
Oswego University Foundation, Inc. Board of Directors Meeting: **Report From The President**

Friday, May 31, 2024

8 am – 1:00 pm

Naples, FL

Commencement

Torchlight Ceremony (Friday, May 10)

The 88th Annual tradition of passing the Torch of Learning to our newest alumni.

- 650+ attendees, including Alumni Emcee Brad Bernstein '89



May Ceremony (Saturday, May 11)

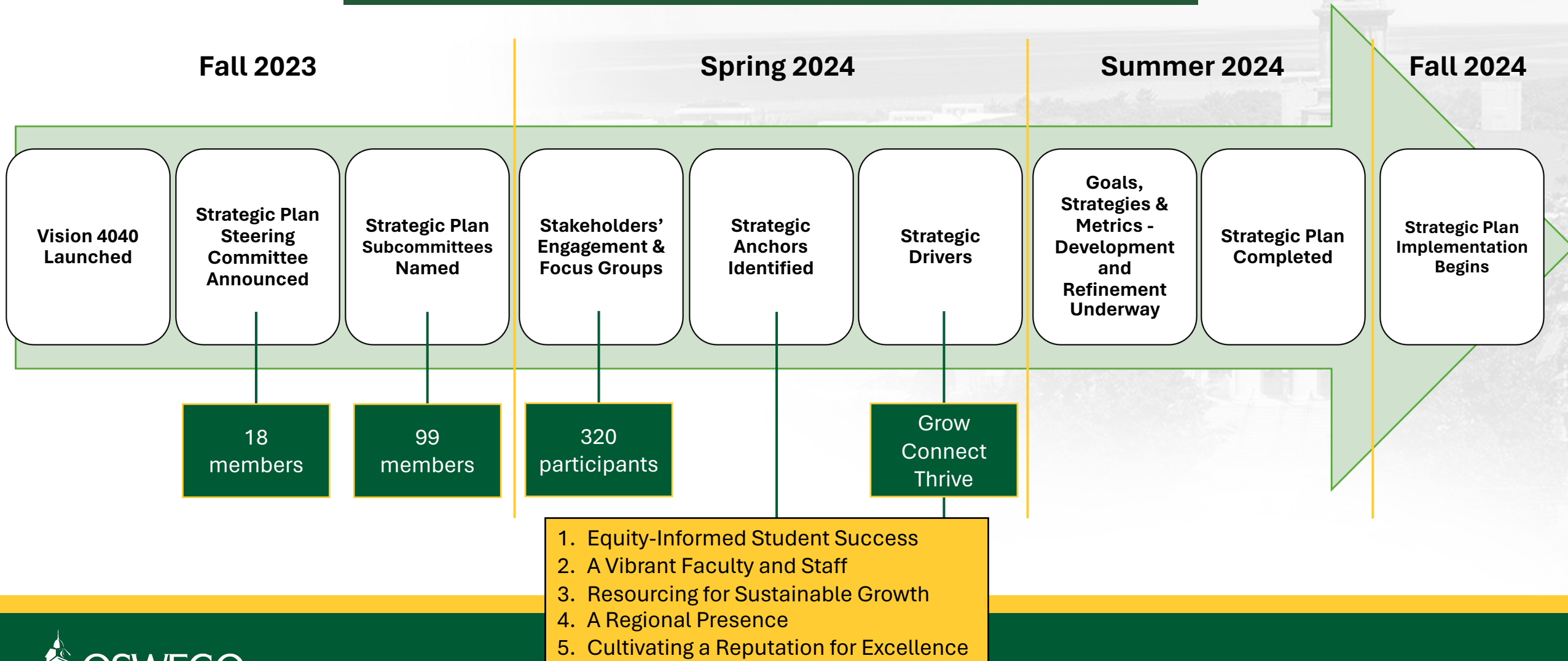
- 3 Ceremonies: CLASS (9 AM); SoB (12:30 PM); SCMA & SoE (4 PM)
- 1389 degree candidates (84.8% participation)

December Ceremony

- 477 degree candidates
- Overall number of December and May graduates: 1866
- Note: Historical participation: 68 – 75%. This year's participation: 81.99%

Vision 4040: Ensuring a More Educated Region

OUR 2024 - 2029 STRATEGIC PLANNING TIMELINE & PROCESS



Vision 4040: Ensuring a More Educated Region

EVOLUTION OF OUR STRATEGIC PLAN

Strategic Anchors: Operational plans in these areas contribute to the institution's overall goals.



