

# University Council Meeting

Friday, September 26, 2025

1:30 pm – 3:30 pm

Hewitt Hall Ballroom

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# Agenda

1. **Welcome and Call to Order** - *James McMahon, University Council Chair*
2. **Approval of Minutes of June 5, 2025 Meeting** - *James McMahon, University Council Chair*
3. **New Business** - *James McMahon, University Council Chair*
  - a. *Resolution In Honor of Howard Gordon*
4. **Student Association Report** - *Oghenetega Adjoh, Student Association President*
5. **Alumni Report** - *Jennifer Janes, Alumni Representative*
6. **Faculty Report** - *Gwen Kay, Chair, Faculty Assembly*
7. **President's Report** - *Peter O. Nwosu, President*
8. **Old Business** - *James McMahon, University Council Chair*
9. **Adjournment** - *James McMahon, University Council Chair*
10. **Tour of Hewitt Hall** - *Mitch Fields, Associate Vice President, Facilities Services*

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# Student Association Report – *Oghenetega Adjoh*

- **Goals:**

- **Strengthen SA's Foundation:**

- Pass and implement a Student Association (SA) fee increase by the end of the academic year

- **Increase Engagement & Visibility:**

- Grow student participation by 20% through SA events and programming each semester

- **Reinvent for the Future:**

- Deliver a 2-year strategic plan for SA before the end of the year

- **Promote Inclusion & Belonging:**

- Deliver programming that reflects the diversity of our campus community

- **Progress so far:**

- Started the Senate with 17 senators

- Launched the executive side with 5 Directors

- Established a full and operational Student Association Programming Board (SAPB)

- **Financial Context:**

- SA began the year with a deficit of approximately \$100k, requiring budget restructuring and cuts

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# Alumni Report – *Jennifer Janes*

- **Recent events include:**
  - **Commencement Eve Celebration**
    - 200+ attendees at Celebratory Reception
    - 650+ attendees at Torchlight Ceremony
  - **“Meet the Deans” Alumni Reception in NYC**
    - 25+ attendees at SUNY College of Optometry
  - **Reunion Weekend 2025**
    - 800+ alumni and friends in Oswego
  - **Welcoming Torchlight Ceremony**
    - 1,000+ student and faculty/staff attendees
- **Founder’s Weekend: Sept. 25-28**
  - Edward Austin Sheldon Presentation
  - Green and Gold Day
  - ALANA Student Leadership Conference
  - Scholars Brunch
  - Men’s Lacrosse Alumni Reunion
  - Psi Phi Gamma 100<sup>th</sup> Anniversary Reunion
  - Alumni Day at the Zoo



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# Alumni Report, Contd – *Jennifer Janes*



- **Athletic Hall of Fame: Oct. 4**
  - 3 alumni athlete inductees
  - First-ever team induction
- **Hewitt Hall Celebration: Oct. 23-25**
  - Dr. Lewis B. O'Donnell Media Summit
  - Ribbon Cutting and Opening Reception
  - Alumni Award presentations
  - Communication, Media and the Arts Open Houses
  - Communication, Media and the Arts Alumni Dinner
- **Oswego Alumni Podcast**
  - New episode features **Cruz Alvarado '12**
- **OSWEGO Alumni Magazine**
  - Next issue coming late Fall 2025
  - "Transformation" theme



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# Faculty Report – *Gwen Kay*

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- **Staffing Committees**
- **Curriculum Development**
  - Undergraduate Curriculum Council: 4 new courses
  - Graduate Council: 5 new courses
- **Academic Policies**
  - Approve Bylaws changes, General Faculty meeting
  - Approve graduates, May and December 2025 graduations
  - Accept Civic Engagement Task Force Report

