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# SUNY Oswego College Council Meeting

Thursday, September 26, 2024

2 pm – 4:30 pm

114 Marano Campus Center and via Zoom

# Agenda

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1. **Welcome and call to order** - *James McMahon, College Council Chair*
2. **Approval of Minutes of July 29, 2024** - *James McMahon, College Council Chair*
3. **Student Association Report** - *Aiden Wilson, Student Association President*
4. **Alumni Report** - *Jennifer Janes, Alumni Representative*
5. **Faculty Report** - *Gwen Kay, Chair, Faculty Assembly*
6. **President's Report** - *Peter O. Nwosu, President*
7. **Old Business** - *James McMahon, College Council Chair*
8. **New Business** - *James McMahon, College Council Chair*
  - a. Resolution
9. **Adjournment** - *James McMahon, College Council Chair*

# 3. Student Association Report – Aiden Wilson

## PAST

- Pre-Covid Engagement
  - Elections
  - Laker Life
- Contingency Fund
- Seed Fund
- Partnership with the Division of Extended Learning
- Contract Agreement signed
- Photobooth
- Orientation
- Oswego Serves
- Vote Oswego Partnership

## PRESENT

- September 10th
  - 14 Senators Confirmed
- Committees
  - Finance, Involvement, R&J
  - Monthly Newsletter
- Appointment of Directors
- New Club Process
  - October - November
  - 3 new clubs per semester

## FUTURE

- Tabling
  - For Senators and SA Promotion
- Ozfest Preparation
- Entrepreneurship Fair
- President's Roundtable

# 4. Alumni Association Report – Jennifer Janes

- Since July 1, Alumni Engagement hosted several events, including the annual **Welcoming Torchlight Ceremony** for new students, faculty, and staff, as well as many **Inauguration Week** celebratory activities.
- The **4th Annual Founder's Weekend and Presidential Inauguration** is Sept. 27-29, featuring the 1861 Giving Challenge, Return to Oz VI reunion, 10th Annual Scholars Brunch, Lacrosse and Rugby reunion activities, and more.
- The **Alumni Sharing Knowledge (ASK)** program connects students and alumni for mentorship. Sign up as an ASK mentor at [alumni.oswego.edu/ask](http://alumni.oswego.edu/ask).
  - A new ASK platform launched in March for better alumni-student connections.
- Collaborating with student cohorts, like **Graphic Design** and **CSTEP**.
- **Alumni Ambassadors** are supporting Admissions this fall, representing SUNY Oswego at college fairs in Long Island and in NYC.
- The **Graduates Of the Last Decade Leadership Council (GOLD LC)** has 68 members and will meet in October. **The Future Alumni Network (FANs)** has 20 student ambassadors.

# 4. Alumni Association Report - Cont'd

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- Five alumni athletes will be inducted into the **Athletic Hall of Fame** on Oct. 12:
  - **Carlos Dolmo** '99 (Wrestling)
  - **Greg Doyle** '08 (Swimming)
  - **Sean Green** '90 (Hockey)
  - **Nicholas Perioli** '08 (Basketball & Baseball)
  - **Jenny VanEtten Reed** '10 (Swimming)
- The latest **Oswego Alumni Podcast** features Mike Frazer '79, a Pittsburgh radio DJ. Listen on any podcast platform.
- The **Oswego Alumni Book Club** is reading Tom Lake: A Novel by Ann Patchett. Join at [alumni.oswego.edu/bookclub](http://alumni.oswego.edu/bookclub).
- The next edition of the **OSWEGO Alumni Magazine** will feature a “Lights, Camera, Action” theme, and is scheduled to hit mailboxes in late-September.

## 5. Faculty Report – Gwen Kay

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1. Haudenosaunee Task Force: Implementation
2. Civic Engagement Task Force: Creation, Execution
3. Hyflex Policy: Development
4. Course Approvals, Departmental Changes

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# 6. President's Report

# Campus Climate

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1. Fall 2024 Campus Preparedness Protocols
2. SUNY Guidance: Preparing for the One Year Commemoration of October 7
3. Civic Engagement Initiatives



# Strategic Engagements

- SUNY System
  - Legislative Advocacy for Facility Modernization – Chancellor King’s Plan
- Lake Ontario National Marine Sanctuary
  - National Oceanic Administration Campus Visit
  - The Great Lakes Institute
- Pathfinder Bank Board of Directors
- Shineman Foundation Board
- Oswego County Leaders
- Micron Technology
  - Oswego County-Micron Strategy Steering Committee
  - SUNY Oswego Micron-Presidential Working Group
  - Oswego Center for Stem Excellence + Community Investment Fund Proposal
- International Education (NAFSA, Saudi Arabia Cultural Mission)
- Town of Oswego (Fire Safety Protocols)

Visit from NOAA VIP Guests



Lake Ontario National Marine Sanctuary Designation Ceremony



# Enrollment Update

Fall 2024 Enrollment	Applications	Accepts	Enrolled
<b>First Year:</b>	15,897 (+841)	12,204 (+560)	1,284 (+69)
<b>Transfers:</b>	2,036 (+48)	1,124 (-1)	546 (+7)
<b>New Graduate Students:</b>	701 (-60)	470 (-8)	321 (-14)

Total Enrollment	Undergraduate	Graduate	Fall 2024 Enrollment
<b>September 6, 2023:</b>	5,800	1,110	6,910
<b>September 6, 2024:</b>	5,660	1,212	6,872
<b>Change:</b>	-140	+102	-32