STAKEHOLDERS' MEETINGS

Strategic Drivers: What do we need to do? Set goals for each driver and develop strategies and metrics.

GROW: GROW ENROLLMENT AND RETENTION

- Invest, grow, and promote signature programs
- Launch school of Nursing and Health Professions
- Expand strategic programming growth areas
- Develop on-line, market-driven graduate programs and micro-credentials
- Launch a School of Professional Studies (niche) in Syracuse
- Expand international enrollment and support
- Invest in transfer support and programming
- Develop a plan for athletic expansion

CONNECT: EXPAND BRANDING AND MARKETING

- Leadership/Staffing/Faculty Experts
- Website
- Digital
- Hometown University

THRIVE: ENHANCE SUPPORT STRUCTURES

- 5 Strategic Anchors: Be highly selective in prioritizing work to optimize impact and articulate an operation plan

2024-2029 Strategic Plan: Guiding Documents

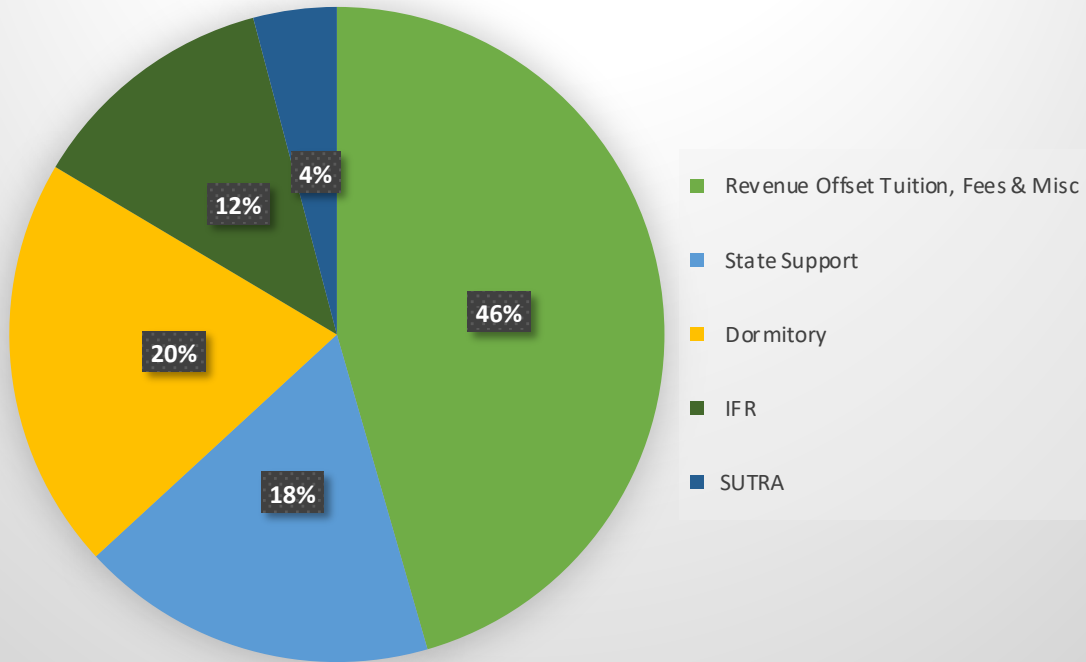
- Vision 4040: Expanding SUNY Oswego's Promise.
- Current SUNY Oswego Institutional Priorities.
- SUNY's Four Pillars.
- Postsecondary Value Commission: Ensuring Equitable Postsecondary Value: An Action Agenda.
- Strategic Plan Facilitators: Dr. Timothy Mottet, former president of Colorado State University Pueblo, and Dr. John Jasinski, former president of Northwest Missouri State University, with funding support from the American Association of State Colleges and Universities (AASCU).