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# President's Report

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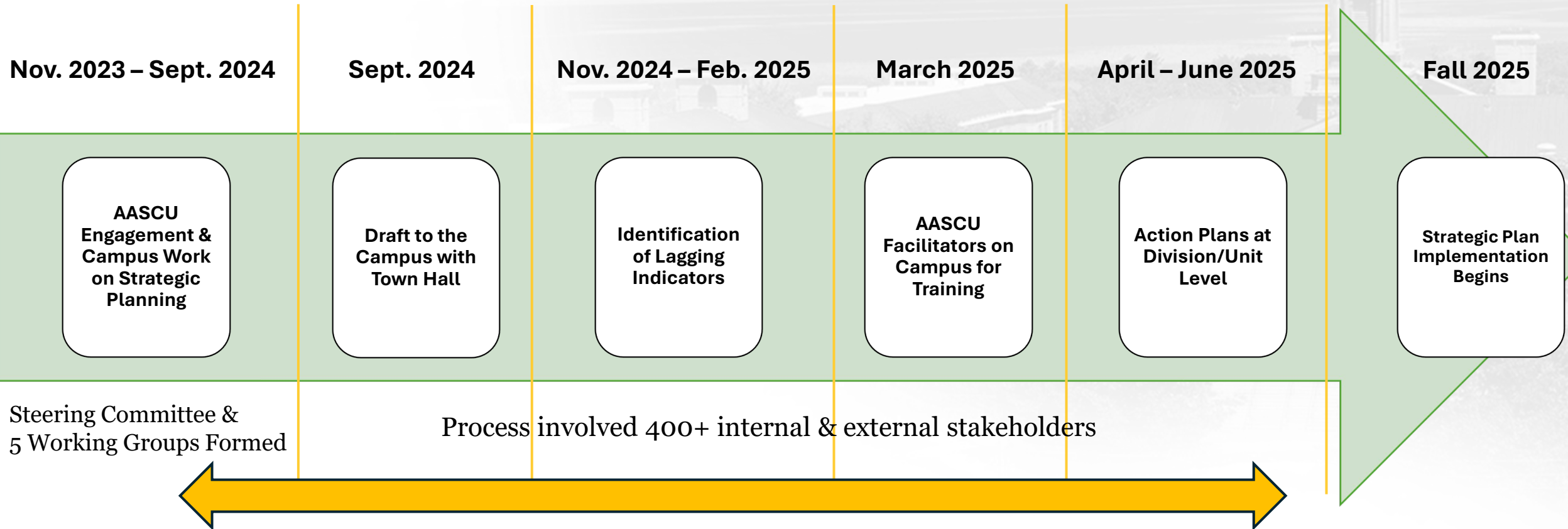
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# Operationalizing Vision 4040: Ensuring a More Educated Region

