



DIVISION OF  
ENROLLMENT MANAGEMENT & STUDENT AFFAIRS  
THE COLLEGE AT BROCKPORT

# Briefing Book 2014-2015





## DIVISION OF ENROLLMENT MANAGEMENT & STUDENT AFFAIRS 2014-2015 BRIEFING BOOK

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 2014-2015 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 16 distinct student services 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 demonstrated by the following key points.

- 53% (535) of the first year students living on campus chose to participate in the LLC (Living Learning Communities) program.
- The Leadership Development Program received the SUNY Outstanding Student Affairs Program Award for 2015. The Program Coordinator and Summer Graduate Intern were also chosen to present two sessions at the Leadership Educators Institute.
- The College at Brockport was chosen as a NASPA Lead Institution. Selection provided a community of practice offering support as we work with on and off campus constituencies to influence students' ongoing commitment to civic learning and democratic engagement.
- A record 290 incoming freshmen, 23.46% of the freshmen class, are members of an underrepresented group. This continues to increase from last year's statistics of 253 students and 21.6% of the freshmen class.
- Campus Recreation celebrated over 500,000 users since the Grand Opening of SERC in 2012.

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,

Kathryn Wilson, EdD, JD  
Vice President for Enrollment Management and Student Affairs







## **DIVISION OF ENROLLMENT MANAGEMENT & STUDENT AFFAIRS 2014-2015 BRIEFING BOOK**

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## ACADEMIC ADVISEMENT

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State University of New York

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**UNIT OVERVIEW:** This office provides students with information and advice concerning academic policies and procedures. These services include the evaluation of transcripts from other institutions to determine Brockport credit, conducting the College's probation and dismissal program, coordinating the Degree Audit Reporting System [DARS], coordination all advisement/registration programs for new students, and providing information and advice concerning academic eligibility for financial aid. The office hosts relevant workshops for faculty and students as well as the coordination of major advisement functions for Freshman Orientation and the Student Orientation, Advisement and Registration (SOAR) days for transfer students.

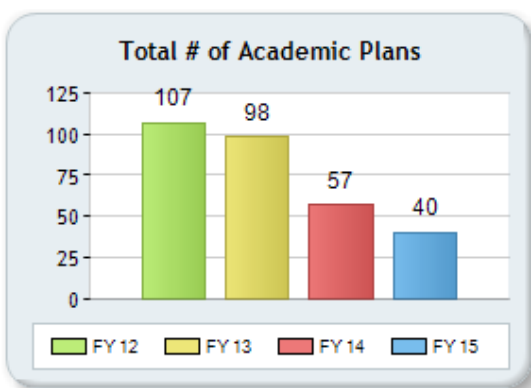
**MISSION:** Academic Advisement is committed to complementing the recruitment of quality students who will persist with their academic, social, personal and career development;

Academic Advisement has the success of our students as its highest priority in achieving higher retention through excellent advisement services provided by an outstanding staff; and

Academic Advisement is committed to creative endeavors and service that benefit the College community, our graduates and the greater society by supporting staff involvement in cutting edge advisement forums, governance activities and committee work.

### GOALS (2014-2015):

1. Provide students with appropriate schedules to enable their degree completion.
2. Provide students with accurate degree audits for successful degree completion.
3. Increase the number of students meeting Satisfactory Academic Progress for Federal Financial Aid.



*Academic plans are required for students who are not meeting academic requirements to maintain eligibility for Federal Title IV financial aid.*

### POINTS OF PRIDE:

- Successful launch of Degree Works in conjunction with Registration and Records. Academic Advisement attended and presented on Degree Works at 15 departmental meetings and co-sponsored 10 campus-wide workshops with Registration and Records.
- Processed 6,020 files for credit evaluations.
- Processed 9,028 Major Declarations.

**THE COLLEGE AT BROCKPORT**

**SUNY Brockport DEV Degree Works**

Student: TESTCASE2, Major: Anthropology, Level: Undergraduate, Degree: Bachelor of Science, College: SUNY Brockport, Major: Anthropology, Overall GPA: 2.27, Academic Standing: Good Standing, Status: Student.

Requirements: 62%, Credits: 67%

Legend: Complete (green square), Not Complete (red square), In progress course (blue square), Complete except for classes in-progress (light blue square), Nearly complete - see advisor (yellow square), Prerequisites for course (star icon), Transfer Class (T), Any course number (blue circle), Any subject, any course (blue square).





## CAMPUS RECREATION

The College at Brockport  
State University of New York

Special Events Recreation Center  
PHONE: 585.395.5365

WEB: [brockport.edu/recservices](http://brockport.edu/recservices)

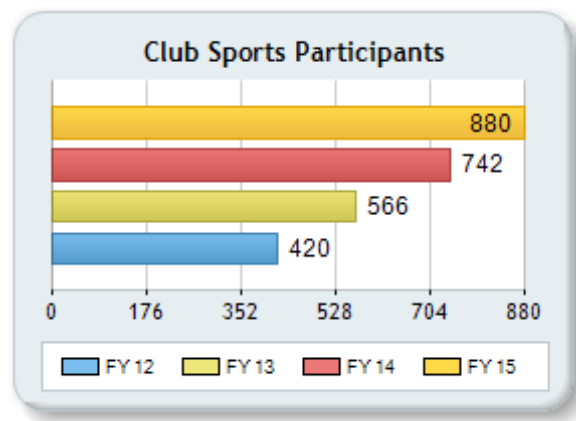
Scott Haines, Director  
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**UNIT OVERVIEW:** Campus Recreation coordinates informal recreation opportunities, intramural sports and events, club sports, youth and family programs, and special events including Ride for a Cause, Annual Golf Tournament 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.

### GOALS (2014-2015):

1. To increase the number of student employees who reflect the diverse population of the College community.
2. Increase the knowledge and confidence of student employees through a purposeful employee training program.
3. Increase the percentage of unique student participants in Campus Recreation programs and events from 78.5 % to 80% .
4. Assist Club Sport teams in their goal of participating in regional and national tournaments.
5. Increase Fitness and Wellness programs by 5%.



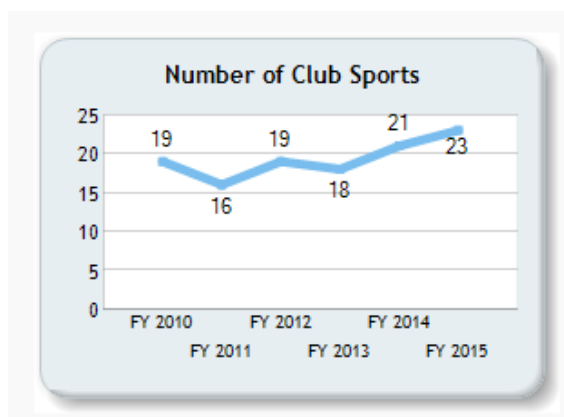
### POINTS OF PRIDE:

- Campus Recreation employed 12.6% of students from underrepresented students at The College at Brockport. Also, 17.1% of the staff in promotional positions identify as underrepresented students.
- 98% of Campus Recreation employees successfully completed the department training and quizzes on their first attempt.
- The total number of unique students who participate in Campus Recreation events, intramurals, and informal recreation and fitness and wellness programs was 4,967 participants (80.2%) for the 2014-2015 Year, an increase from 78.5% the previous year.



## POINTS OF PRIDE:

- Hosted Girls Youth Hockey Tournament which included teams from all over the United States and Canada.
- Campus Recreation Student Employee Persistence Rate for 2014-2015 is 95.9% (Campus Recreation student employees who either graduated or returned to the College at Brockport).
- 195,287 patrons used the SERC facilities.
- Club Sports participants increased to 880 from 406 participants in 2011.
- Campus Recreation celebrated over 500,000 users since the Grand Opening of SERC in 2012.
- Ice Arena revenue increased 5.5% in 2014-2015.
- SERC House of Fields was used 57 days for “Special Events”: 18 days for on Campus Events; 16 days for Athletic Competitions; and 23 days of off campus rentals.
- Campus Recreation Student Supervisors along with Club Sport team, participated in 44 community service projects and raised over \$32,000.
- Campus Recreation Student Supervisors had a cumulative grade point average of 3.36. Two of the student supervisors had a 4.0 GPA for the Spring Semester.
- One graduate assistant obtained a position at Lander University and one at the College at Brockport. One student employee obtained a graduate assistant position at The College at Brockport.







## CAREER SERVICES

The College at Brockport  
State University of New York

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**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.