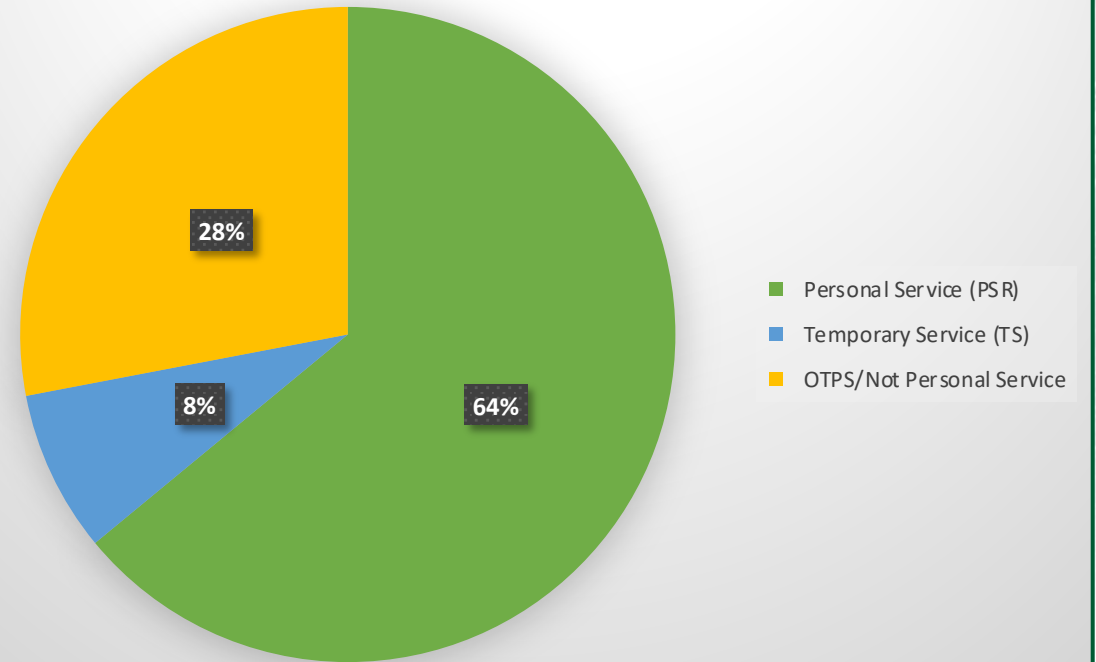
Budget Overview

Total Operating Budget (All Funds) - **\$109M**

Revenue/ Receipts



Disbursements



Budget Update: 2023-24 Operational Budget Summary/Financial Plan – Revenue Offset

	Financial Plan 7/1/23	Update as of 3/1/24	Update as of 5/24/24
Base Operational Financial Plan	\$65.6M	\$65.6M	\$65.6M
Additional Operating Aid	+\$2.4M	+\$2.4M	+\$2.4M
Additional Monies for Specific Initiatives	<u>+\$0.99M</u>	<u>+\$0.99M</u>	<u>+\$0.99M</u>
TOTAL Operating Financial Plan	\$69.1M	\$69.1M	\$69.1M
Disbursements/Transfers	<u>(\$74.5M)</u>	<u>(\$71.0M)</u>	<u>(\$70.7M)</u>
Operating Surplus/Deficit	(\$5.4M)	(\$1.9M)	(\$1.6M)

Action Steps:

Ongoing planning in place for 2023-24 to address the deficit with current levels of spending and budget control measures such as position review, discretionary spending review, and improving operational efficiencies.

SUNY Oswego 2024-2025 Budget Overview

4/1/24 – NYS Approved Budget Highlights

OPERATIONAL

- \$114m additional operational support (\$54m + \$60m additional).
- Continuation of \$163m investment from 2023-24.
- Fully support Employee Benefit Costs and Debt Service Costs for capital investment.
- Continuation of Tap Gap Support, including additional \$5.1m to increase minimum income thresholds.
- Continuation of \$53m to support new faculty lines in high-need areas (SUNY Oswego received \$460k for 4 lines).

- Reappropriation of remaining funds from the \$75m Transformation Innovation Fund.
- Restoration of EOP funding, including an additional \$.6m support.
- Restoration of a variety of U-Wide Programs/Initiatives.

