



Dr. John L. Graham, Officer-in-Charge
Welcome Address to open the 2021-22 academic year

Wednesday, September 8 at 12 p.m.

Helen M. Hosmer Concert Hall

Crane School of Music

THANK YOU!

Emergency Resource Response Group

Physical Plant Staff

Custodial Staff

Campus Safety/University Police

Residence Life Staff

All jobs are important at SUNY Potsdam – Regardless of Title!



The LANDSCAPE

- **We are the first SUNY Campus** - more than 200 years old
- Higher Education Institutions are either **Heading into a storm, In a storm or Coming out of a storm**
- We need to be **Bold, Bigger** and **Better** to keep pace
- **History cannot be our only strength** – We need to take our place and regain competitive position – and stop criticizing our geography!

The VISION

- Increase Enrollment
- Restore Confidence
- Prepare for Permanent Leadership





1. Increase Enrollment

- Student Success
- Student Support Services



2. Restore Confidence

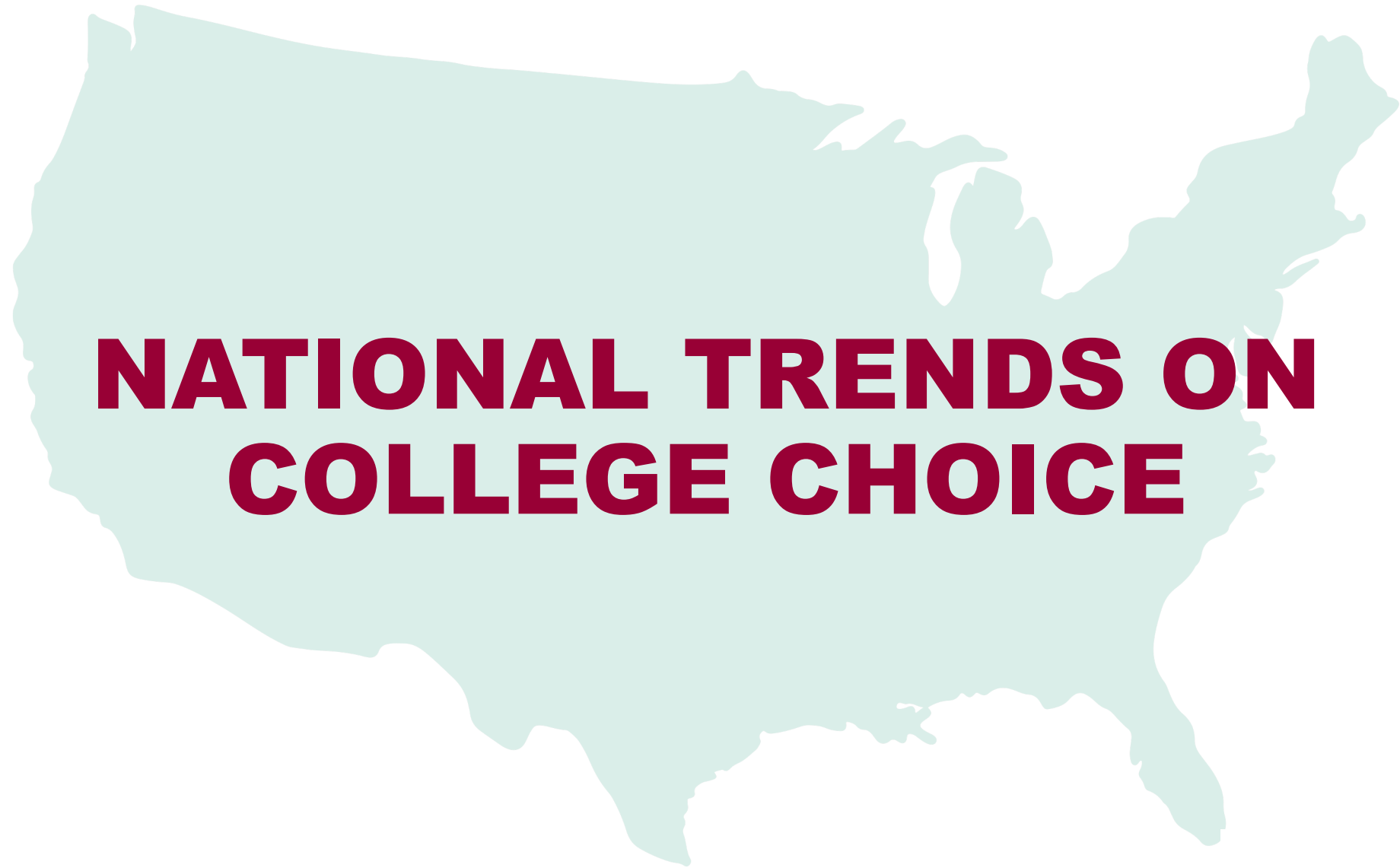
- Academic Excellence
- Academic Offerings