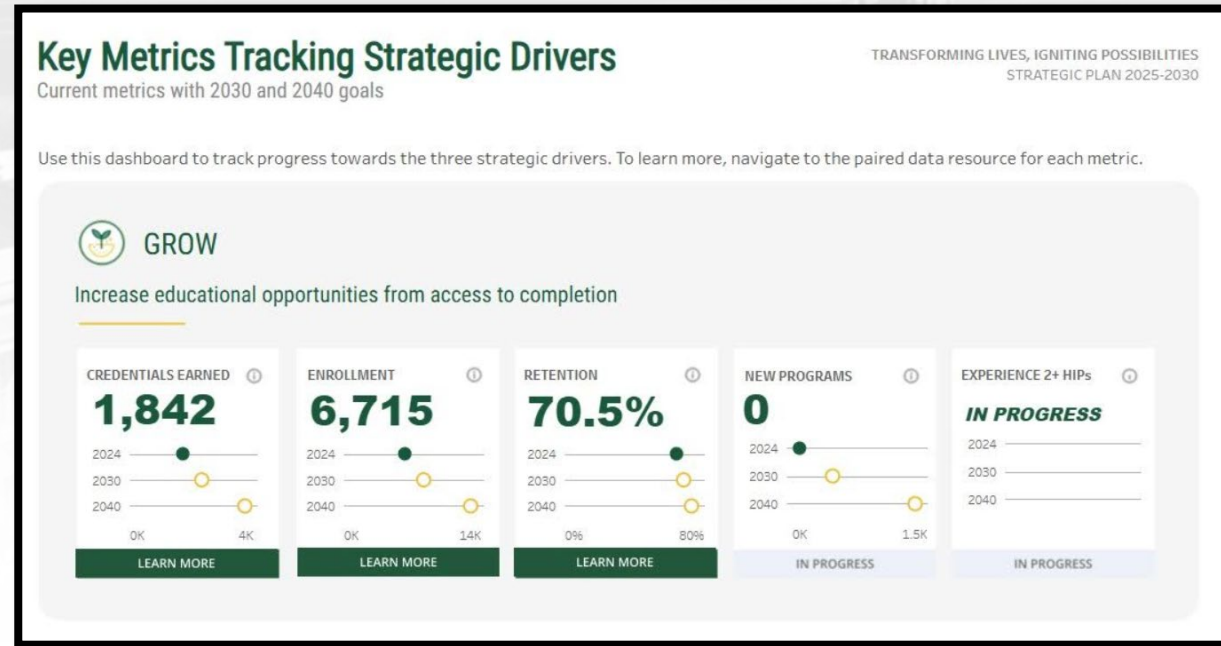
## Strategic Plan Process and Timeline



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# Where We Are: Strategic Plan Implementation

- [2025-2030 Strategic Plan](#)
- Deputy to the President for Strategy, Planning, and Special Projects
- University Leadership and Campus Community Strategic Plan Workshops led by AASCU facilitators
- Divisional Plans Developed
- Campus-wide Strategic Plan Implementation Committee Formed
- Key Metrics and Reporting Dashboard Development Underway



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# Strategic Drivers

## Goals:



<b>Grow:</b> Increase educational opportunities from access to completion	<b>Connect:</b> Transformative learning to build and lift communities	<b>Thrive:</b> Building educational excellence through human connections
<ol style="list-style-type: none"> <li>Diversify enrollment pipelines, improve retention, and decrease equity gaps in persistence and graduation rates for all students. <ul style="list-style-type: none"> <li>SEM Plan (First Year, Transfer, Graduate, International, Online, Syracuse, Returning, Adult)</li> </ul> </li> <li>Develop new, realigned, and modernized academic programs and <b>microcredentials</b> and enhance sponsored research.</li> <li>Affirm and expand hands-on, active, and experiential learning both inside the classroom and beyond. <ul style="list-style-type: none"> <li>Internships, Undergrad Research, Civic Education, Study Abroad, Co-Curricular Programs, Career-Ready Programs</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>Cultivate SUNY Oswego's reputation for excellence and apply our knowledge, resources, and expertise to support our community, region, and state.</li> <li>Foster a sense of community pride in SUNY Oswego as a "Hometown University" with a regional and global outlook and position the university as a valuable educational and cultural resource for people of all ages.</li> </ol>	<ol style="list-style-type: none"> <li>Advance well-being, equity, and belongingness for students, faculty, and staff.</li> <li>Develop robust institutional recruitment, retention, and development model for faculty and staff that empowers innovation.</li> <li>Support and strengthen the university's digital, physical, and financial infrastructure.</li> </ol>

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# Focus on Student Success: Academic Momentum Initiative

- **SUNY Oswego Participating in System-wide Academic Momentum Campaign**
  - Ambition system retention and completion goals for fall 2026 entering cohort
  - All campuses will contribute proportionally to system goals via individual action plans that build on existing campus strengths and the adoption of proven strategies tailored to the needs of students but not currently in place or delivered at scale
  - Strategies can achieve dramatic improvements in outcomes for large groups of students and support enrollment increase and fiscal stability (See examples in Georgia, Louisiana, and California systems)
- **Key Elements**
  - Graduation rates for First Year and Transfers
  - Retention rates for First Year and Transfers
  - Credit accumulation at 15 credit hours each semester (30 credit hours per academic year)
  - Completion of gateway Math and English, and major courses in the first year
  - Degree maps for all undergraduate academic programs, coupled with robust and consistent advisement
  - FAFSA Completion
  - Targeted/timely interventions to keep students on track
  - Amplifying existing strategies and integrating new practices with campus strategic plans
  - Creating student success dashboards to monitor progress

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## Focus on Student Success: SUNY Academic Momentum Initiative, Contd