### GOALS (2014-2015):

1. Revise online class and develop a related strategic plan.
2. Create a video journal as part of BCEC course.
3. Provide more high-quality group programming resources.
4. Encourage students to complete an Eagle Connect profile and upload a resume.
5. Improve web-site, create more user friendly site to increase traffic and provide better access to services and programs.
6. Redesign Career Services Physical Space.
7. Involve alumni as presenters/employer participants in programs.
8. Administer at least two programs per semester targeting Alumni.
9. Increase employer investment in office.
10. Create Employer Advisory Board.

### POINTS OF PRIDE:

- Career Services rolled out a new tool to manage the student/employer interaction in fall 2014 and will be focusing on increasing student usage in 2015-2016.
- Launched Resumania to provide students with additional opportunities to have their resume reviewed by an employer; 31% of students reported being Confident/Very Confident in their resumes before event – 88% reported being Confident/Very Confident after the event.
- Launched Clothes Closet at the end of March. Served 25+ students in first few months. Received donations from across the college, county, and country. Efforts were the subject of two local newscasts.
- Experienced a 47% increase in student traffic at the April Jobs and Internships Fair. Had highest number of employers on record at 110.
- Launched Nonprofit Careers and Volunteers Fair; 250 students attended.

# RESUMANIA II

**Wednesday, Sept. 16**  
**11 am – 1 pm**  
**Seymour College Union**  
**Fireside Lounge**

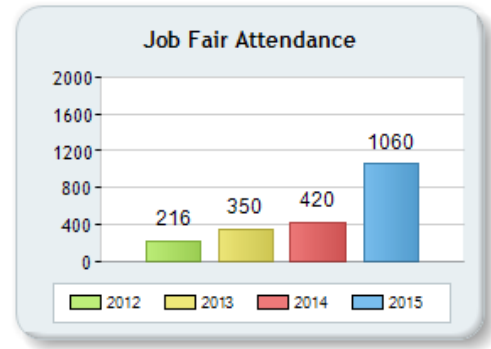
**The following employers will be participating in Resumania:**

AXA Advisors, LLC	New York Life Insurance
CORE Employment Store	Northwestern Mutual
Fastenal	Precision Optical Transceivers
Geico	Sutherland Global Services
Kodak Alaris	Verizon Wireless
MassMutual	Wegmans Food Markets



## POINTS OF PRIDE:

- Launched Major and Minor Fair; 150 students attended.
- Use of the Career Services website peaked around our largest event of the year, our April Career Fair, which is an important consideration as we redesign our site this academic year.
- Awarded an Enterprise grant for \$1500 to support student programming.
- Students performed well in the redesigned job search class and we will continue to develop formal career education opportunities for students.
- Launched Employer Advisory Board. Held two meetings and involved students in the first meeting and faculty in the second.
- Provided leadership for a collaborative STEM Career Slam.
- Received \$3,000 technology grant to explore the use of interviews as a re-flection device for internships.
- Increased communication with stakeholders. Created targeted collateral piece for employers, advertised in local business media outlets, increased social media presence (Facebook by 112.5%).





## COMMUNITY DEVELOPMENT

The College at Brockport  
State University of New York

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**UNIT OVERVIEW:** Community Development is a resource center and gathering place for members of the College as they prepare to fulfill various roles in the greater community. The department is responsible for supporting under-represented, off campus, and international students. The department also administers the myBROCKPORT student involvement online system and provides resources related to religious diversity, community service, and student organizations, including fraternities and sororities.

**MISSION:** The Department of Community Development provides opportunities for interaction between students, faculty, staff, and community members. The department aims to foster understanding and collegiality between various constituents within the college community in the spirit of integrity, civility and social justice.



### GOALS (2014-2015):

1. Support the campus' engaged learning efforts through civic learning and democratic engagement.
2. Provide off-campus student population with tools and resources to advocate for equitable access to programs, services, and engagement opportunities regardless of place of residence.
3. Through additional promotion, The Space—Student Organization Resource Center, will provide students, officers, faculty, staff, and advisors with the skills and resources for effective leadership within students organizations.
4. Develop Inter-Greek Council to have the necessary skills to function as a council.
5. Expand the use of myBROCKPORT as a one-stop student involvement platform for students by building relationships with campus partners.
6. Increase the level of awareness of the resources Community Development provides the campus community.

### POINTS OF PRIDE:

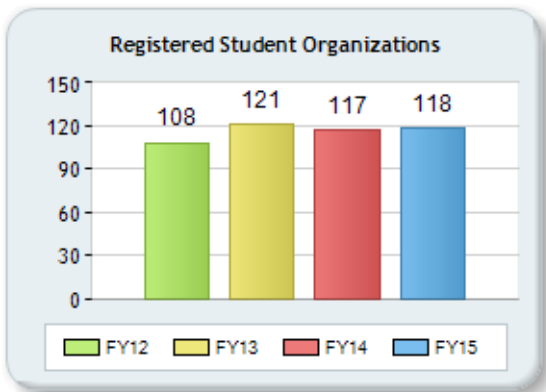
- Trash-to-Treasure program encouraged students to make a difference in their communities by opting to donate items to people in need. The campus combined to donate 5,720 items. All proceeds benefited the Brockport Ecumenical Food Shelf and the Brockport Volunteers of America—programs that require a great deal of support to keep up with an intense demand for their services.
- In its 4th year, myBROCKPORT is gaining momentum as the one-stop site for student involvement as student use increases, campus partnership, buy-in and enrollment in curriculums increase.
- Recognized National Volunteer Week by tabling and conducting a social media campaign. Students recorded Random Acts of Kindness with #bportserver on Facebook and Twitter. Activities at the table (such as hug day Wednesday and thank you Thursday) drew in a number of students who either participated in the activities or learned about RAKs and submitted volunteer hours.





## POINTS OF PRIDE:

- Collaborated with Career Services on a Non-Profit Career & Volunteer Fair. 253 students swiped in for the event; 100% of the students who took the survey were able to list one or more things that describe what it takes to get hired in their career field; 82.61% of students who took the survey engaged in conversation about internships; 69.57% of students who took the survey engaged in conversation about volunteering.
- Participated in MLK King for a Day in collaboration with a local non-profit where over 200 local college students and community members served the Rochester Community. 32 Brockport students volunteered. 90% of the students who completed the online survey indicated that they Agree to Strongly Agree with the following statement: “As a ... I have gained more knowledge to plan or help implement an initiative that improves the community” as a result of participating in MLK Day of Service.
- Successful collaboration with Student Union and Activities, Campus Recreation and BSG on Student Organization Appreciation Day (SOAD). A variety of activities were available for student leaders and organization members, including t-shirts for org leaders, a “Create Your Own Award” station, massages, and an Award Celebration. The Union Main Lounge proved to be a convenient location and raised the profile of the event.
- Director provided leadership in response to the incidents around the Black Lives Matter Campaign. A series of training and conversations were had with members of the campus and local community. Over 50 students and nearly 100 faculty and staff participated in conversations which led to the adoption of an Anti-Racism Resolution and organizing of a student group, The Movement. Ten faculty, staff, and students attended an Opening Doors workshop in June 2015.
- Provided support as Brockport Student Government conducted its first online election for President, Vice President, Treasurer, and elected Board of Director positions. 1,173 students voted in the 2015 election.
- The College at Brockport was chosen as a NASPA Lead Institution. Selection provided a community of practice offering support as we work with on- and off-campus constituencies to include students’ ongoing commitment to civic learning and democratic engagement.







## EDUCATIONAL OPPORTUNITY PROGRAM

The College at Brockport  
State University of New York

Rakov Hall  
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Gary Owens, Director  
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**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 Arthur O. Eve Opportunity for Higher Education Program and is committed to offering the highest educational opportunities to New York State high school graduates and GED holders who do not meet regular applied admissions criteria, but have demonstrated the potential for post secondary academic success. The Educational Opportunity Program is committed to enhancing student success through legislative and institutional funds provided to assist in meeting the cost of direct financial aid, supplemental instruction, and counseling. Student learning and success is our goal.

### GOALS (2014-2015):

1. Increase the impact of the Growth Purpose Success (GPS) Faculty/Staff Mentoring Program on those EOP students who participate and make a career choice.
2. Increase EOP student participation in all EOP sponsored activities by 10%.