3. Prepare for Permanent Campus Leadership

- Fiscal Stability
- Operational Efficiency

THE HIGHER EDUCATION ENVIRONMENT



**NATIONAL TRENDS ON
COLLEGE CHOICE**



- Waning State Support
- Affordability
- Value of a College Degree
- In-Person
- Online/Hybrid Learning Options
- The College Experience

THE MARKET PLACE

Nearly

20 Million

college students
in the U.S.

More than

5,000

colleges and
universities

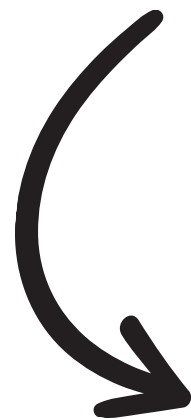
More than

2,000

community
colleges



OUR SHARE



is less than

3,000

students



SO, ABOUT POTSDAM!

To Whom does the University Belong?

- **Students** – Tuition
- **Faculty** – Teach and Shared Governance
- **Staff** – Support
- **Administration** – Leadership
- **Alumni** – Their time/memories and social mobility
- **Foundation** – Sustained fundraising
- **Community** – Interconnection
- **Strategic Partners** – including regional higher ed institutions
- **System** – Statewide Advocacy and Oversight

EXECUTING THE STRATEGY

ENROLLMENT



FOUR POINT PLAN

- 1. North Country – We must secure our base**
- 2. New York City – Partner w/specialized high schools
–music, performing arts, STEM, Business and
Health and Performance**
- 3. International Students – Strategic locations**
- 4. Re-Enroll to Complete – Bring Back Bears!**

WHY 4 PARACHUTES?

1. **We must compete for students** –
Market of competition is unkind
2. **Build and strengthen**
partnerships in NYS
3. **International Students** are not
afraid of **distance**
4. Some students come from
locations just like Potsdam



**Students will
travel far if
they believe
they will
go far**

**- it's the same
reason we're here.**



**EVERYONE WANTS
IDEAL STUDENTS**

Since we are relatively small,
upfront and personal and high touch,
we should be able to effectively transform
the students that want to be here.



THE RISE OF THE “C” STUDENT



The Importance of the “C” Student

Enrollment is transactional; the living and learning community is transformative.

- Who are the C students?
- Why are they important?
- Why should we value them?

RESTORING CONFIDENCE



Why Restoring Confidence is Critically Important

- A safe, secure, and **welcoming campus** environment produces **successful students, happy families, and an appreciated faculty.**
- Collaboration between the campus and the local community leverages and strengthens our assets.

Why Restoring Confidence is Critically Important

- **Strengthen our academic offerings** to make us more competitive.
- We are the principal gatekeepers –
 - If we don't collectively believe, no one else will
 - **Time is the one thing that we don't get back!**



Campus Environment

A safe, secure, and welcoming campus environment requires that we:

- **Prove** to students and stakeholders that we can confront and overcome our challenges.
- **Demonstrate** to community and regional partners our commitment that we are a viable enterprise.
- **Advance** our position among SUNY comprehensive colleges.