# Retention Update

- Academic Care Team
- GST 100 and 104
- ACE (275 students)
- Earlier Alerts
- FAFSA Completion CORP (4)
- Title III Financial Literacy interns (8)
- Majors/Minors Fair October 4, 2pm -4pm
- Expanding Retention Committee
  - CSTEP
  - Slate
  - CTS
  - Extended Learning
  - Residence Life
  - Athletics

<b>Fall 2023 Retention*</b>	<b>Cohort Headcount</b>	<b>Student Retained/Graduated</b>	<b>First Year Retention</b>	<b>Prior Year Retention</b>
<b>First Year:</b>	<b>1187</b>	<b>845</b>	<b>71.2%</b>	<b>70.3%</b>
<b>Transfers:</b>	<b>486</b>	<b>388*</b>	<b>78.2%</b>	<b>82.2%</b>

# Retention Update – Cont'd

## First Year Retention - Preliminary

Fall 2023 Cohort (First-time, Full-time & Part-time)

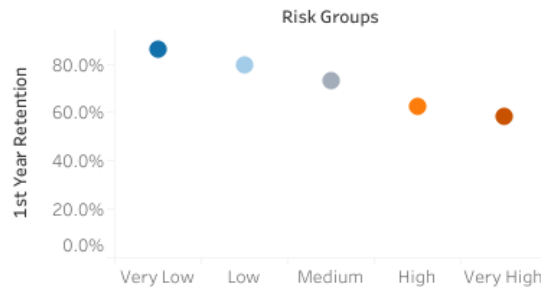
State University of New York at Oswego

Which first years were retained into their second year? What seems to make a difference?

Cohort Headcount <b>1,187</b>	First Year Retention <sup>i</sup> <b>71.2%</b>	Students Retained <b>845</b>
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### Risk Factors

1st Year Retention by Risk Factors



Risk scores (0=no risks, to 10=maximum risk) were assigned to all fall 2023 first-year students using an internal calculation. Unsurprisingly, low risk students were retained at lower rates than high risk students.

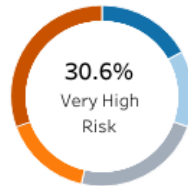
What can we do? Engagement programs -- such as being a student athlete or an EOP student -- are one strategy to support student success and retention.

### Specific Engagement Programs

Select Program:  
FYSC

	All First Years	FYSC
Cohort Headcount	1,187	330
1st Year Retention	71.2%	69.8%

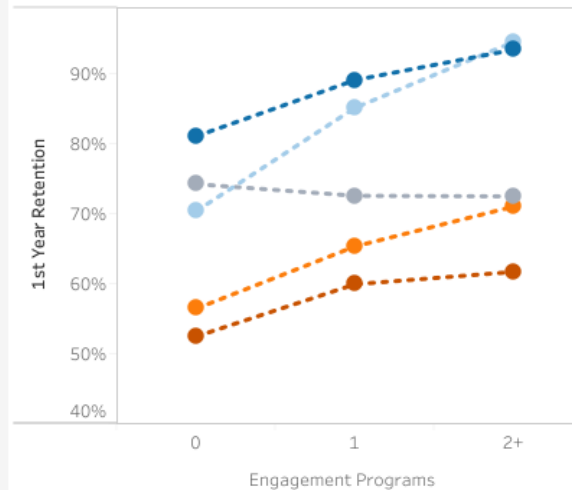
Risk Distribution  
FYSC Program



### Risk Factors + Engagement Programs

Risk Factors

Very Low Low Medium High Very High



Looking at risk factors and participation in engagement programs together, students are more likely to be retained when enrolled in an engagement program -- and that effect is even larger when enrolled in two or more programs.

For example, very high risk students who were in 2 or more engagement programs were retained at 9.2% higher rates than similar students who were not in any programs.

The only exception was the medium risk group.

	Programs	Risk Groups					Grand To..
		Very Low	Low	Medium	High	Very High	
Cohort Headcount	0	100	91	89	78	82	440
	1	100	107	120	72	167	566
	2+	30	18	29	31	73	181
1st Year Retention	0	81.0%	70.3%	74.2%	56.4%	52.4%	67.7%
	1	89.0%	85.0%	72.5%	65.3%	59.9%	73.1%
	2+	93.3%	94.4%	72.4%	71.0%	61.6%	73.5%
Cohort Headcount	Total	230	216	238	181	322	1,187
1st Year Retention	Total	86.1%	79.6%	73.1%	62.4%	58.4%	71.2%

Data Source: Internal data on first-year experiences and holistic risk factors, combined with A14066 for Persistence Rate of Freshman Cohort. Data last updated 7/16/2024. Address questions to the Office of Institutional Research & Assessment at ira@oswego.edu.

# Budget Update



## Preliminary Enrollment Survey based on September 3, 2024, Enrollments

### BUDGET IMPLICATIONS

	Fall 2023 PES Projection	Fall 2023 Actual	Fall 2024 PES Projection	Fall 2024 Revenue Projection (budget)	% Change 2024 PES Projection to Fall 2023 Actual	% Change 2024 PES Projection to Budget	# Change 2024 PES Projection to Fall 2023 Actual	# Change 2024 PES Projection to Budget
<b>Total Head Count</b>	<b>6770</b>	<b>6756</b>	<b>6729</b>	<b>6565</b>	<b>-0.40%</b>	<b>2.50%</b>	<b>-27</b>	<b>164</b>
UG FT	5313	5305	5139	5010	-3.13%	2.57%	-166	129
UG PT	346	347	400	390	15.27%	2.56%	53	10
GR FT	444	438	453	460	3.42%	-1.52%	15	-7
GR PT	667	666	737	705	10.66%	4.54%	71	32