### POINTS OF PRIDE:

- Twenty-seven students were inducted into the Chi Alpha Epsilon (XAE) EOP Honor Society and 25 students were presenters during the 2015 Scholars Day.
- EOP student Tibian Ahmed founded the first Muslim Student Organization in the history of the College.
- Two students were named to the President's Honor List, and 57 students were named to the Dean's List.
- At the end of the Fall 2014 semester, 100 students had achieved an overall GPA of a 3.0 or better. At the end of the Spring 2015 semester, 82 students had a GPA of a 3.0 or better.



- EOP student Daniela Bulos was a recipient of the Marion Shrank Student Leadership Award and the SUNY Chancellor's Award for Student Excellence.
- EOP received the Most Participation Award in the 2014 College Homecoming Parade.
- EOP students initiated the EOP Gives Back Community Project with the Rochester Center for Youth.



## FINANCIAL AID

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State University of New York

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**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.

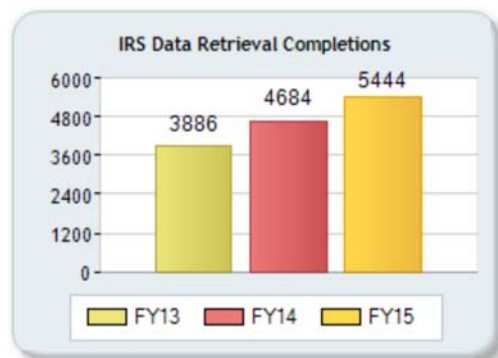
### GOALS (2014-2015):

1. Participate in Ideas 42—a research project regarding satisfactory Academic Progress.
2. Implement a Customer Satisfaction Survey.
3. Increase campus commitment to Financial Literacy.



### POINTS OF PRIDE:

- The Financial Aid Office has succeeded in increasing the number of students and families that complete the IRS Data Retrieval process by 16% which has improved accuracy in the data and reduced the number of verification document requests.
- Successful completion of the Satisfactory Academic Progress Project with Ideas 42.
- Kristen Hartway, Financial Aid Advisor, has been elected to the SUNYFAP Executive Board.
- Scott Atkinson, Director of Enrollment Services, received the Presidential Citation from SUNYFAP for his commitment and dedication to the organization in the area of advocacy for the reform of the NYS TAP and preservation of the Perkins Loan program.
- The lower cost of off-campus living and increased financial literacy efforts resulted in a decrease in annual student loan indebtedness by 7.3%.
- Tom Hickey received the 2015 Supervisor of the Year Award.





## HAZEN CENTER FOR INTEGRATED CARE

The College at Brockport  
State University of New York

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Libby Caruso, Director  
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**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.

**MISSION:** The Hazen Center for Integrated Care provides quality clinical and educational services that enhance student physical, mental, emotional, and social health. Our collaborative and holistic approach to student health and development supports academic and co-curricular success, the development of healthy lifestyles, and a healthy campus community.

Providing quality outpatient medical services and enhancing the health and development of The College at Brockport students is the primary focus of the **Student Health Center**. Inherent in this is our 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 or emotional issues.

**Prevention and Outreach Services** provides The College at Brockport with services, programs, and interventions that address the biological, psychological, and social factors that impact the health of individuals, students groups, and the campus community. Evidence and theory based practices are used to assist students in developing and maintaining healthy behaviors, skills, and attitudes that enhance personal development, academic success, and campus/community well-being.

**The Counseling Center** provides services and programs, which enhance the quality of life for all members of The College at Brockport community. The Counseling Center promotes the personal development and psychological well-being of all students and fosters a College environment, which is conducive to growth. The Counseling Center’s professional services contribute to the comprehensive educational experiences of students by facilitating their intellectual, personal, and interpersonal development.

### GOALS (2014-2015):

1. Peer Review of Counseling Center clinical records once quarterly, utilizing guidelines provided by AAAHC.
2. Provide professional development to the Counseling Center staff each quarter using the expertise of staff to lead sessions.
3. Ensure compliance with NYS HIV testing guidelines, with 80% of patients being offered HIV testing by May 2015.
4. Streamline staff responsibilities in Prevention and Outreach Services and integrate new staff into the department and campus.
5. Integrate the programming, staff and facilities of The Women’s Center and Center for Select Respect.
6. Broaden staff proficiency and development of advanced capabilities of Mediat electronic medical record (EMR) to include:
  - 100 % utilization of Pharmedix,
  - ACM Lab and radiology interfaces
  - ePrescribing
  - Immunization Compliance manager and templates.
  - Evaluate implementation of the Student Portal and secure messaging

*Accredited by the*



ACCREDITATION  
ASSOCIATION  
*for* AMBULATORY  
HEALTH CARE, INC.



## POINTS OF PRIDE:

- Implemented walk-in hours in Counseling Center, which streamlined staff scheduling to improving availability, and accommodating student needs more efficiently.
- Ensured compliance with NYS HIV testing guidelines, with 95% of patients being offered HIV testing. SUNY average is 45% per benchmarking data.
- Successful implementation of walk-in and phone triage initiatives in the Counseling Center.
- Completed implementation of MedicaT—and electronic health record for health and counseling, creating an integrated system that allows for improved access to information for both areas, and a patient portal that allows students to complete and submit paperwork online, secure messaging between students and provider, and e-prescribing between Hazen and pharmacies.
- Over 100 campus professionals from western NY colleges and community representatives attended our Opiates Symposium.
- Opiates Symposium speaker Jackson Katz presented on interpersonal violence, challenging men to help with culture change. Follow up dialogue was interesting and important.
- Planned, hosted “Drugs of Abuse” as part of NYS College Health Association District 7 for over 50 attendees representing more than 10 area colleges.
- Developed new contract with Strong psychiatry, saving \$30,000 which included psychiatrist and 2 psychiatric residents to evaluate students in need.
- Counseling Center staff presented “Helping the Help Rejecter” at CCNY (College Counseling of NY)
- Color Run 4k Change supported Domestic Violence Awareness with over 400 registrants in attendance.
- Yik Yak week was created and coordinated between BSG, Talon TV, and POS.
- Health Center became a new clinical site for Medical Office Assistant students through BOCES.
- Developed “nurse mental health triage” role, as part of further integration between health and counseling.







## INTERCOLLEGIATE ATHLETICS

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State University of New York

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**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.

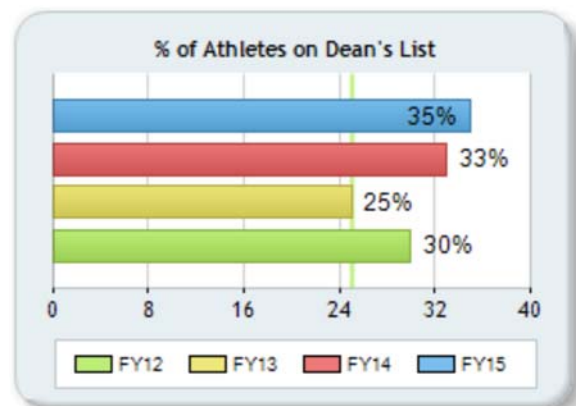
**Excel Athletically:** Supported athletically by a talented and committed group of coaches and staff, student-athletes are encouraged to channel their passion and drive for athletic excellence by pushing themselves to be the best through hard work and high standards.

**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.



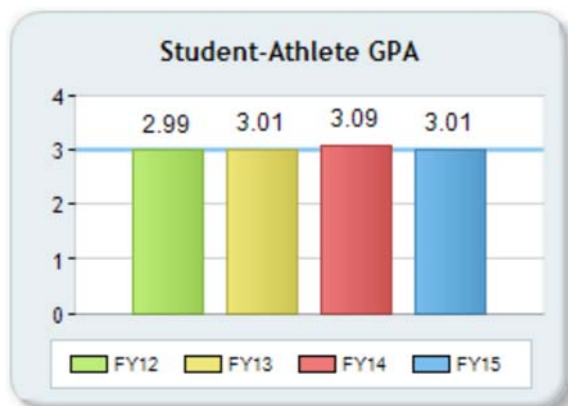
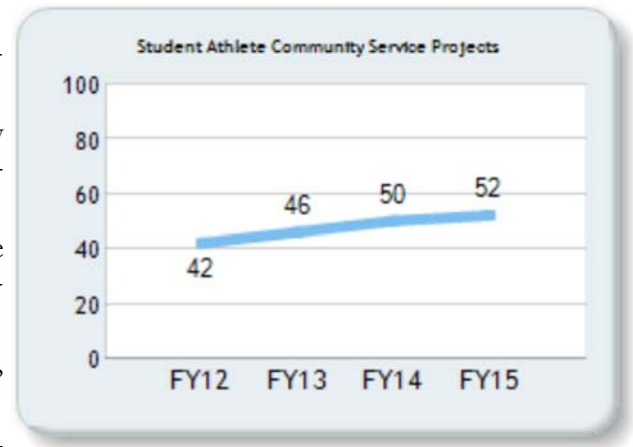
### GOALS (2014-2015):

1. Improve the competitiveness of our intercollegiate athletics program.
2. Improve the complete development of the student-athlete by focusing on academic and leadership performance.
3. Promote the Golden Eagle Society as the centerpiece of creating a culture of giving within the athletic department.
4. Address facility improvements to support recruitment of academically prepared and talented student athletes.
5. Develop a comprehensive marketing program that identifies Golden Eagle athletics as a source of positive entertainment and as a community building activity (IE: GES, Eagle Empire).