CAPITAL

- \$550m Critical Maintenance
- \$160m for Building Enhancements & New Construction
- \$100m for Cash Funded Capital for Academic Programs

2024-25 SUNY Oswego Timeline and Assumptions

- Work on Revenue Projections – May
- Submit Budget Plan – June/July
- Assume enrollment stays flat (inclusive of recruitment and retention) – represents 72% of our operational budget
- Expected increase in State Tax Dollar Support (add'l \$114M)
- No State-imposed Budget Cuts/Reductions

Enrollment Update

Spring 2024 Enrollment	Applications	Accepts	Enrolled (degree-seeking only)
First Year	503 (-182)	189 (-138)	41 (-2)
Transfers	884 (+18)	366 (+30)	183 (-8)
New Graduate Students	340 (-88)	221 (-59)	130 (-7)

Spring 2023 vs Spring 2024 Enrollment	Undergraduate	Graduate	Total Enrollment
Spring 2023	5,442	990	6,432
Spring 2024	5,204	1,089	6,293
Change	-238	+99	-139

Fall 2024 Enrollment (as of 5/23/24)	Applications	Accepts	Deposits
First Year	15,719 (+814)	12,025 (+622)	1,138 (+40)
Transfers	1,651 (+49)	835 (+18)	335 (+36)
New Graduate Students	474 (-48)	243 (-48)	164 (-21)

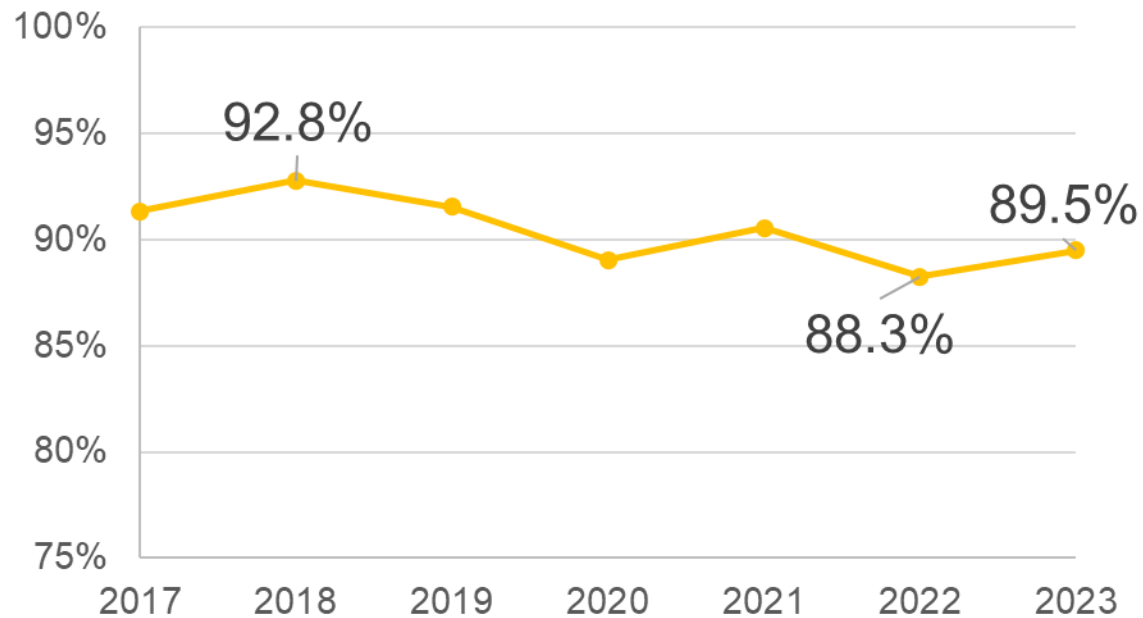
Enrollment Initiatives' Highlights Underway