Community Engagement

Collaboration and engagement of our broader community requires that we:

- **Rebuild** and strengthen relationships with **sponsors, influencers,** and partners for our enrollment pipeline.
- **Protect** covenant with alumni and the Foundation Board – they give, and we must yield measurable returns on their investments.
- **Leverage** our physical assets and community connectedness.

Broaden our Academic Offerings

The 4 Questions We Must Answer Now:

1. Are our degree programs attractive to today's students?
2. Are programs based on what we want or what they need?
3. Do our programs address and solve real human problems?
4. How does our living and learning community compare to our peer institutions?

The Potsdam College Foundation

We owe the Foundation a return on its investment:

- A tremendous source of strength and support
- Consistent in fundraising for the institution
- Our greatest champion

PERMANENT LEADERSHIP



Charting the Course for Permanent Leadership



Three critical action steps:

- 1. Fully activate a time-measured, 4-point enrollment strategy** with
 - Key process indicators
 - Key performance indicators
- 2. Drive the momentum** for restoring confidence
- 3. Position the campus** to receive permanent leadership

The **APPROACH**

- **Access**
- **Agility**
- **Alignment**



ACCESS



We Need to Be Accessible to

- Students, Faculty, and Staff from
- Local **Community**
- Across the **Region**
- Across the **State**
- Across Country and from across the **World**

**Diverse.
Inclusive.
Welcoming.**







AGILITY



We Need to Be Nimble

- By developing **in-demand degree programs**
- We should **not limit ourselves to in-person** teaching and learning
- We need to **scale online offerings** that allow students and faculty to be innovative
- We need to **pivot** so that we **don't lose position**, but **change position**

Academic Excellence.
Intercollegiate Athletics.
Campus Safety.

ACADEMIC EXCELLENCE



Student Success

- Academic Advising (Starfish)
- Tutoring
- Accommodative Services
- Mental Health & Wellness
- Food Security
- Career Services
- Applied Learning (internships, student teaching)
- Campus Safety
- Diversity, Equity and Inclusion
- Residential Life
- Student Activities
- Greek Life
- Recreation and Clubs
- Intramurals

Academic Offerings & Infrastructure

- **Needed is a System-led comprehensive academic review of each of our programs**
- **Underway - Middle States Commission on Higher Education – Full Reaccreditation – April 2022**
- **Dr. Gordon Plague and Ms. Julie Dold, Co-Chairs**
- **Maintain individual school and departmental accreditation and operational standards**

School of Arts and Sciences

**Students Enrolled:
1,221***

* Undergraduate/Graduate combined



Crane School of Music

**Students Enrolled:
546***

*Undergraduate/Graduate combined



School of Education and Professional Studies

**Students Enrolled:
723***

*Undergraduate/Graduate combined



Exploratory Studies

**Students Enrolled:
166***

*Undergraduate/Graduate combined



**TOTAL NUMBER OF STUDENTS
ENROLLED AT POTSDAM**

2,656

FTE 2,598

Shared Governance and Shared Responsibility



Intercollegiate Athletics



WE NEED TO WIN!

Today, students want to be associated with winning institutions.

- Student athletes need to **win in the classroom**
- We need to **win in the community**
- We need to **win on the field**, on the **court**, and on the **ice**

We must be prepared for the competition.



CAMPUS SAFETY



Officer Gunnar Brown



WE'RE ALL IN THIS TOGETHER

- Understanding
- Trust
- Student Safety

ALIGNMENT



FISCAL AND OPERATIONAL EFFICIENCY

A rigorous budgetary alignment process is underway to help do the following:

- **Generate revenue** to cover operational expenses
- Be selectively **entrepreneurial with underutilized space**
- **Maximize our revenue** share from **third-party contracts**
- Create an **integrated marketing campaign** for sustainable enrollment strategies
- Align every decision point with an underlining return on investment

The CommUniversity



LOCAL COMMUNITY



ASSOCIATED COLLEGES



STRATEGIC PARTNERSHIPS

- Clarkson
- Canton
- Saint Lawrence



THE WAY FORWARD



C

Communication

C

Collaboration

C

Coordination

C

Cooperation

The Four C's

**WE MUST BELIEVE THAT WE
CAN FLY HIGHER AND FASTER!**





WE ARE ON OUR WAY!