## POINTS OF PRIDE:

- Moved up one spot in the SUNYAC Commissioner's Cup standings, achieving our goal of finishing in the top four.
- The average GPA of the student-athletes required to attend study hall hours (2.49 GPA or less) increased .61 points (2013-2014 - 2.17 GPA; 2014-2015 - 2.79 GPA).
- The amount of student-athletes found responsible for violating the code of conduct went down 35% (2013-2014 – 211 student-athletes; 2014-2015 – 138 student-athletes).
- 140 golfers registered for the Bob Boozer Golden Eagle Open, which is a 14% increase from the previous year.
- Live streaming of 142 home athletic events through Stretch Internet with 18,571 unique viewers (an average of 130 viewers per event, which is a 42% increase from last year).
- Generated \$31,789 in tickets sales revenue, 23% increase from the previous year..
- Men's Outdoor Track and Field won the 2015 SUNYAC Championship and ECAC Championship.
- Ed Jaskulski was named SUNYAC Outdoor Track and Field Coach of the Year and the United States Track & Field and Cross Country Coaches Association (USTFCCCA) Atlantic Regional Men's Coach of the Year .
- Rachel Malone won the Dr. Delores Bogard Award as the top female student-athlete in SUNYAC. This award from the conference combines the accomplishments of the student-athlete in the classroom, on the athletic field and in the community.
- Rachel Malone and Olivia Suhr were named State University of New York Athletic Conference Chancellor's Scholar-Athlete for the 2014-2015 academic year after their stellar performance in cross country and women's basketball respectively. The SUNYAC selected 17 SUNYAC student-athletes to recognize their combined academic excellence and outstanding athletic achievements.





## LEADERSHIP DEVELOPMENT PROGRAM

The College at Brockport  
State University of New York

203 Seymour College Union  
PHONE: 585.395.2987

WEB: [brockport.edu/leadership](http://brockport.edu/leadership)

Kimberly Piatt, Coordinator  
EMAIL: [leadership@brockport.edu](mailto:leadership@brockport.edu)

**UNIT OVERVIEW:** The Leadership Development Program is a comprehensive student leadership development program based on *The Social Change Model of Leadership*. It includes certificate programs, an annual conference, faculty/staff mentoring of students, an academic course, community service opportunities, and collaborative programming to support college-wide priorities.

**MISSION:** The College at Brockport Leadership Development Program Guiding Principles:

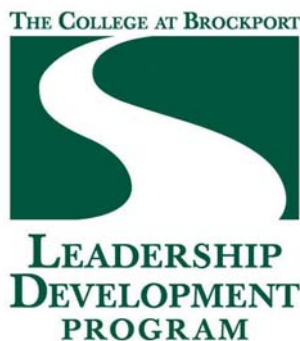
- All students have the capacity to demonstrate leadership.
- Leadership is a process that leads to social change.
- Leadership is purposeful and collaborative.
- Leadership is service and civic engagement.
- The application of sound leadership principles enables us to leave the world in a better place than when we entered.
- Leadership concepts are explored across all academic disciplines and can be learned through curricular and co-curricular experiences.

### GOALS (2014-2015):

1. Maintain/strengthen high levels of satisfaction, engagement and learning among students in the Green Leadership Certificate.
2. Strengthen levels of satisfaction, engagement in community service and understanding of group development and civic engagement among students in the Gold Leadership Certificate.
3. All students in the Leadership Development Program will develop social perspective taking skills and leadership capacity through involvement in Socio-Cultural Conversations (SCC).
4. By creating a comprehensive campaign for engaging alumni in the program, students will take advantage of the guidance, mentorship and networking offered by Brockport alums.

### POINTS OF PRIDE:

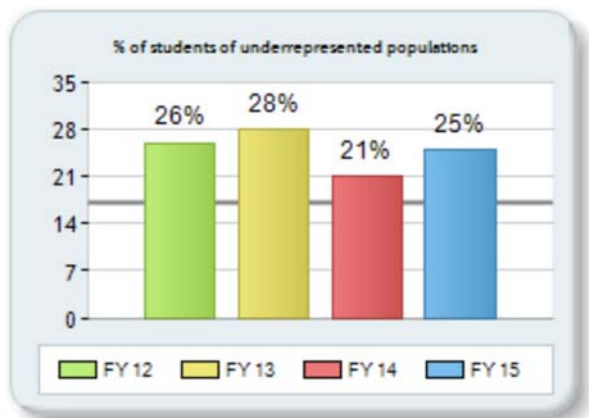
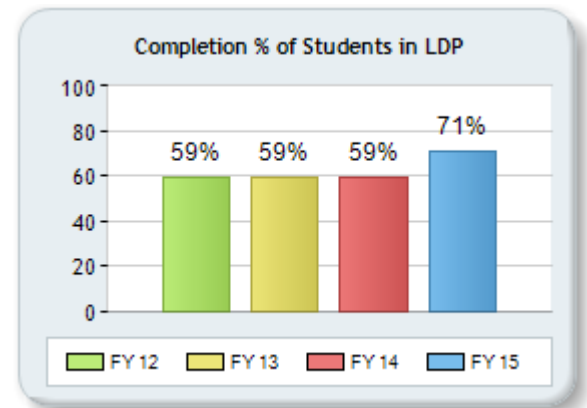
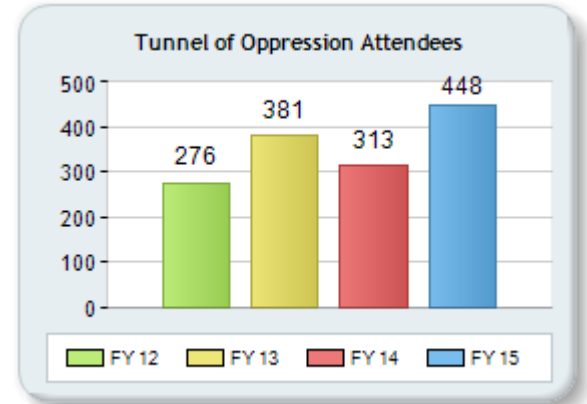
- Students in the Green Leadership Certificate reported growth in all areas of individual values and indicated an increase in self-efficacy, going from 63% of students believing they are a leader at the start of the program to 99% of students saying they have the ability to demonstrate leadership at the end of the year.
- Students in the Leadership Development Program report higher rates of engagement than Brockport students not involved in the program and national peers in Socio-Cultural Conversations, one of the experiences shown to have a high impact on student leadership development.
- The Leadership Development Program received the SUNY Outstanding Student Affairs Program Award for 2015.





## POINTS OF PRIDE:

- National Survey of Student Engagement (NSSE) 2014 Results: Leadership Development Program students significantly outscored general College at Brockport students in the following areas:
  - ◊ Talked about career plans with faculty
  - ◊ Worked with faculty on activities other than coursework
  - ◊ Formal leadership role in students organization
  - ◊ Study Abroad
  - ◊ Number of High-Impact practices for first-year students marked “done”
  - ◊ Number of High-Impact practices for senior students marked “done”
  - ◊ Hours per week participating in co-curricular activities
  - ◊ Collaborative Learning
  - ◊ Student-Faculty Interaction
- Program Coordinator and Summer Graduate Intern chosen to present two sessions at the 2015 Leadership Educators Institute.
- Leadership Development Program highlighted in Parkinson, H.C. (2014). *Creating a leadership program: One stage at a time*. Self-published.
- Multi-Institutional Study of Leadership 2015 Results: Leadership Development Program students significantly outscored general College at Brockport students in the following areas:
  - ◊ Controversy with Civility
  - ◊ Citizenship
  - ◊ Omnibus (all items of the Socially Responsible Leadership Scale)
  - ◊ Leadership Efficacy
- LDP students also reported greater rates in engagement than their Brockport and national peers in the following:
  - ◊ GPA above 3.5
  - ◊ Community Service
  - ◊ Involvement in organizations much of the time
  - ◊ Socio-Cultural Conversations
  - ◊ Mentoring relationships with faculty, staff and students
  - ◊ Study Abroad
  - ◊ Internships
  - ◊ Living-Learning Programs
  - ◊ Research with a Faculty member







## OFFICE FOR STUDENTS WITH DISABILITIES (OSD)

The College at Brockport  
State University of New York

227 Student Union  
PHONE: 585.395.5409

WEB: [brockport.edu/osd](http://brockport.edu/osd)

Sherri Micheli, Coordinator  
EMAIL: [osd@brockport.edu](mailto:osd@brockport.edu)

**UNIT OVERVIEW:** The major responsibilities of the Office for Students with Disabilities (OSD) 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 OSD students as a group as well as assist them individually in developing appropriate and effective self-advocacy skills.

