

GOAL GROUP #2 Coordinating Committee

2019-2020 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 in fall 2019 on Sept. 12 and Nov. 13 (email update) and spring 2020 on Feb. 13 and Apr. 23, to collect and 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	-Faculty: 724 memberships, 384 external orgs, 15,809 hours -Staff: new process; 20 responses, 2,500 hours -Students: 2,826 involved for 396,067 hours; COVID impacted week-long service opportunities; hours higher because of academic service learning courses -One Building a Better Community Breakfast -President’s Boards; ATHENA Award -CAB in June 2020 -SBDC worked with 537 clients to create 128 new jobs; economic funding/ investment of \$14.7 million (\$6.7 million in COVID disaster funds) -No community breakfast (COVID) -1,107 students attended three Career fairs (down 10.5%); first virtual job fair with 33 employers and 86 students -Mental Health Clinic launched in fall 2019; partnership with Oak Orchard Community Health -Partnership with Village on “Reimagine Canals” initiative; grant from Ralph C. Wilson Foundation	-More outreach to Staff through Mach forms -COVID impact will likely limit Community breakfasts again -Continual review of student transportation opps (RGRTS route changes delayed until 2021) -Repurposing of Economic Development & Partnerships group -Will explore Town Halls as needed -Stabilization in Career Services after much staff turnover

	-CollegeROC (promote internships/job opps in area)	
2.2	-No FLREDC requests -Mareus, Rion, Mihalyov served on County Executive Adam Bello's Transition Team -Hanmer engaged in RMAPI work	-Will review if any FLREDC funding will be sought
2.3	-Used a part-time GA to help manage -Consistent numbers for auditors (~80), Mornings with the Professors (40-60), Lifelong Learning Lectures (~50)	-Virtual class offerings for fall auditors because of COVID -Mornings also went virtual to expand audience -Continued financial support from Advancement and Provost
2.4	-Host program postponed to fall 2020 because of COVID -15 international placements and 47 Washington Semester participants -COVID caused cancellation of most of spring semester and summer study abroad programs; Washington Semester went on-line -20 student-alumni networking events for 450 students -Mentoring through Graduway (social media platform) available to all sophomores, juniors, seniors	-Hope to do Host program and English language support (in collaboration with RIT) for students -CGEE strategic plan in development -Likelihood of NYC and Washington student-alumni events happening is small -Assess opportunities for external EDI student engagement
2.5	-PEPAC established and continues to evolve; 16 members of advisory council; fully executed agreement with RCSD -25 districts participate in Teacher Immersion Fellows Program -978 students participated in 1,119 placements -593 student internships -SummerLEAP went virtual in 2020 -Early College HS partnership with Greece Central has 130 students involved	-Continue to grow partnerships -RISE program going away -Working on an institutional tool for tracking internship data -Grant for SummerLEAP was submitted to United Way -Greece program to grow to 160 students
2.6	-The Port continues to come out the first Thursday of every month; open rates flat for F/S and alumni and down 13% for students -More than 1,600 stories in Daily Eagle; COVID impacted views (down 14%) and submissions (down 21%) -Events calendar progressing -Communication/engagement across three Schools continues to evolve; brown bag lunches, Provost's Chairs Council, weekly Deans' meetings, CELT, Diversity Conference, ADP	-Continue to increase page views -Determine why student rates are dropping -Finalize and launch events calendar -Analyze "List of Engagement Activities" that Deans shared with President for CAB group

	-Provost launched OpEd project in collaboration with Geneseo; three submissions in D&C	
2.7	-Dean's Advisory Boards still evolving but slowed by COVID -Caring Calls in Advancement (1,233) after COVID; 928 quality visits/contacts and 1,109 personal birthday cards, up 35.4% since 2015-16 -50+ events with 4,937; COVID impact -Feasibility Study for Campaign: 44 conversations with 50 individuals -Campaign goals solidified, but now will be modified based on global events -Three Campaign "fireside chats" after COVID -Giving at \$2,997,241 -100% giving from Boards -Endowment to \$14.4 million and Foundation assets to \$18.9 million	-Get all three Advisory Boards up and running -Continued Campaign conversations around timing, goals, theme, policies
2.8	-Engagement & Reciprocity Awards established ... and paused because of COVID -Next Carnegie cycle is in 2025	-Get awards committee active again; hope to present at 2021 Gala

Opportunities for Increased Progress:

Measure of Success	Assessment Data & Analysis	Recommended Action
2.1	See above	-Get more robust staff data -Use Economic Development sub-committee of CAB to assist with opps for students
2.2	See above	-Use College leadership to assess FLREDC submissions
2.3	See above	-Use virtual opps to grow programs across country
2.4	See above	-Assess need to do multiple student external trips (NYC, DC, etc.)
2.5	See above	-Use Academic Internships Committee to complete process for gathering all internship opportunities
2.6	See above	-Launch events calendar
2.7	See above	-Continue Campaign assessment based on internal and external forces
2.8	See above	-Activate external awards committee process

Goal 2 assessed the progress toward a number of the Operational Plan's measures of success. During the Strategic Plan development, Measures of Success were selected to be areas of focus for a specific year or timeframe, and they are reviewed on an annual basis. The identified dates are outlined in the Operational Plan.

For Goal 2, all eight Measures were assessed. Below are summary next steps.

- 2.1 Get a full year of staffing updates for external engagement.
- 2.2 Use College leadership to assess FLREDC submissions.
- 2.3 Because of COVID, offer opportunities for all three areas – auditing, Mornings, LLL – to people outside the campus/community through virtual engagement.
- 2.4 Assess the need to do multiple student external trips (NYC, DC, etc.).
- 2.5 Use Academic Internships Committee to complete process for gathering all internship opportunities.
- 2.6 Get the launch of the new events calendar in place.
- 2.7 Continue Campaign assessment based on internal and external forces.
- 2.8 Activate external awards committee process.

No new financial resources are being requested by Goal 2.

Requested Updates to 2020-2021 Operational Plan

During the review process, the Goal 2 Coordinating Committee collected requests for updates to the Operational Plan for 2020-2021. Our committee supports the following updates to the plan:

- 2.1.C.i ... Committee charge changed. A smaller group more focused on local business community engagement will be used. Advancement, Career Services, Grants, and SOBAM will be key players and will meet quarterly to discuss initiatives and current progress.
- 2.1.D.i ... The use of Town Halls will be discussed among campus and community leadership. "Having a Town Hall for the sake of having a Town Hall" will not be followed.
- 2.8.A ... Remove Economic Development and Partnerships Committee as a "Responsible Party" for this measure.