- **ACE (Advancing Completion Through Engagement)**
 - New retention initiative funded by SUNY
 - Supporting students for desired behavior (meeting with advisor, career services, financial aid, etc)
- **Central New York Transfer Collaboration**
 - Cayuga Community College
 - Jefferson Community College
 - Onondaga Community College
 - SUNY Oswego
- Oswego County Superintendent's Meetings
- Pre-College Outreach
- Oswego Shineman Scholars
- Regional and On-Campus Admitted Student Events
- **International Recruitment**
 - Taskforce on International Students
 - Strengthening Agency Relations
 - Expanding Exchange Programs

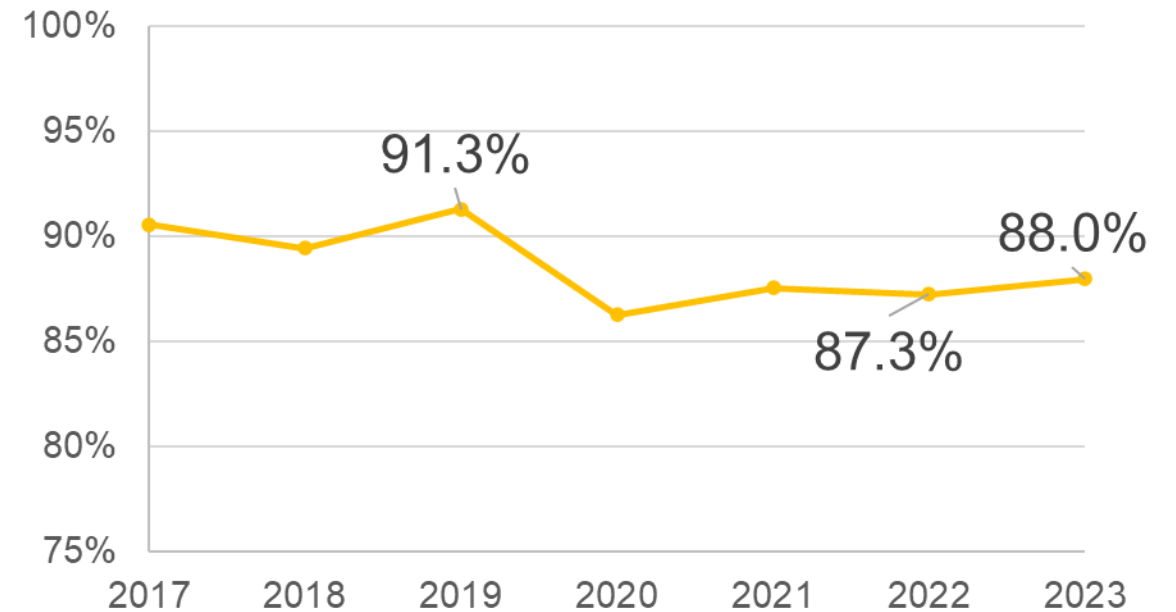
Retention of New Fall Undergraduates into their First Spring



Percent of **New Fall FIRST-TIME** Students
Registered for the Spring



Percent of **New Fall TRANSFER** Students
Registered for the Spring



Persistence Rates for Student Athletes

Fall 2023-Spring 2024 Persistence Rates for Student Athletes (Undergraduates)	Student-Athletes (128)	Non-Student-Athletes (1,058)
Fall 2023 GPA	3.11	2.94
First-year student who registered for Spring	96.1%	89.0%
First-year student who registered for Spring in Good Academic Standing	74.2%	59.5%

Fall 2023-Spring 2024 Persistence Rates for Student Athletes (Transfers)	Transfer Student-Athletes (30)	Transfer Non-Student-Athletes (456)
Transfer student who registered for Spring	96.7%	88.6%
Transfer student who registered for Spring in Good Academic Standing	83.3%	73.5%

Academic Affairs' Highlights

- Academic Portfolio Optimization (APO) Review
- Proposed RN to BSN Nursing Program submitted to SUNY
- Re-imagining the Syracuse Campus Task Force
- Restructuring of College and Schools
- Unveiled the Gloria and Frank Maraviglia Atrium in Wilber Hall, named after a \$2m gift from a 1958 alum, Frank Maraviglia. The gift will support academic programs and scholarships in the School of Education.
- Received approval for a 5-year Association for Advancing Quality in Educator Preparation (AAQEP) accreditation for our School of Education.
- Received approx. \$7.5 million in research grants.
- US News and Fortune rankings continue to recognize SUNY Oswego online MBA program as the #1 among programs offered by New York state public universities.
- Successful Solar Eclipse events were held on campus, featuring lectures from industry experts. A total of 1,079 viewers reserved tickets to attend and view the Solar Eclipse.