**MISSION:** The Office for Students with Disabilities (OSD) shares in the College and the Divisional commitment to student success, by assisting in providing equal access to educational opportunity and guarding against discrimination for students with disabilities. Through cooperative partnerships with students, faculty, and staff, OSD endeavors to promote students' independence and to ensure recognition of their abilities, not disabilities. OSD is committed to assisting the College in creating an accessible college community, where students with disabilities have an equal opportunity to fully participate in all aspects of the educational environment.

### GOALS (2014-2015):

1. Increase student usage of technology (equipment and apps).
2. Increase confidence in managing academic responsibilities via a field experience focused on attending to the needs of first year students with Autism Spectrum Disorder (ASD).

### POINTS OF PRIDE:

- The equipment loan program within the Office for Students with Disabilities empowered students to take a proactive approach in fostering independence.
- Collaborated with Undergraduate Admissions to recruit students with disabilities.
- Collaborated with Marketing/Communication to update and enhance our student guidelines brochure, faculty brochure, and OSD display board.
- Developed a new internship program for students with executive functioning difficulties.
- Collaborated with the Faculty Learning Community on Disabilities to have a student panel at the annual Teaching and Learning Day. The student panel was representative of a variety of disabilities and gave professors the chance to hear about students' experiences and ask questions about support-assistance in the classroom.
- Center for Excellence in Learning and Teaching (CELT) presentation on Supporting Students with Autism Spectrum Disorder.





## REGISTRATION & RECORDS

The College at Brockport  
State University of New York

Rakov Hall  
PHONE: 585.395.2531

WEB: [brockport.edu/registrar](http://brockport.edu/registrar)

Peter Dowe, Director  
EMAIL: [registrar@brockport.edu](mailto:registrar@brockport.edu)

**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.

### GOALS (2014-2015):

1. Go “live” with DegreeWorks for all FY 2014-2015 admission.
2. Continue to assist SUNY System Admin with the development of dashboard reports in Degree Works. Test, verify data elements within the dashboards, provide feedback on usability and specific data elements to assess.
3. Improve the creation of the course schedule.
4. Implementation of EMS—Event Management Schedule.

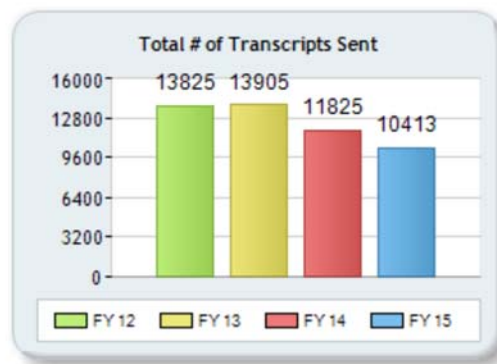
### POINTS OF PRIDE:

- During the 2014-2015 academic year, 952 of the students who were notified of an issue related to graduation were able to resolve the issue and were awarded a degree.
- The implementation of EMS allows users to easily review classroom utilization and promote greater collaboration between College Events and Registration and Records related to the use of academic space for events.
- Implemented Transcripts Plus—first full year in process.
- Created a video introducing DegreeWorks to the College community.
- Utilized an online graduation status notification, improving time to degree and overall graduation rates.

Placement Folder  
Verification  
Transcript  
Registration  
Course Schedule  
Efficient  
Friendly  
Degree  
Degree Audit  
Helpful  
Service  
**Registration And Records**



**TranscriptsPlus®**  
A service provided by Credentials Solutions





## RESIDENTIAL LIFE/LEARNING COMMUNITIES

The College at Brockport  
State University of New York

Thompson Hall  
PHONE: 585.395.2122

WEB: [brockport.edu/reslife](http://brockport.edu/reslife)

Sara Kelly, Director  
EMAIL: [housing@brockport.edu](mailto:housing@brockport.edu)

**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.

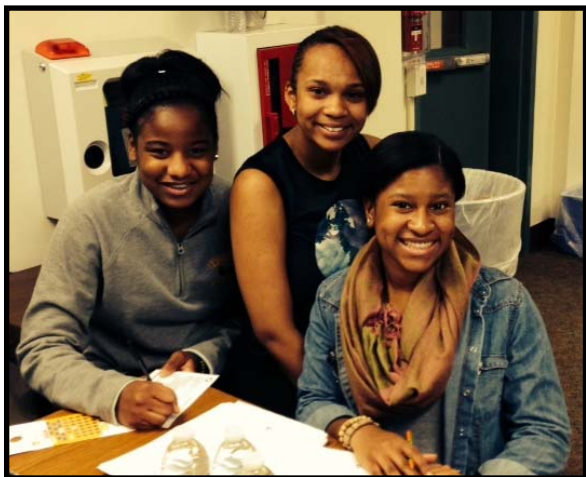
**MISSION:** The Office of Residential Life/Learning Communities supports The College at Brockport's mission by developing safe, inclusive and vibrant communities that value academic excellence and overall student development. Through collaboration and unique relationships with students, our staff provides an appropriate balance of challenge and support, community development and a purposeful residential curriculum with holistic student education at its core.

### GOALS (2014-2015):

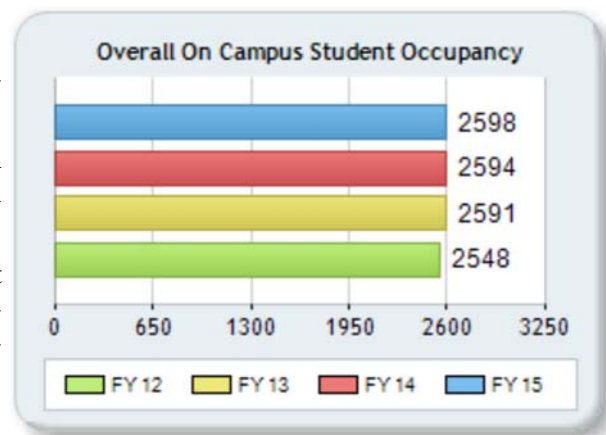
1. Increase LLC returning student participation and improve placement process.
2. Complete a self-study on placement of students within the residence halls categorized by gender and ethnicity. Develop an action plan to improve equity in housing placements.
3. Utilize electronic check-in/out processes in the residence halls.
4. Implement a database of furniture/fixture and equipment in order to have a cycle of replacement and renewal.
5. Improve and standardize RA training initiatives.
6. Review and improve the Residential Education Assessment process via RD programming assessment.

### POINTS OF PRIDE:

- 53% (535) of the first-year students living on campus chose to participate in the LLC program.
- Educational programming and increased intentional assessment within the residence halls continues to evolve in order to meet departmental learning outcomes.
- Residential Life/Learning Communities continues to measure student satisfaction as it relates to their residential experience. Specific attention will be spent on student and professional staff relationship building for the '15-'16 year.