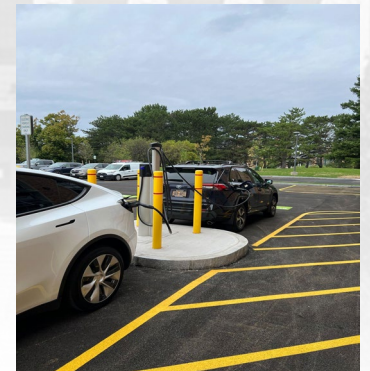
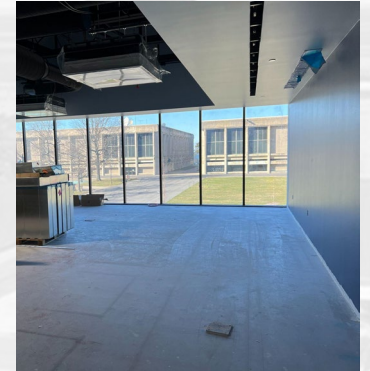
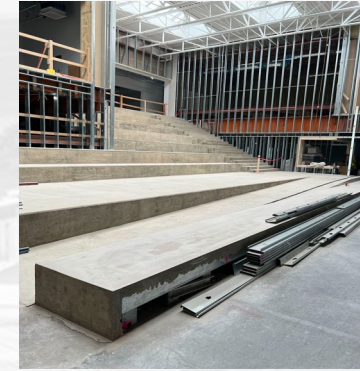
PES = Preliminary Enrollment Survey

Data as of 9/3/2024

# Capital Facilities Updates

## Construction Activity

- Hewitt Hall: \$80.0m
- Hewitt Hall Equipment: \$5.0m
- Laker Hall Roof: \$6.5m
- Pathfinder Dining Hall: \$.75m



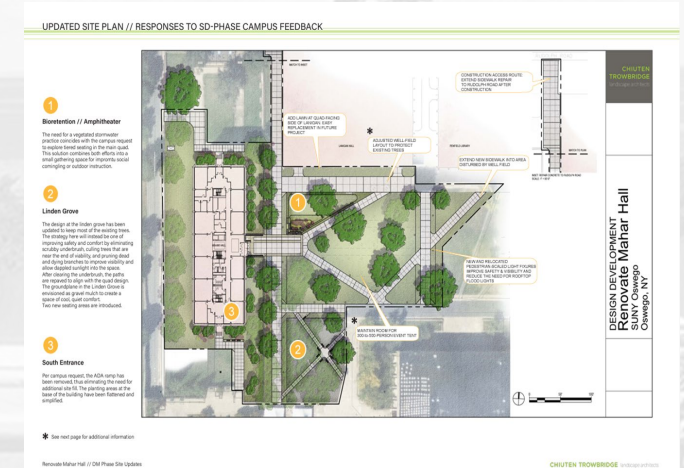
# Capital Facilities Updates - Cont'd

## Design Activity

- Mahar Hall Rehab: \$55m
- Mahar Surge: \$1.5m
- Hewitt Quad (including Geothermal): \$5m
- Culkin Mechincal & Utlities Upgrades: \$30.0m
- Rehab Lanigan Lecture Center: \$110.0m

## Planning Activity

- Campus-wide Energy Master Plan - Completed
- Academic Facilities Master Plan Update - Completed
- Residential Housing Master Plan - Completed
- Student Engagement Space Assessment – Completed
- Penfield Library: \$150.0m (Future Appropriation)
- Campuswide Geothermal Loop(s): \$200.0m (Future Appropriation)



# SUNY Oswego: Reputational Perspective From US News College Rankings



Every fall, US News welcomes us back to school by publishing its current “Best Colleges” rankings

- U.S. universities are divided by geography and by mission (generally following the Carnegie Classifications).
- SUNY Oswego is in a group of 165 - 180 Regional Universities – North.
- About 2/3s of the schools in our U.S. News group are private, including a handful of for-profit schools.