Academic Affairs' Highlights – Cont'd

Vision:

- To make Oswego an Artificial Intelligence (AI) Campus: a campus that incorporates safe and ethical AI adoption strategy in these three areas:
 - **AI in curriculum and research**
 - **AI in operations**
 - **AI in infrastructure**

Goal:

- To prepare students for success for the new workforce and support regional economic development.

Academic Affairs' Highlights – Cont'd

Oswego AI Pioneering Activities


Business

SUNY Oswego offering first ChatGPT business course

WRVO | By Abigail Connolly
Published June 12, 2023 at 5:14 AM EDT

[f](#) [u](#) [in](#) [e](#)

[▶ LISTEN • 1:53](#)



Jason Smith / WRVO News (File Photo)

SUNY Oswego will offer a "Chat GPT for Business" class during its summer session. It is one of the first emerging classes focused on AI business relations.

When Mohammad Tajvarpour first heard about ChatGPT, an artificial intelligence chatbot from the company OpenAI, he knew he had to move quickly. As an assistant professor of marketing at SUNY Oswego, Tajvarpour knew this product was something his students would encounter in their real-world experiences. He said the class is a matter of preparing students for today's workforce.

- New courses: ChatGPT for Business ([the first university in the US](#)), Prompt Engineering course.
- New micro-credentials: Prompt Engineering.
- Oswego faculty presentations at:
 - Syracuse University, NY
 - Warwick University, UK
- IITG grant: Team of 7 campuses with co-PIs at Oswego.
- CELT Training sessions.
- SUNY FACT2 (The only university to lead two presentations).
- TIP Grant - ChatGPT Enterprise for Oswego Students, AI-Pods, AI Club, and DEI needs.
- Bridging Bytes and Business: AI International Symposium (Nov-2023).
- Campus Leaders: Dr. Mohammad Tajvarpour, Assistant Professor, School of Business and Sean Moriarty, Chief Technology Officer.

Facilities Update

A. Hewitt Hall Renovations

- The renovation of Hewitt Hall is an **\$80 million project, capping off over \$124 million in renovations (Tyler Hall renovations were \$44 million) for the School of Communication, Media and the Arts (SCMA).**
- Hewitt will be the new home for the departments of Communication Studies and Cinema and Screen Studies, and the Graphic Design, Interaction Design, and Illustration academic programs within the Department of Art and Design.
- Highlights include two broadcasting studios, a podcasting studio, a newsroom, a white box gallery, a film screening room, an animation lab, a virtual reality suite, a ballroom that serves as both a music performance space, and numerous specialized labs and classrooms.
- **Project set to be completed in Fall 2025.**



Facilities Update – Cont'd

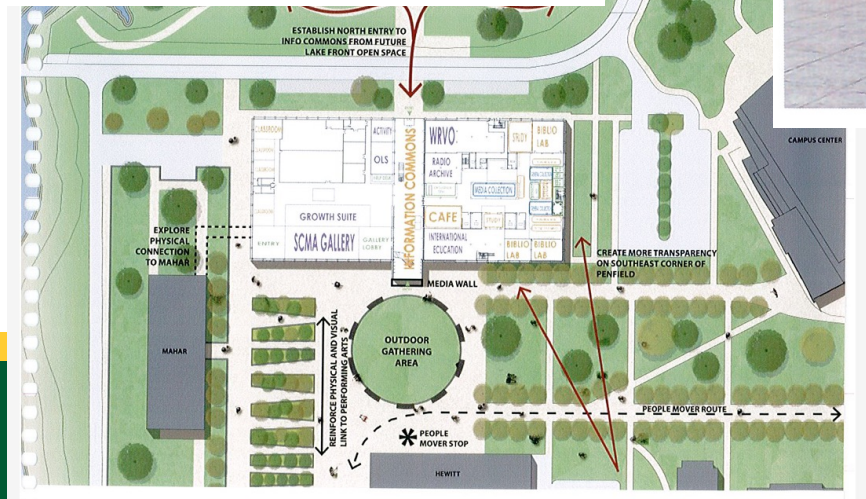
B. Penfield Library and Lanigan Hall (\$100,659,000 funding approved)



