

GOAL GROUP #2 Coordinating Committee

2020-2021 Executive Summary

Committee Membership:

- Chair – **Mike Andriatch** (Advancement)
- Committee: **Lorraine Acker** (OEDI/EMSA), **Jason Dauenhauer** (Social Work), **Keith Davis** (CGEE), **Meaghan Irving** (student rep), **Alisa James** (EHHS), **Joanne Kershner** (Advancement), **Karen Podsiadly** (Community Development), **Amanda Shearer** (KSSPE), **Celia Watt** (Public Admin), **Tamara Wilcox** (Theatre/Music Studies), **Michael Ziolkowski** (SOBAM)

Introduction:

The Goal Group #2 Coordinating Committee met virtually in fall 2020 and spring 2021 to review progress towards each Measure of Success in the 2nd goal of the **Building a Better Brockport** Strategic Plan.

This executive summary accompanies the completed Operational Plan, which includes specific progress and data related to the achievement of each Measure of Success. This document summarizes the

The Goal Group #2 Coordinating Committee's analysis of progress is organized by strengths and opportunities for increased progress.

Analysis of Assessment Data:

Strengths:

Measure of Success	Assessment Data & Analysis	Recommended Action
2.1	<ul style="list-style-type: none">-Faculty: 770 memberships, 369 external orgs, 16,385hours-Staff: new process; 22 responses, 2,400 hours-Students: 874 involved; COVID impacted all opportunities;-No Building a Better Community Breakfast-SBDC worked with 471 clients to create 93 new jobs; economic funding/ investment of \$6.17 million (\$3.5 million in COVID disaster funds)-No community breakfast (COVID)-"Reimagine Canals" initiative continued; grant from Ralph C. Wilson Foundation	<ul style="list-style-type: none">-COVID impact will likely limit much, again-Plans are in progress to conduct four major service events (two/semester) and create volunteer interest registration form for community partners in 2021-22. Brockport Eagle Service Trips (BEST) will resume in 2021-22.-Will explore Town Halls as needed; hope to do a community breakfast in spring-Hoping for in-person Career Day in spring 2022
2.2	<ul style="list-style-type: none">-No FLREDC requests for second year in a row-President on numerous boards-No significant RMAPI initiatives	<ul style="list-style-type: none">- The College will continue to look at opportunities to become more engaged at the senior level within the Rochester community.
2.3	<ul style="list-style-type: none">-All programming was virtual in 2020-21-13 total seats of auditors in fall, 18 in spring-Mornings With The Professors was able to engage a national audience with an average of 34 weekly participants (about 91% of normal attendance)	<ul style="list-style-type: none">-Classes will be both in-person and virtual this fall; spring 2022 TBD because of leadership change-MWTP will be a hybrid model for fall with spring TBD (likely continue to provide virtual option)

2.4	<ul style="list-style-type: none"> - CGEE programs were primarily paused during COVID. The Host program for international students is in place and will be rolled out in 2021-22 and other internship and mentoring programs will be re-launched in the coming year -No in-person networking events, but there were more than 10 virtual events, including such groups as the Honors program, Delta College, Computer Science, Washington Program, Malik lecture, and others -Mentoring through Graduway (social media platform) continued; class of 2023 uploaded into platform 	<ul style="list-style-type: none"> -Likelihood of NYC and Washington student-alumni events happening is up in the air; planning for spring 2022 -Class of 2024 students to be uploaded into Graduway in fall
2.5	<ul style="list-style-type: none"> -PEPAC met twice in 2020-21 -Despite Covid, several partner schools (Brockport, Churchville, East Irondequoit, Gates-Chili, Greece, Hilton and RCSD) continued to host student teachers and field candidates -The Teacher Immersion program expanded to 26 school districts and eight colleges -SummerLEAP was virtual in 2020 	<ul style="list-style-type: none"> -In summer 2021, SummerLEAP was held in person off-site at a RCSD school
2.6	<ul style="list-style-type: none"> -The Port continues to come out the first Thursday of every month; open rates flat for students (25%) and alumni (16%) and down slightly for F/S (44% to 39%) -880 items submitted to Daily Eagle through early Feb. (new system in place after that; no data available) -Events calendar launched! -21-Day Racial Equity Challenge in ROC, and Brown-Bag Series on campus were held with hundreds participating -Multiple departments across campus re now producing e-newsletters that highlight accomplishments of students and faculty (and even alumni, in some cases). Some of these are in partnership with Advancement - The previous Provost provided periodic news updates, and the Interim Provost is now providing weekly updates to the entire campus. 	<ul style="list-style-type: none"> -Continue to increase page views for The Port; time on pages going up -Continue to train campus constituents on how to use the events calendar and build the number of events listed -OEDI is expected to continue the Brown Bag series this year (2021-22) as a follow-up project from the Dale Carnegie training held in spring 2021.
2.7	<ul style="list-style-type: none"> - SOBAM continued to hold Advisory Board meetings; Dean and ADV liaison met regularly via Zoom/Teams with board members and other donor prospects/alumni, and held more than a dozen in-person meetings in the final 	<ul style="list-style-type: none"> -Continued Campaign conversations around timing, goals, theme, policies -Continue to diversify boards

	<p>days of the FY (when person-to-person visits were allowed)</p> <ul style="list-style-type: none"> -EHHS advisory Board up and running. Dean worked with ADV liaison to get the Board established and meet in the final quarter of the FY -SAS put its board charge and prospectus information together and began outreach to prospects -A collaborative proposal between SOBAM and CGEE is expected to garner a six-figure gift in the first quarter of 2021-22. -Despite COVID-19, the Engagement Officers in Advancement had 1,187 quality contacts (personal correspondence, video chats, visits, emails, calls, etc.) with donors during FY 2020-21. -Hosted 67 events, mostly virtual -At the final BF meeting of 2020-21, the Board agreed to come out of the “pause” that was established in March 2020. A follow-up to the Graham-Pelton (consultant) Planning Study in fall 2019 was conducted by the staff, and slight modifications were made to the Campaign goals and objectives, including bundling of undergraduate research, international student engagement, and experiential education into one goal (Experiential Learning) and adding goals around emergency funds for students (Golden Eagle Opportunity Fund) and equity, diversity, and inclusion (EDI Initiatives). It is expected that the working goal for the quiet phase of the Campaign will remain at \$50 million. -The BAA added three new members, including two males of color, and the BF added four new members, including two males of color, in FY 2020-21. -100% giving from BF Board, Cabinet, ADV staff -Despite the pandemic, fundraising in 2020-21 was at \$3,610,567, up 20.46% from 2019-20 and 15.19% from 2018-19. -Endowment to \$23 million and Foundation assets to \$28 million 	
2.8	<ul style="list-style-type: none"> -With so much of the College’s student community engagement postponed, the 2020 Gala postponed, and COVID taking priority, this piece of the SP was put on 	<ul style="list-style-type: none"> -Determine viability of applying for this status in the next Carnegie cycle.

	<p>hold during 2020-21. The steering committee will be brought back into existence this year and discussions will be held as to the viability of moving this forward into the next SP.</p> <p>-Next Carnegie cycle is in 2025</p>	
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No new financial resources are being requested by Goal 2.

Requested Updates to 2020-2021 Operational Plan

- None