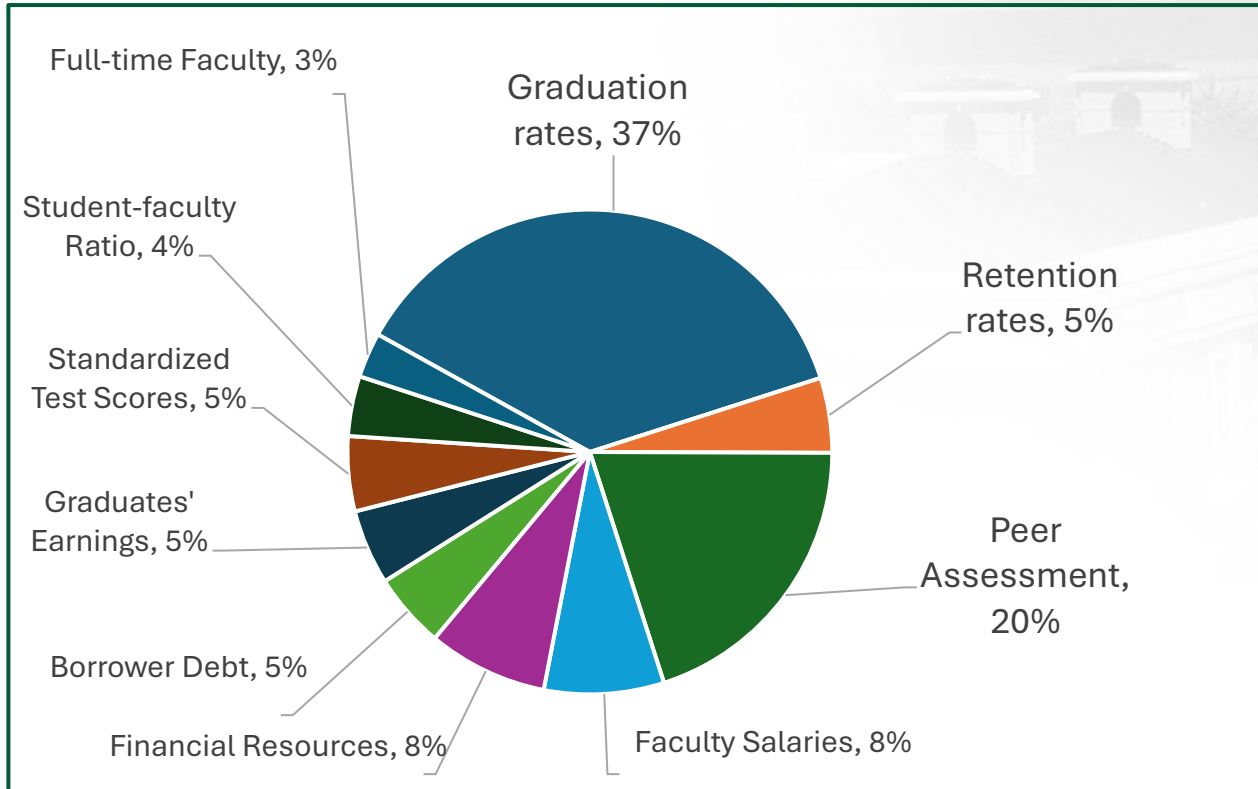
# SUNY Oswego: Reputational Perspective From US News College Rankings

## US News Method

- Collect IPEDS-Type Data Directly From Universities.
- Collect Additional Data From the College Scorecard (Debt, Salaries).
- Get Peer Ratings From University Leaders.
- Generally Aggregate Information From the Most Recent Three or Four Year Periods.
- For Each Metric Area, They Take the Average Values, Standardize Them Across the Group, and Rank the Schools in the Group From Best to Worst.
- The Ranked Values for Each Metric Area Are Then Weighted (See Next Slide) and Aggregated, and the Aggregated Values Are Again Standardized From 0 to 100 and Schools Are Ranked on the Basis of Those Scores.

# SUNY Oswego: Reputational Perspective From US News College Rankings

US News Metrics and Weights for Rankings: 10 Areas of Data, but Mostly Graduation Rates



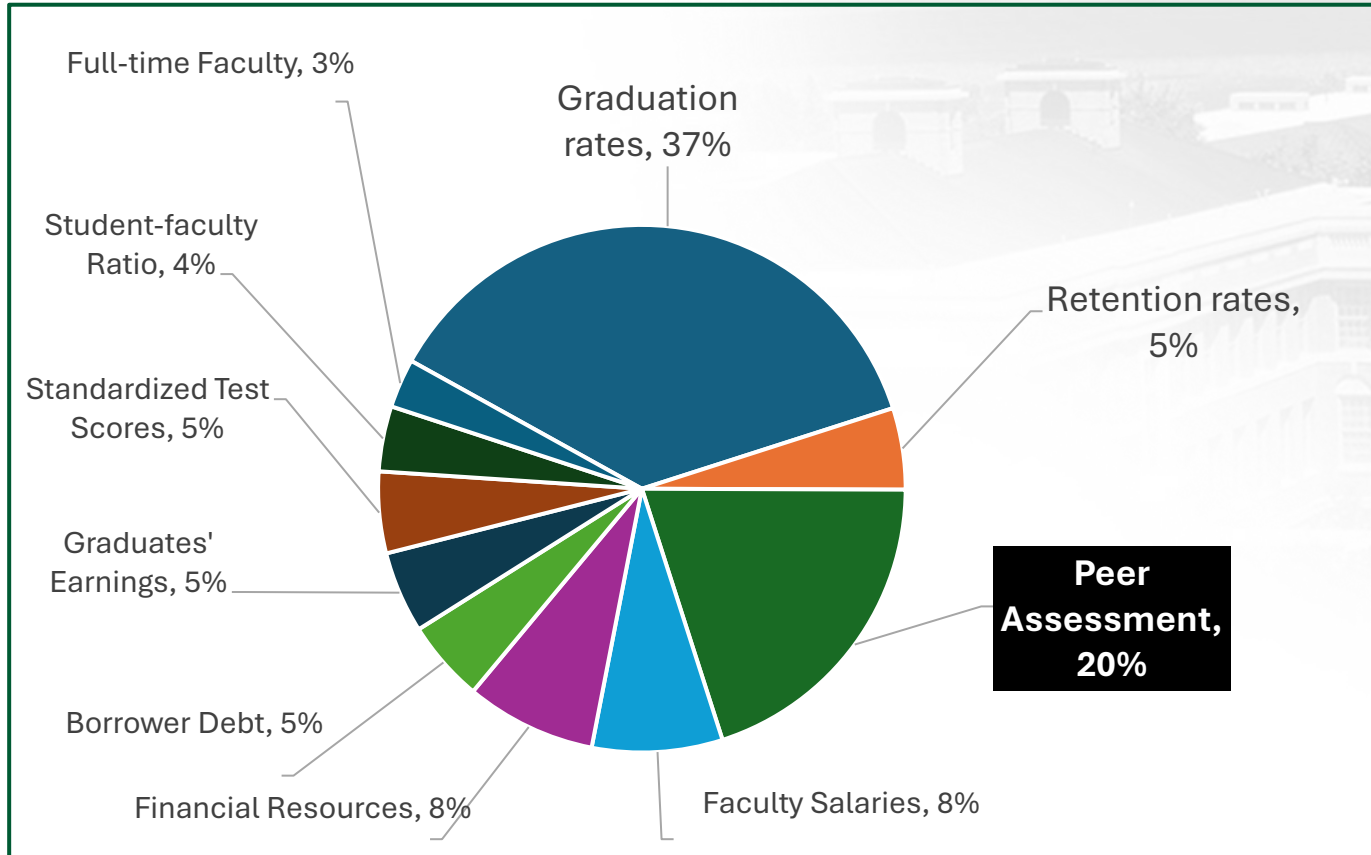
## Graduation rates include 4 parts:

1. 4 years of 6-year graduation rates overall.
2. Points for how many students graduate after controlling for spending per student, the proportion of undergraduates receiving Pell Grants, standardized test scores and high school class standing of the entering classes, and the proportion of undergraduates who are first-generation college students.
3. Graduation rate for Pell recipients.
4. Equity between Pell and Overall rates.

ALL of this is based on only first-time, full-time fall undergraduates.

# SUNY Oswego: Reputational Perspective From US News College Rankings

## Metrics and Weights, continued



### Peer Assessment:

- The weighted, two-year rolling average of ratings on academic quality received by presidents, provosts and deans of admissions or similar officials.
- Respondents rate the overall academic quality of peer schools' undergraduate academic programs on a scale from 1 to 5.
- E.G., 3-4 leaders from each of the other ~175 schools in our “Regional Universities – North” group are asked to rate us.
- Typical response rates are 30-40%; scores can be based on input from as few as 20-30 officials.

# SUNY Oswego: Reputational Perspective From US News College Rankings

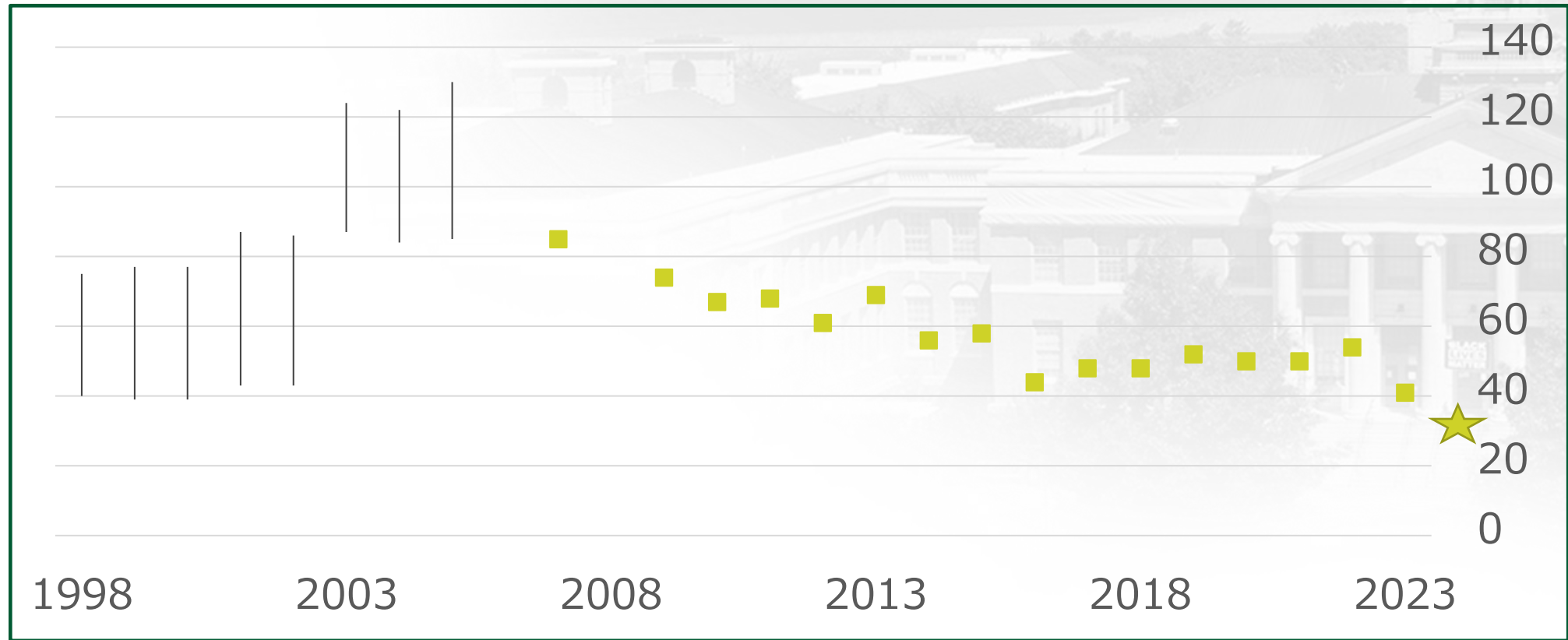
Oswego's Ranking Results by Fall of Release, Selected Pieces of the Data