Current Lanigan Hall – Penfield Library Front View



Design Concept



Facilities Update – Cont'd

C. University Facilities Master Plan Completed

- Campus-wide Energy Master Plan - Completed
 - 100% Renewable Energy by 2035
 - Net Zero Carbon Footprint
- Academic Facilities Master Plan Update – Completed
- Residential Housing Master Plan – Completed
- Student Engagement Space Assessment – Completed
- **First SUNY Institution To Complete All Plans Together**



Campus Climate and Community Engagement

- Non-Partisan Voting Project
- Oswego Dialogue Project
- Making Sense of the Israeli-Palestinian Conflict: A Faculty Panel Discussion
- 2026 Carnegie Community Engagement Reclassification
- Haudenosaunee Confederacy Naming Task Force – Established by Faculty Assembly in Spring 2023
 - Task Force completed and submitted Report to Faculty Assembly in Spring 2024.
 - Faculty Assembly accepted Report and Resolution on April 29, 2024, and submitted same to President and Cabinet for consideration.
 - President convened a Cabinet Working Group to review recommendations and help determine next steps.

SUNY Oswego Brand Awareness

A. Brand Perception Surveys

- Phase 1 - Internal Brand Survey: Completed
- Phase 2 - External Brand Survey: Completed

Next Steps:

- Merge the Internal and External Recommendations
- Message Testing
- Determine Brand Strategy and Messaging Pillars



Vice President for University Advancement: Search Update

- **Tasks Completed**

- Named Search Committee, Co-chaired by Vice President for Administration and Finance Vicki Furlong and Dean, College of Liberal Arts and Sciences, Kristin Croyle.
- Developed draft Leadership Profile/Job Description to guide RFP.
- Launched RFP for national Search Firm to assist with search.
- Selected RPA, Inc. to begin the search process.
- Firm will solicit input from various stakeholders to finalize draft Leadership Profile.
- Advertise position in summer in multiple platforms.
- Begin campus interviews in early fall.
- Complete search in November 2024.

- **Plan A**

- National Search is successful.
- Results in a Vice President for University Advancement. Candidate begins January 1, 2025.

- **Plan B**

- National Search unsuccessful.
- Will continue with search, go to the Higher Ed National Registry for a 6-month period. Candidate begins January 1, 2025.

- **Plan C**

- National Search unsuccessful and no candidates via the Registry.
- Will continue with search, identify an “Executive-in-Charge.” Candidate begins January 1, 2025.

Presidential Inauguration (Founder's Week)

Inauguration of the 11th President - Peter O. Nwosu, Ph.D. Friday, September 27, 2024

- **Co-Chairs**
 - Mary Canale '81, Vice President, University Advancement
 - Rich Bush '92, Chair, Technology Department
 - Phil Grome '89, President, Oswego Alumni Association
- **Timeframe**
 - Monday, September 23 – Saturday, September 28, 2024
- **Partial Schedule for Inauguration Week**
 - Oswego Community Event - Monday, September 23
 - Syracuse Community Event - Tuesday, September 24
 - 20th Annual Media Summit - Wednesday, September 25
 - Boards Meeting Day – Thursday, September 26
 - Inauguration with Community Reception – Friday, September 27
 - Scholars Brunch – Saturday, September 28
- **Save the Date Invitations Sent; Formal Invitations to Follow**

Internal Engagements

Faculty and Staff of Color Dinner



Engineering Industry Showcase



Student Leadership Ceremony



External Engagements

Distinguished Alumni Meeting



Oswego County Superintendents' Meeting



President Biden's Micron Announcement



American Council on Education (ACE)
Presidents and Chancellors' Summit



NYC Alumni Reception



Visit to Micron Plant in Boise, Idaho –
[Click Here for Full Details](#)



Questions/Comments?