New Hires

Fall 2019 – Fall 2021

Academic Affairs

- **School of Arts and Sciences**
 - Kathryn Allen, Anthropology
 - Bridget Amulike, Biology
 - Ayush Srivastava, Chemistry
 - Janine Boland, Psychology
 - Antonio Dos Santos, Philosophy
 - Nathan Hunter, Chemistry
 - Caitlin Monahan, Psychology
 - Richard Lauer, Philosophy
 - Scott Ritner, Politics

Academic Affairs

- **Crane School of Music**

- Russell Biczó
- Brianne Borden
- Riki Braunstein
- Dianne Chappell
- Drew Coles
- David Deshler
- Michael Dudley
- Brian Dunbar
- Anthony Eversole
- Mollie Gotham
- Steven Groth
- Christopher Hernacki
- Christine Hoerning
- Christopher Hotaling

- Keilor Kastella
- Judy Lewis
- Sarah Maurer-Groth
- Kathleen McCarty
- Susan Olinsky
- Matthew Orwick
- Jonathan Schaller
- Christopher Sierra
- Brianne Sterling
- Michael Struzik
- Brock Tjosvold
- James Uzzi
- David Via

Academic Affairs

- **School of Education and Professional Studies**
 - Melinda Bixby, Elementary Education
 - Michelle Kunz, Rebecca V. Sheard Literacy Center
 - Ashley Penny, Rebecca V. Sheard Literacy Center
 - Christopher Sargent, Public Health & Human Performance
 - Joseph Schaefer, Center for School Partnerships & Teacher Certification
 - Benedict Tieniber, Business Administration
 - Anita Weisburger, Elementary Education

Academic Affairs

- Christine Campbell, TRiO
- Jennifer Cootware, Registrar
- Paula Filiatrault, One Stop
- Amanda LeDesma, Watertown Extension Center
- Kailey Mahar, Graduate & Continuing Education
- Taylour Scanlin, Watertown Extension Center

Administration

- Janet Claxton, Physical Plant
- Alex Fefee, Physical Plant
- Benjamin Gardner, Physical Plant
- Dean Manley, Environmental Health & Safety
- Patrick O'Brien, Environmental Health & Safety
- Daniel Peters, Physical Plant
- Dawn Randall, Physical Plant
- Elmer Randall, Physical Plant
- Zachary Snell, Heating Plant
- Daniel Witherell, Physical Plant

Advancement

- Victoria Hocking, Advancement
- Olivia St. Denis, Advancement
- Vanessa Vaverchak, Community Performance Series

Business Affairs

- Isabelle Gates-Shult, Business Affairs
- Rebecca Snyder, Business Affairs

College Communications

- Robert Bendell, Computing & Technology Services
- David Broadbent, Computing & Technology Services
- Steven Green, Computing & Technology Services

Diversity, Equity & Inclusion

- Clifton Harcum, Diversity, Equity & Inclusion
- Tammy McCarthy-Burnett, Diversity, Equity & Inclusion
- Andrea Waters, Diversity, Equity & Inclusion

Enrollment Management

- Erin Conner, Admissions
- Daniel Delsol-Lowry, Admissions
- Patrick Quinn, Enrollment Management

Student Affairs

- Brianna Ferchen, Athletics & Physical Education
- Timothy Fluhler, Athletics & Physical Education
- Gregory Haney, Athletics & Physical Education
- Ellen Hayes, Student Health Services
- Michael Kuruc III, Athletics & Physical Education
- Michele Locy, Student Health Services
- Jennifer Nugent, Residence Life
- Ella Perkins, Campus Life
- Amy Richardson, Counseling Center
- River Seybolt, Athletics & Physical Education
- Alicia Sienkiewicz, Student Health Services
- Meghann Tanner, Athletics & Physical Education
- Rebecca Tejera, Counseling Center
- Ashley Trevor, Residence Life

THANK YOU!