- **SUNY Oswego Participation in SUNY Advancing Success in Associate Pathways (ASAP)/Advancing Completion through Engagement (ACE):**
  - Nation's leading evidence-based retention and completion program designed for all undergraduate students
  - Program offers participating students' academic, financial, and personal support
  - Funded by Governor Kathy Hochul and the State Legislature
    - **Year 1 (AY 2024-2025):** 275 SUNY Oswego students, the largest of any SUNY school (4,270 students across 25 participating campuses)
    - **Year 2 (AY 2025-2026):** Now 410 students, still the largest of any SUNY school (7,050 students across 34 SUNY campuses)
    - **Goal:** To support 10,000 students by Fall 2026
  - Retention rate 76.6% for ACE program at SUNY Oswego

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# Focus on Student Success: SUNY Academic Momentum Initiative, Contd

## Phase 1 - Summer/Fall 2025

Discovery  
and Goal  
Development

## Phase 2 - Fall 2025

Presentation of  
Goals, Target-  
Setting, and  
Action Planning

## Phase 3 - Spring/Summer 2026

Launch and Early  
Implementation

- Academic Momentum Implementation Committee Formed
- Key Metrics and Reporting Linked to Strategic Plan Dashboard

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# Strategic Funding Priorities Update: Igniting Oswego's Promise - Access, Experience, and Excellence

## Access:

Removing barriers so that all students can thrive (e.g., need-based aid such as our Just in Time Scholarships)

## Experience:

Experiential learning and involvement in high-impact practices

## Excellence:

Cutting-edge facilities, technology, and research support for faculty and students

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# Why Just in Time Scholarships?

Total unpaid student accounts: **\$17M**

- \$12.9M turned over to Attorney General for collection
- \$5M owed by recent or graduating students
- Policy change: students must have fully paid balances – or approved payment plans – to register for next semester's courses OR to graduate.

## May 1, 2025

- \$250,000 in outstanding balances from graduating seniors
- 542 total students with balances over \$100
- 150+ classified as low-income

## May 2025 Request

- \$80,000 in annual fundraising
- Annual target: retain 100 additional students

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# Just in Time Pilot Results

## Spring 2025



- **74** total students awarded funding



- Total funding: **\$149,999.72**



- **20** students graduated in spring or summer



- **82%** either graduated or still enrolled

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# Student Balance Summary

## Fall 2025

- 78 Graduating Seniors with balances  
\$210,999
- 981 total students with balances  
\$4,346,362

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# SUNY Oswego: Points of Pride

## 2026 U.S. News & World Report Best Colleges Rankings

- #28 in Overall Rank – Regional Universities (North), Previous Rank #37 - *went up 9 spots*
- #12 in Top Public Schools - Regional Universities (North), Previous Rank #14 - *went up 2 spots*
- #43 in Best Value Schools - Regional Universities (North), Previous Rank #54 - *went up 11 spots*
- #11 in Best Colleges for Veterans - Regional Universities (North), Previous Rank #14 - *went up 3 spots*
- #335 in Undergraduate Business Programs, Previous Rank #361 - *went up 26 spots*
- #297 in Undergraduate Psychology Programs, Previous Rank #359 - *went up 62 spots*
- Peer assessment score went up from 2.9 to 3.0

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# Branding SUNY Oswego Update

- **Branding Highlights**

- Strengthening SUNY Oswego's presence in the region through sponsorships, media partnerships, and high-visibility billboard placements
- Advancing university rebrand: message development in progress; visual identity phase launching this month
- Driving spring and fall enrollment with targeted campaigns that showcase in-demand programs, low student debt, and proven job outcomes
- Launched multi-platform outreach to adult learners in collaboration with Extended Learning - <https://www.youtube.com/watch?v=sMnXKzdBHjg>

- **Marketing and Communication Highlights**

- Digital ad impressions reached 275M in 2024-25 (up from 82M prior year)
- Campaign-driven website visits reached 235K (37% year-over-year increase)
- Instagram engagement – 8.8% -- well above industry standard of 5%
- Canva Team launched – empowering campus partners to create on-brand materials

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# Questions/Comments

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