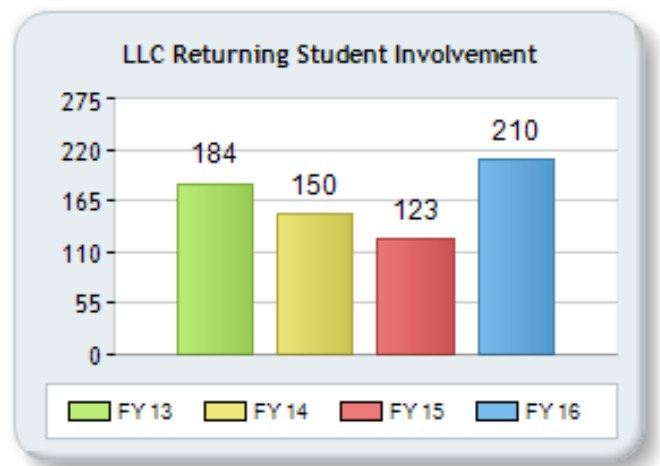
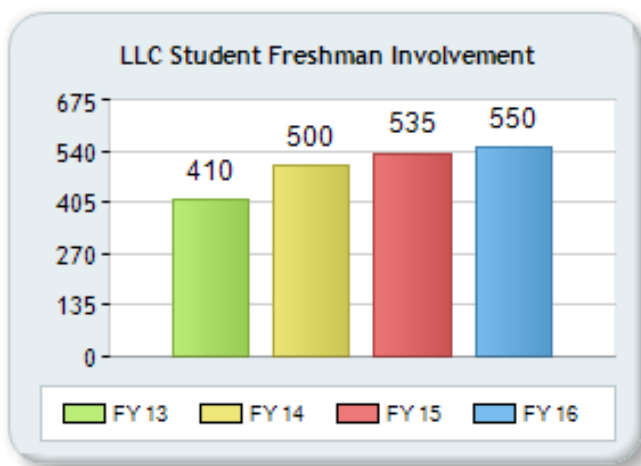
- Residential Life/Learning Communities continues to measure student satisfaction as it relates to the living conditions in the residence halls. Specific attention will be spent on the customer service response from Facilities Services and Residential Life/Learning Communities when challenges with the living conditions/facilities occur throughout the semester.
- Two new first-year LLCs were implemented for 2014-2015: Law & Civility and Perspectives on Humanity. Successfully partnered with Delta College and ROTC to implement two new/amended LLCs for 2015-2016.
- Forty-nine faculty members and 46 staff members were involved in LLC's (an increase from 47 and 43).





## POINTS OF PRIDE:

- Thirty-six Alumni participated in LLC programming during the 2014-2015 AY (increase from 23). “Careers In…” LLC/Alumni Programming series was successful with six events.
- Facilities improvements:
  - ◊ All lounges in Mortimer were renovated.
  - ◊ Bramley floor tiles replacements, carpet and paint.
  - ◊ McLean boiler and emergency generator replacements.
- Package room relocation to the Seymour College Union from Dobson Hall.
- Residential Life/Learning Communities conducted a Housing Equity Study to learn more about the room assignment process for returning students which is based on credits. As a result of this study, slight modifications were made in the housing process which mediated a disparate impact that credit-based housing placement processes had on EOP students.
- Technology improvement projects included paperless check-in/check-out and inventories and electronic lockbox installations in all on-campus housing facilities. Appeals related to damages declined.
- Diversifying Resident Assistant Staff: Increased percentage of students identifying with an ethnic minority for the RA position to 31%.
- Staff Recognition:
  - ◊ Daniela Bulos
    - \* Marion Schrank Student Leadership Award
    - \* SUNY Chancellor’s Award
    - \* NASPA Region II Rising Star Award
    - \* Start a Revolution Conference Grant—sponsored by AAUW and Pantene
  - ◊ Megan Tefft, Resident Assistant
    - \* Resident Assistant of the Year Award
  - ◊ Tracy Gavin, Townhomes Coordinator
    - \* NASPA Region II New Professional Award
    - \* SUNYRLHA Mike Holland Outstanding New Professional Award
  - ◊ Sara Kelly, Director
    - \* Women’s Outstanding Achievement Award, NEACUHO
    - \* Edwin D. Duryea, Jr. Higher Education Achievement Award, University at Buffalo







## STUDENT CONDUCT

The College at Brockport

State University of New York

Thompson Hall  
PHONE: 585.395.2122

WEB: [brockport.edu/studentconduct](http://brockport.edu/studentconduct)

Dan Greer, Assistant Director  
EMAIL: [studentconduct@brockport.edu](mailto:studentconduct@brockport.edu)

**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:** Assist students in acknowledging responsibility for their actions and promote learning experiences that prepare students for becoming successful members of the community.

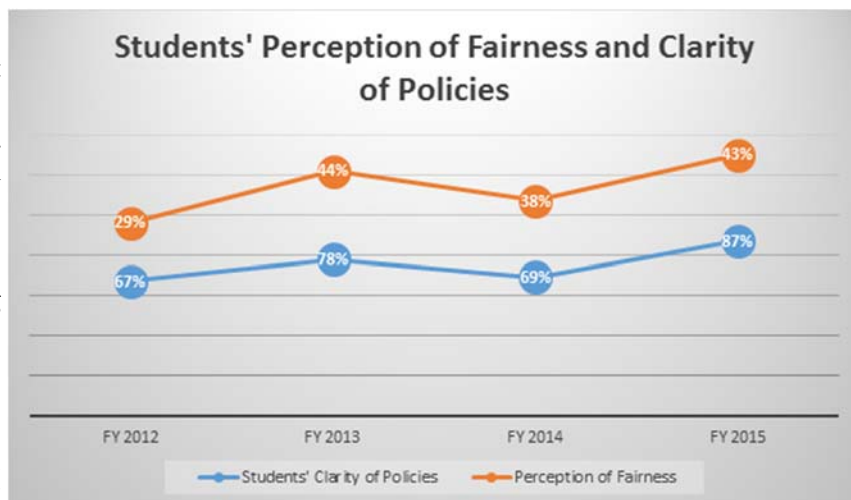


### GOALS (2014-2015):

1. Examine policies and practices to ensure alignment with compliance regulations and campus climate survey recommendations, identifying opportunities for growth.
2. Examine policies and practices to ensure compliance with VAWA and Clery requirements/guidance, including student and staff training.
3. Offer two Good Neighbor Relations programs during the 2014-2015 academic year, in collaboration with RL/LLC, Community Development, POS, Brockport Police Department and Code Enforcement Office in the Village of Brockport.
4. Identify and proactively address trends among specific student populations.

### POINTS OF PRIDE:

- Efforts to strengthen the partnership between Student Conduct and Prevention & Outreach Services are ongoing related to workshop assessment and improving practice.
- Student Conduct continues to analyze data to provide assessment information to key stakeholders for education and prevention purposes.
- Increased partnership developed with Athletics to decrease athlete involvement in conduct incidents.
- Strengthened partnerships with Hazen Center for Integrated Care and University Police by implementing quarterly check-in meetings to discuss trends and Clery data.
- Offered a comprehensive conduct hearing board training program, in partnership with multiple campus partners and community organizations.
- Student Conduct staff received certifications by ATIXA related to Title IX and NCHERM for behavioral intervention team management.





## STUDENT RETENTION

The College at Brockport  
State University of New York

B4 Cooper Hall  
PHONE: 585.395.5397

WEB: [brockport.edu/retention](http://brockport.edu/retention)

Marcy Esler, Director  
EMAIL: [studentretention@brockport.edu](mailto:studentretention@brockport.edu)

**UNIT OVERVIEW:** Student Retention supports students in transition through intentional programming to enhance the students' development of class affinity and college identity. Student Retention oversees the First-year, Second-year, and Transfer-year Experience as well as the Office for Students with Disabilities (OSD).

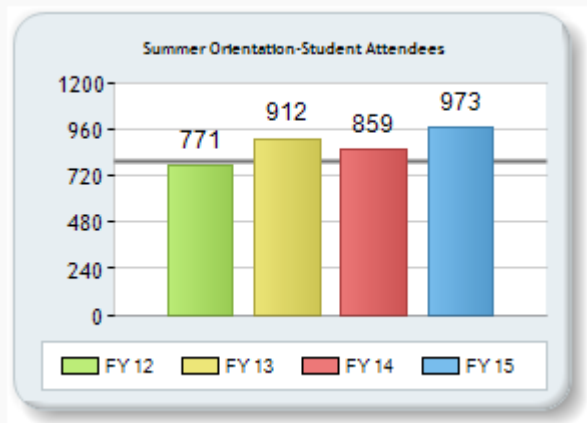
**MISSION:** Student Retention is committed to providing and assessing a comprehensive educational experience that promotes both the academic and co-curricular success and engagement of all (first-year, second-year, and transfer-year) students.

### GOALS (2014-2015):

1. Support needs of vulnerable students (outside of probation program).
2. Support needs of vulnerable students (students on probation): second semester freshmen, second semester transfers, second semester sophomores (in Strategies to Eliminate Probationary Status STEPS program).
3. Provide smooth transitions for students entering, leaving and reentering the College.
4. Help students form supportive peer groups.
5. Provide authentic leadership and growth experiences.
6. Provide timely, consistent and open communication to feeder institutions.

