

Goal #2: To be a College Engaged with its Community

Goal Group Leader:

Mike Andriatch, VP for Advancement



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Overview

- Continued purposeful outreach into Rochester/Monroe County
- Lifelong Learning Series strengthened
- Mental Health Clinic realized
- Comprehensive Campaign to “nucleus” phase
- Improved electronic communication vehicles
- Moved (baby steps) forward with progress toward Carnegie Foundation Elective Community Engagement Classification



2.1: Community Engagement & Partnerships

- Established tracking system through Activity Insight to determine data for faculty.
- Galaxy (for listing and cataloging community service opportunities through CommDev) launched summer 2019.
- Mental Health Clinic is a reality with a partnership among the College, Oak Orchard Community Health, and the BCSD.
- The Building a Better Community Series launched with breakfasts in fall 2018 (Duffy) and spring 2019 (Bonadio).
- The Brockport College and Community Music Institute (BCCMI) launched as a partnership program between the College and the Village/Town.



2.1: Community Engagement & Partnerships

- No budget requests



2.2: *External Bodies of Influence*

- The College was the sponsor of the Greater Rochester Chamber of Commerce “Business Rounds” series. Sponsorship through Dec. 2019.
- President Macpherson was named to Greater Rochester Chamber of Commerce Board.
- The College/MPA Program worked in 2018-19 as the Secretariat for the NYS City/County Managers organization, planning multiple programs for local governments and municipalities.
- The Institute for Poverty Studies & Economic Development (IPSED) has been asked by the RACF to apply for one of its grants in support of its continuing efforts to fight poverty issues.



2.2: *External Bodies of Influence*

- No budget requests



2.3: *Lifelong Learning*

- More than 80 auditors in classes.
- Lifelong Learning Program Assistant (part-time undergraduate student employee) conducted qualitative interviews with 20+ faculty to determine best practices of expanding intergenerational engagement.
- Sought input and feedback to market and grow lifelong learning opportunities into other areas within Monroe County and the City of Rochester: courses at Brockport Downtown, online courses, bringing community groups to Brockport campus.



2.3: *Lifelong Learning*

- No budget requests



2.4: *Int'l Student Support*

- Investigating “Host” program for Brockport and beyond.
- CGEE initiated conversations with Rochester Global Connections.
- CGEE Strategic Plan under review.
- Search for Director on-going.
- Funding of this area is a priority within pending Comprehensive Campaign.



2.4: *Int'l Student Support*

- No budget requests



2.5: *Increase Collaboration with P-12*

- Held three PEPAC Advisory Board meetings in 2018-19 with declared focus of social and emotional issues for students in our communities.
- Partnership with Brockport Central School District (BCSD) formalized; currently working toward similar partnership with Rochester City School District (RCSD).
- Teacher Immersion Fellows Program with 19 Districts and 100 fellows from five area colleges.
- SummerLEAP partnership continued to expand.
- Worked with Jason Dauenhauer and Amy Gaisser on building intergenerational partnerships in Brockport.



2.5: *Increase Collaboration with P-12*

- No budget requests



2.6: Interdivisional Communication

- The *Daily Eagle* was revised in January 2019 to better meet the needs of F/S.
- Provost Heyning established a “Points of Pride” database within Academic Affairs to share news stories among the Schools.
- The third year of *The Port* saw an evolution in additional technology being used to tell more Brockport stories.
- Campus calendar development will be addressed in 2019-20.



2.6: *Interdivisional Communication*

- No budget requests



2.7: Alumni Engagement & Giving

- Advancement continues to build toward the College's next Comprehensive Campaign.
- The College Leadership Summit in January 2019 focused on the Campaign.
- Advancement staffing is stable.
- An Alumni Survey was conducted in Spring 2019. A Donor Survey was completed in May 2019.
- Four spaces on campus were named after gifts were made in 2018-19: Raj Madan Café, John Scott Atkinson Carillon, Stephen Nash '69 Enrichment Room, Enterprise Holdings Recruitment Room.



2.7: Alumni Engagement & Giving

- No budget requests



2.8: Carnegie Engagement

- A member of the Steering Committee attended a Carnegie Community Engagement Classification workshop.
- The committee identified key objectives in early portion of the process:
 - establishment of community engaged awards focused on research, teaching, and service.
 - determining and/or re-packaging/branding of our engaged “centers” and offices, such as IPSED, VSW, Community Development, etc.
 - looking into professional development for all, not just faculty.
 - verifying links to the Op Plan during 2019-20.
 - always considering outcomes vs. impact in all we do.



2.8: Carnegie Engagement

- No budget requests



Summary of Budget Prioritization Requests

- Budget requests from spring have been managed in other ways:
 - 2.1, 2.4, 2.5 re: a Transportation System for students for experiential learning/community development is being addressed through a sub-committee of Goal 2 (first meeting this month)
 - 2.1 re: IPSED Director position was addressed through a grant from the RACF