	2019	2020	2021	2022	2023	2024
Rank	#52 out of 126	#50 out of 132	#50 out of 171	#54 out of 175	#39 out of 166	#37 out of 165
Peer Assessment	2.9	2.9	2.9	2.9	2.9	2.9
Graduation Rate average	64%	67%	65%	67%	64%	60%
Over/Under Graduation Rate	+3%	+6%	+6%	+7%	+6%	+3%
Pell Graduation Rate (new)					61%	57%
Retention Rate average	79%	78%	78%	77%	73%	70%

Prior method..... New method

# SUNY Oswego: Reputational Perspective From US News College Rankings

## Oswego's US News Rank through History



# US News Ranking for SUNY schools in Regional Universities-North

2019	2020	2021	2022	2023	2024
SUNY Poly, 12	SUNY Poly, 12	SUNY Poly, 12	SUNY Poly, 9	Geneseo, 12	Geneseo, 13
Geneseo, 14	Geneseo, 13	Geneseo, 16	Geneseo, 16	New Paltz, 24	New Paltz, 19
New Paltz, 28	New Paltz, 45	New Paltz, 31	New Paltz, 22	SUNY Poly, 25	Oneonta, 25
<b>Oswego, 52</b>	<b>Oswego, 50</b>	<b>Oswego, 50</b>	Maritime, 40	Maritime, 25	Maritime, 25
Oneonta, 52	Maritime, 56	Maritime, 58	<b>Oswego, 54</b>	Oneonta, 29	SUNY Poly, 33
Fredonia, 56	Fredonia, 67	Plattsburgh, 62	Plattsburgh, 68	<b>Oswego, 39</b>	<b>Oswego, 37</b>
Plattsburgh, 63	Cortland, 71	Fredonia, 62	Fredonia, 70	Plattsburgh, 54	Plattsburgh, 49
Cortland, 63	Potsdam, 71	Cortland, 70	Potsdam, 73	Cortland, 60	Cortland, 49
Maritime, 66	Oneonta, 75	Brockport, 73	Brockport, 75	Brockport, 64	Brockport, 55
Potsdam, 66	Plattsburgh, 75	Oneonta, 73	Oneonta, 75	Fredonia, 69	Fredonia, 66
Brockport, 80	Brockport, 83	Potsdam, 78	Cortland, 85	Potsdam, 86	Potsdam, 84
Buffalo State, 104	Buffalo State, 105	Buffalo State, 103	Buffalo State, 113	Old Westbury, 95	Old Westbury, 101
Old Westbury, 129-170	Old Westbury, 136-176	Old Westbury, 131-171	Old Westbury, 124	Buffalo State, 118	Buffalo State, 120
Empire State, unranked	Empire State, 136-176	Empire State, 131-171	Empire State, 133-175	Empire State, 150-166	Empire State, 151-165

# SUNY Oswego: Reputational Perspective From US News College Rankings

- Additionally, the university's social mobility ranking has improved by nine spots, now placing it at **#9** in the North for social mobility.
- The university also climbed one position to **#14** in public colleges in the region, which includes colleges in New York, Pennsylvania, New Jersey, Maryland and Delaware.
- Oswego's support of veterans and active military members continues to earn recognition, with the university moving up four spots to **#18** regionally in the Best for Veterans category.
- The university appears on the national U.S. News rankings for Top Undergraduate Engineering Programs, non-doctorate; Top Computer Science Schools; Top Undergraduate Business Programs; and Top Psychology Programs.
- In recognition of its strong academics and student preparation at the more affordable SUNY prices, the University continues its place among the Best Value Schools in the North where it is currently ranked **#54**.

# SUNY Oswego: Reputational Perspective From US News College Rankings – Next Steps

- Improving Students' Academic Performance in Their Classes May Be the Single Most Important Thing We Can Do to Improve Outcomes and Rankings.
- But Many Possible Actions to Improve Our Rankings Extend Beyond Just Class Grades.

To Influence...	We Should Focus On ...
Graduation Rates	Advising, Student Life, Tutoring, Math (Title III), ACE, SSS/TRIO
Peer Reputation	Branding and Marketing
Faculty Salaries, Financial Resources, S:F Ratio, FT Faculty	Budgeting Work to Maintain Support for Academic Priorities
Borrower Debt	Need-based Scholarships, Financial Aid Advising (Title III)
Graduates' Earnings	Career Readiness, Internships, Career Services Programming



# Branding SUNY Oswego: Research Recap

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## Top Attributes

- Affordability/Value
- Welcoming Environment
- Faculty Committed To Student Success
- Excellent Career Prospects
- Lake Ontario

## Challenge

- Need To Boost Familiarity

# Branding SUNY Oswego: Next Steps

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## **Friendly & Student-Centered**

- Use student testimonials and success stories in marketing work.

## **Affordable & Lakeside Living**

- Promote financial aid options and show the beauty of the campus in all work; promote the educational options that lake access offers.

## **Career-Focused**

- Highlight career services, internships, and job placement success.

## **Name Recognition/Familiarity**

- Boost use of search engine optimization (SEO) tactics
- Broaden reach of online campaigns
- Aggressive media relations

# Branding SUNY Oswego: Next Steps – Cont'd

## CURRENT WORK

### Print and Digital Materials

#### Print

- Focus on the lakeside campus, community spirit, dedicated faculty, affordability, and real student success stories.

#### Campaign and Main Website

- Work to ensure new messaging is consistent across the homepage and key sections for a cohesive brand experience.

#### Social Media and Student Stories

- Feature narratives that emphasize personal growth and career-oriented experiences. Gather and share stories focusing on inclusivity and affordability.

