Congratulations, for a job well done!