### POINTS OF PRIDE:

- Vulnerable students were tracked over fall 14 and spring 15 semesters via Early Warning Team (EWT) and the faculty early warning alert system. Students are eligible for EWT through the following mechanisms: mid-semester GPA, Residence Life/LLC reports, conduct notifications, student/parental notification, departmental referrals (Office of Provost, UG Admissions, Office of Disabilities Services, and Student Learning Center,) and faculty referrals/alerts.
- Information gathered and shared through EWT and the faculty warning system is aggregated, reviewed, and disseminated back to the campus community and individuals who refer. Communication with participating campus constituents helps to encourage continued support and participation.
- Continue to attain a high (successful) completion rate for the online orientation for new transfer students:
  - ◊ Fall 2014: 1023 assigned and 1004 completed (98.1%)
  - ◊ Spring 2015: 426 assigned and 400 completed (94%) as of 7/13
- Demonstrated success in the Strategies to Eliminate Probationary Status (STEPS) program with active participants. OSR provided academic coaching/support to approximately 146 students through STEPS (52 second semester freshmen, 62 second semester transfers, and 36 second semester sophomores on academic probation.)
- Maintained presence on national scene with presentations at: National Resource Center: Students in Transition, Denver, CO. (TYE); - National Institute for the Study of Transfer Students, Atlanta, GA. (TYE).
- Hosted 973 new students and approximately 550 guests at Summer Orientation.





## STUDENT UNION AND ACTIVITIES

The College at Brockport  
State University of New York

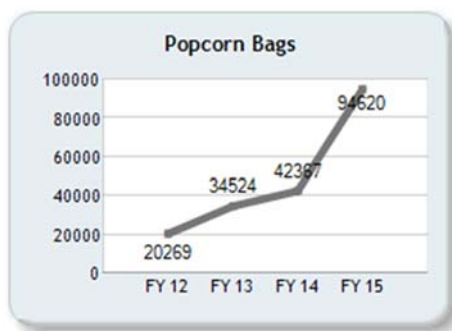
B100 Seymour College Union  
PHONE: 585.395.5646

WEB: [brockport.edu/campuslife](http://brockport.edu/campuslife)

Kimberley Haines, Director  
EMAIL: [theu@brockport.edu](mailto:theu@brockport.edu)

**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.

**MISSION:** Student Union & Activities collaborates with students, staff, faculty, and the community in creating, supporting and implementing diverse programs and services to enrich the personal growth and development of the campus community through active learning and engagement.



### GOALS (2014-2015):

1. Implement Event Management System (EMS) through collaboration with key stakeholders.
2. Develop strategic plan outlining a 3-5 year plan for Student Employees, Union Business Operations, Sustainability, and Technology/Facility upgrade for Seymour College Union.
3. Design specific learning outcomes for student leaders within Homecoming/Family Weekend planning.
4. In collaboration with Community Development, create student organization handbook outlining how to host successful events and event planning timeline/priorities.

### POINTS OF PRIDE:

- As a result of assessment data and learning outcomes, Welcome Week was able to make improvements to our program that benefited our new students and our community.
- Transition of Late Night programming team and responsibilities from Prevention and Outreach Services.
- In an effort to provide a safe alternative on the last day of classes with support from student organizations, SUA student leadership team coordinated the 3rd Annual "Wing Fest" event by Student Union & Activities student leadership team. An all-time record of 845 students attended.
- Coordination of 2014 Homecoming / Family Weekend, and the new Courage Bowl biannual hosting site with neighboring institution St. John Fisher College.
- Coordination of new end of the year programming initiative "Soaring into Summer" and end of the year event "Eagle Day" with Athletics, Brockport Student Government Programming, Campus Recreation, Community Development, Leadership Development Program, Prevention and Outreach Services, and Residential Life.
- Reorganization of office responsibilities to include advisement of club and organizations, off-campus students, facilitation of myBrockport, and Late Night programming.
- Transition from Ad-Astra Information Systems to Event Management Software (EMS) in October-November.
- Continual infrastructure improvements to the Seymour College Union: installation of audio and visual technology in room 220, relocation of Residential Life Package Room to the first floor, installation of ADA accessible exterior automatic sliding door to main entrance, and installation of CBORD card swipe security technology to Computer Lab and Main Office (ongoing project).







## UNDERGRADUATE ADMISSIONS

The College at Brockport  
State University of New York

Rakov Hall  
PHONE: 585.395.2751

WEB: [brockport.edu/admissions](http://brockport.edu/admissions)

Randall Langston, AVP  
EMAIL: [admit@brockport.edu](mailto:admit@brockport.edu)

**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:** 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.

### GOALS (2014-2015):

1. Enroll 1210 FTE Freshmen and 1000 FTE Transfers helping ensure that the College achieves its overall enrollment and revenue targets
2. Meet regional deposit recruitment, quality and diversity goals. Recruit and maintain 15% of the incoming freshman class into special admit categories of EOP, Exceptional Talent, and Transition
3. Improve messaging and communication flow of marketing materials.

### POINTS OF PRIDE:

- A record 290 incoming freshmen, 23.46% of the freshmen class, are members of an underrepresented group. This continues to increase from last year's statistics of 253 students and 21.6% of the freshmen class.
- UG Admissions continued to take strategic approach to recruitment travel, deploying several new staff members to untapped markets, e.g. Southern Tier and Albany, and focusing efforts on primary feeder community colleges.
- UG Admissions added seven new yield events for accepted students in 2014-2015. These events boasted a yield of 61.48%. These new events generated roughly \$2.7 million in pre-discounted revenue (NY Resident Tuition + Room & Board).
- Implemented a new event management system within the Hobsons CRM that has significantly improved efficiencies in data entry, improved tracking and reporting for event managers, automated event related notifications and improved the student registration experience.

#### Diversity of Incoming Class

Percent of incoming students who are members of an underrepresented group.

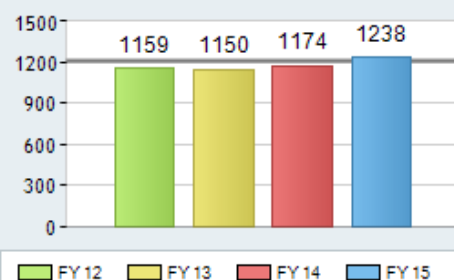
**23.5%**

Percent change from Fall 2014.

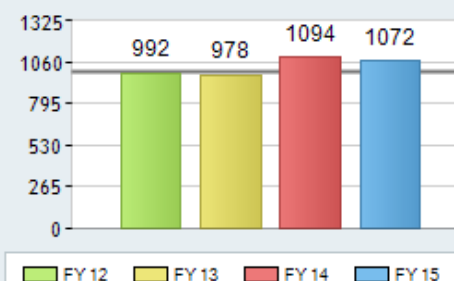
**1.9%**

- Taking part in "No Excuses University" program by sponsoring a first grade class in Auburn, NY where over 65% of students are first-generation and qualify for free lunch.