**DISCOVER THE POSSIBILITIES**  
Educational exploration is a way of life at Oswego. Academics are rigorous, and learning goes way beyond sitting in a classroom – it's enhanced by new experiences, real-world research and project-based problem-solving across all disciplines.

U.S. News & World Report, 2024  
**#15 Among Public Universities "Regional Universities – North"**

Money Magazine's  
**Best Colleges in America 2023**

A Princeton Review  
**Top pick for 21 years straight**

**22** Average class size  
**550** Faculty including ~380 full-time faculty  
**14:1** Student to faculty ratio

**FACULTY COMMITTED TO YOUR SUCCESS**  
Our faculty go beyond teaching. They're Fulbright scholars, top-notch researchers, and award-winning artists and writers. They're not just educators, they're extraordinary mentors ready to elevate your learning experience. Offering personalized guidance and mentorship to nurture your academic, professional and personal growth. Plus, they've scored major research grants from NASA and the National Science Foundation, among others.

**70+ MAJORS** | **70+ MINORS** | **40+ GRADUATE PROGRAMS**

**500+** Students in Internships Yearly  
**80+** Study Abroad Programs

**SUCCESS BY THE LAKE**  
There's more to the college experience than academics. Immerse yourself in all our campus has to offer – whatever your interests, hobbies and passions – and you'll become an important part of our vibrant community. Pretty soon, Oswego will start to feel like home.

**700 ACRES** on the Shores of Lake Ontario  
**\$1 BILLION** in New Facilities  
**175+** Clubs and Organizations  
First-year students may bring a car

**CAREER AND WORLD READY**  
We're committed to supporting your career aspirations for life. From your first day as a Laker and throughout your journey, our comprehensive career resources and unwavering support ensure that you're prepared for success. Benefit from a guaranteed alumni mentor and tap into our vast network of accomplished graduates, providing invaluable guidance and opportunities that last a lifetime.

**99%** of graduates EMPLOYED or CONTINUING EDUCATION  
**91%** work in the field of their choice  
**94,000+** strong alumni network

Personal 1:1 career coaching meetings with students | Guaranteed alumni mentor

**Take The Next Steps!**

**STEP ONE**  
Check our list of more than 140 majors, minors and programs online.  
[OSWEGO.EDU/ACADEMICS](#)

**STEP TWO**  
Learn more about tuition and aid.  
[OSWEGO.EDU/TUTOR-AND-AID](#)

**STEP THREE**  
Plan a visit!  
[OSWEGO.EDU/VISIT](#)

**STEP FOUR**  
Ready to apply?  
[OSWEGO.EDU/APPLY](#)

**STEP FIVE**  
Mark these dates:

**FIRST-YEAR STUDENTS**  
• Early Action Deadline: November 15  
• Priority Scholarship Consideration: January 15

**TRANSFER STUDENTS**  
• International Application: Open  
• Spring: December 15  
• Fall: March 1

**FAST FACTS**  
#OSWEGOONLINE  
AFFORDABILITY FOR ALL: 22% of graduates secure a job or graduate with no debt.  
EXPANDED ACCESS: 30+ international programs and 10+ study abroad programs available in 20+ countries.  
LAKESIDE LIVING: 700+ acres of scenic beauty on the shores of Lake Ontario.  
SOCIAL MOBILITY LEADER: #1 in the nation for social mobility (U.S. News & World Report, 2023).  
SUSTAINABLE CAMPUS: LEED Gold certified building.

**MAJOR CHOICES**  
COLLEGE OF LIBERAL ARTS AND SCIENCES: Bachelor's degrees in Business Administration, Criminal Justice, Health Services, Human Services, International Studies, Journalism, Liberal Studies, Psychology, Public Health, Sociology, and more.  
SCHOOL OF BUSINESS: Bachelor's degrees in Business Administration, Finance, Management, and more.  
SCHOOL OF EDUCATION: Bachelor's degrees in Elementary Education, Middle Level Education, and more.  
SCHOOL OF PROFESSIONAL STUDIES: Bachelor's degrees in Health Services, Human Services, and more.  
SCHOOL OF COMMUNICATION: Bachelor's degrees in Advertising, Public Relations, and more.  
SCHOOL OF CONSTRUCTION: Bachelor's degrees in Construction Management, and more.  
SCHOOL OF ENGINEERING: Bachelor's degrees in Mechanical Engineering, and more.

**YOUR STORY STARTS HERE**  
IT ALL STARTS NOW

**TRAVEL PIECE INSIDE SPREAD**  
Revised headlines and showcased key stories

**FAST FACTS**  
#OSWEGOONLINE

**MAJOR CHOICES**  
Now it's time to explore. Our 4 schools offer more than 140 majors, minors and concentrations for your professional and personal development.

**COLLEGE OF LIBERAL ARTS AND SCIENCES**  
Bachelor's degrees in Business Administration, Criminal Justice, Health Services, Human Services, International Studies, Journalism, Liberal Studies, Psychology, Public Health, Sociology, and more.