Total Number of Freshmen Deposits



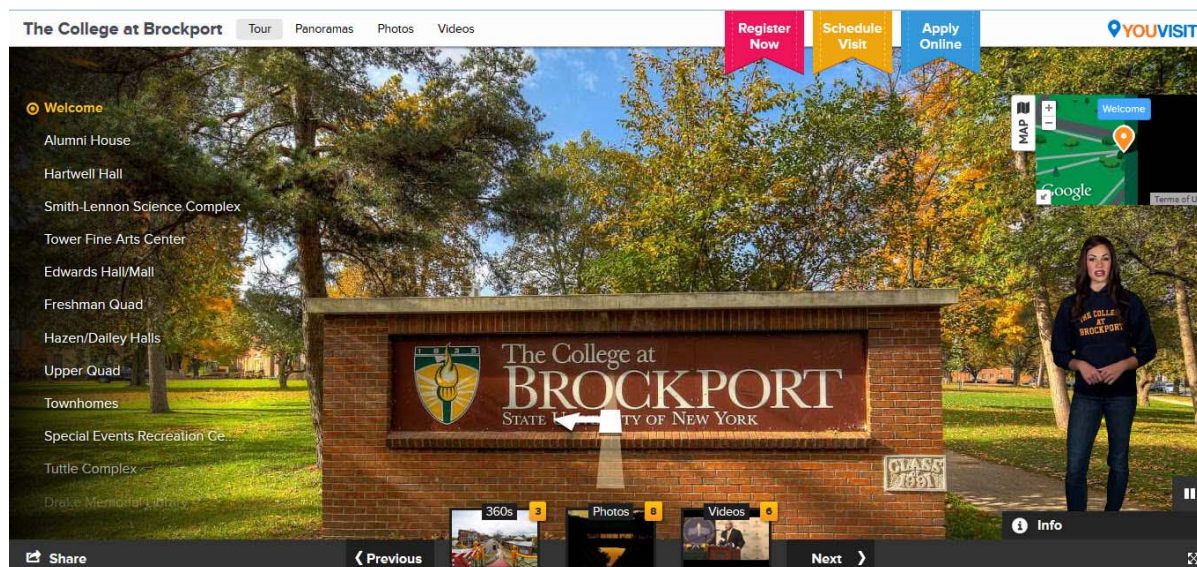
Total Number of Transfer Deposits





## POINTS OF PRIDE:

- Implemented a contact management system utilizing existing tools within CRM platform. Advisors have been trained to document all contact with prospective students using a very simple interface. This provides a rich contact history for each record with detailed logs of phone calls, emails, event attendance, and letters/mailings.
- Successfully incorporated predictive model scores into spring yield efforts. Developed plan to segment outreach based on predictive model score. Created reports queries and system views to effectively utilize the predictive score data. Trained staff to use reports and scores to prioritize our yield campaign.
- Developed several Brockport branded mobile responsive email templates. The majority of the email communication plan was not designed for mobile devices. Over the course of the past year any new emails that were added to the plan were built using the newly developed templates.
- Hosted a record number of visitors through the large on-campus group visitation program. 1,943 students visited as part of a large group visit in 2014-2015, compared to 1,593 in 2013-2014.



NEW EVENTS	Attended	Deposits	Yield %	Net Revenue	ROI
Albany Reception	23	17	73.90%	\$136,368	\$21
Rochester Reception	18	18	100.00%	\$142,272	\$23
Major Exploration Day	19	10	52.60%	\$79,040	\$41
Overnight Visit Program	57	18	31.60%	\$142,272	\$111
Honors Reception	32	17	53.10%	\$134,368	\$157
Transfer Open House 1	40	27	67.50%	\$213,408	\$232
Transfer Open House 2	55	43	78.20%	\$339,872	\$517
<b>GRAND TOTAL</b>	<b>244</b>	<b>150</b>	<b>61.48%</b>	<b>\$1,185,600</b>	<b>\$65</b>





## UNIVERSITY POLICE

The College at Brockport  
State University of New York

Lathrop Hall  
PHONE: 585.395.5375

WEB: [brockport.edu/up](http://brockport.edu/up)

Robert J. Kehoe, Chief  
EMAIL: [rkehoe@brockport.edu](mailto:rkehoe@brockport.edu)

### UNIT OVERVIEW: University Police:

- 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 to 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.

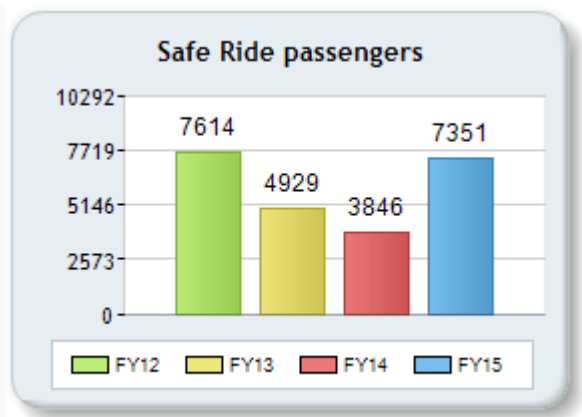
**MISSION:** University Police is committed to the maintenance of a safe and secure campus environment for all students, staff, faculty and visitors in which the educational mission of the College may flourish. Placing emphasis on crime prevention and deterrence, personal safety education and service to the College community, we continually strive to improve our performance and assess the results thereof. We strongly believe that our services are an integral component of student safety, student satisfaction and ultimately, student success.

### GOALS (2014-2015):

1. Provide a host site for Criminal Justice interns
2. Provide programs and services that promote student development in the context of personal and public safety.
3. Provide an inclusive environment where all students feel welcome and are able to express their identity.
4. Minimize the influence of alcohol and other drugs by students.
5. Provide the vision to the Community Policing program.

### POINTS OF PRIDE:

- The Community Policing program, which assigns a University Police Officer as a liaison to each Residence Hall, continues to be extremely popular with both students and Residential Life staff. Crime prevention and safety education materials presented through this program have served to significantly reduce criminal activity while also fostering positive relationships between the police and the campus community.
- The Campus Escort Service experienced a 91% increase in ridership compared to the previous year due in part to enhanced advertising and marketing efforts and a harsh winter.
- Total reported crime on campus for the 2014-2015 academic year declined 25% from the previous year.



- Reported on-campus property crime (burglary, larceny, criminal mischief) decreased 16% from the previous year.

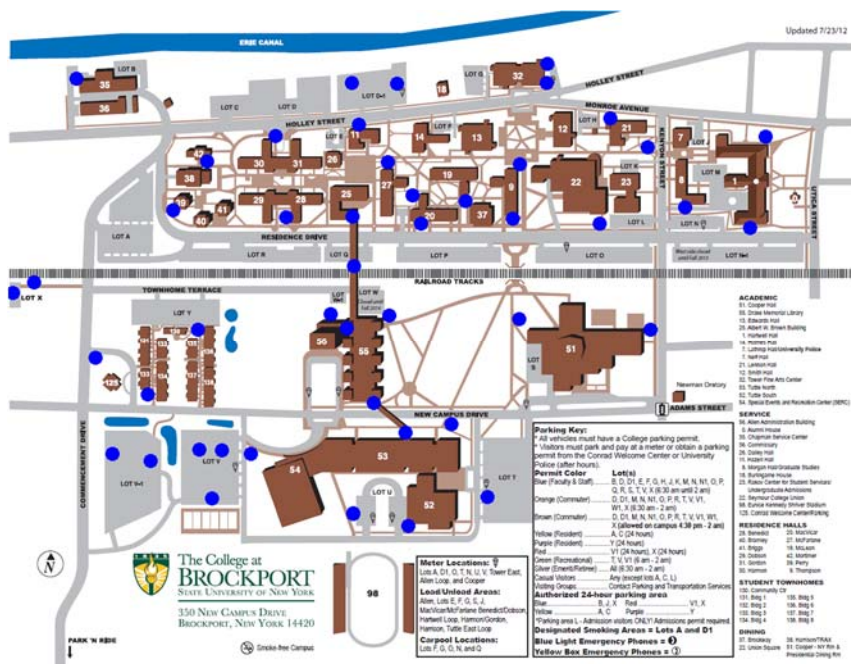
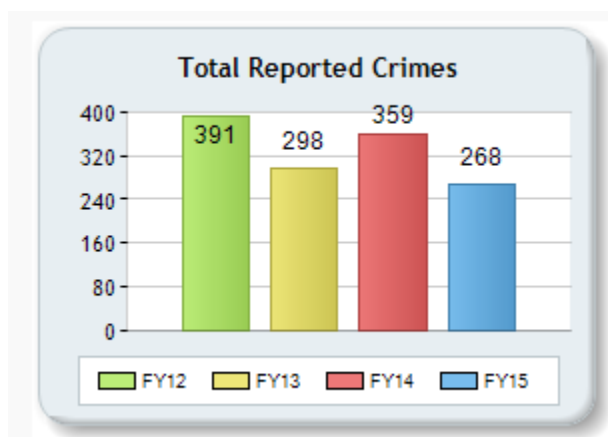
- A totally new, comprehensive Records Management System (Impact) was implemented that will serve to greatly enhance crime analysis functions as well as documentation and tracking of Clery-reportable offenses.

- Three new University Police Officers were selected, hired and trained, thereby filling all but one existing vacancy.



## POINTS OF PRIDE:

- All University Police Officers received updated training regarding SUNY's revised, system-wide sexual violence policies.
- All University Police Officers participated in an intensive "active shooter response" training program developed and presented by members of the Rochester Police and Monroe County Sheriff's Tactical Teams.
- All University Police Officers were equipped and trained in the use of "Naloxone", a highly-effective antidote for opioid overdoses.
- University Police Officers proudly participated in on-campus ceremonies related to the New York State Special Olympics.
- University Police played an integral role in maintaining safety and security as the College hosted the "Courage Bowl" for the first time. This football game, a major fund-raising event for "Camp Good Days", was enjoyed by more than 9,000 persons without incident.



*Campus map highlighting blue light security phone locations, which provide immediate access to the University Police and may be used to report crimes and emergencies, or to request escorts.*