**SCHOOL OF BUSINESS**  
Bachelor's degrees in Business Administration, Finance, Management, and more.

**SCHOOL OF EDUCATION**  
Bachelor's degrees in Elementary Education, Middle Level Education, and more.

**SCHOOL OF PROFESSIONAL STUDIES**  
Bachelor's degrees in Health Services, Human Services, and more.

**SCHOOL OF COMMUNICATION**  
Bachelor's degrees in Advertising, Public Relations, and more.

**SCHOOL OF CONSTRUCTION**  
Bachelor's degrees in Construction Management, and more.

**SCHOOL OF ENGINEERING**  
Bachelor's degrees in Mechanical Engineering, and more.

**OFFICE OF ADMISSIONS**  
225 Franklin St. | Oswego, NY 13126  
315.317.2200 | admissions@oswego.edu

**YOUR STORY STARTS HERE**  
oswego.edu



# Branding SUNY Oswego: Next Steps – Cont'd

## CURRENT WORK CAMPAIGN WEBSITE

OSWEGO STATE UNIVERSITY OF NEW YORK

EXPLORE TUITION & AID VISIT TRANSFER APPLY

# YOUR STORY STARTS HERE

It all starts at SUNY Oswego: discover the possibilities with our extensive program selection, thrive in a vibrant campus community, and excel with dedicated faculty committed to your growth. With personalized mentorship and support at an affordable cost, achieve success by the lake and become career and world-ready.

APPLY NOW

### WHY SUNY OSWEGO?

- DISCOVER THE POSSIBILITIES**  
 Our extensive educational selection and community fosters growth, breaks down barriers and empowers impact and innovation.
- FACULTY COMMITTED TO YOUR SUCCESS**  
 Our dedicated faculty offer personalized mentorship and an immersive, practical education to help you excel.
- CAREER AND WORLD READY**  
 We offer career resources and support for life. Supported by a guaranteed alumni mentor and wide-reaching 94,000+ strong alumni network.
- AFFORDABILITY FOR ALL**  
 Unlock the power of education. Oswego empowers students to pursue their dreams and achieve academic excellence with less debt.
- SUCCESS BY THE LAKE**  
 Our lakeside campus offers a serene environment for learning and living, with soothing waves and breathtaking sunsets. It's truly a unique experience.
- VIBRANT CAMPUS COMMUNITY**  
 You'll have the opportunity to learn from and engage with people from different backgrounds and cultures.

ACADEMICS

PERSONALIZED GUIDANCE

### FACULTY COMMITTED TO YOUR SUCCESS

Dive into hands-on experiences with internships, pioneering research, and global study programs. Explore entrepreneurship, ignite your creativity, and learn from distinguished experts. Our personalized mentorship ensures you're not just prepared for your career but equipped to lead and innovate.

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- ENTREPRENEURSHIP OPPORTUNITIES
- GLOBAL EXPERIENCES
- LEARN FROM EXPERTS
- IGNITE YOUR CREATIVE POTENTIAL
- RESEARCH

# Branding SUNY Oswego: Next Steps – Cont'd

## CURRENT WORK TOP SOCIAL REELS 23-24



Maurice Williams  
The place for me  
**197K Views**



Jolie Santiago  
I met my best friends here  
**375K Views**



Margaret Romano  
Why I chose Oswego  
**282K Views**

# Branding SUNY Oswego: Next Steps – Cont'd

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## Why a Full Rebrand?

### KEY POINTS

- Develop new, consistent ways to promote our attributes in ways that resonates with prospective students, their families, and other audiences.
- Determine what makes us distinguishes us from rivals.
- Find out what messages connect with the people we want to reach.
- Create a consistent look that stands for who we are.

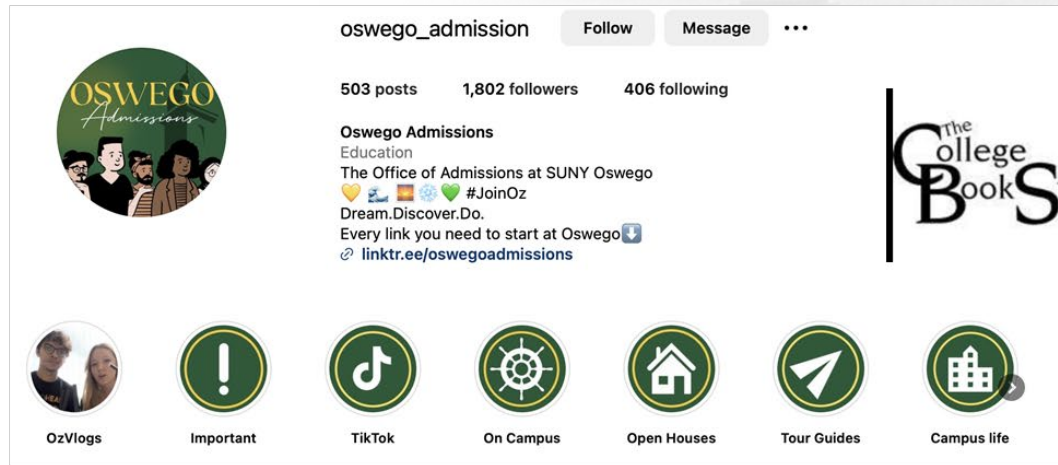
# Branding SUNY Oswego: Next Steps – Cont'd

## EXAMPLES OF OSWEGO ID MARKS



# Branding SUNY Oswego: Next Steps – Cont'd

## EXAMPLES OF OSWEGO ID MARKS



**auxiliary services**  
SUNY Oswego

### Dining Options

2024-2025

<b>GREEN Unlimited</b> \$90 Dining Dollars Offers superior value, variety and access to all meals. \$3,540 per semester	<b>Dining Laker Dollars</b> All Meal Plans include a 'Laker Dining Dollars' account in the cost of the plan that may be used in any Residential Dining Center, Retail Dining Operation, and Arville as well as delivery from The Pies Guys, Oswego Sub Shop, and Worzones as well as dine in or take out at Fajita Grill. 'Dining Dollars' balances can be increased at any time via secure portal on our website www.oswego.edu/auxserv or stop in the ID & Meal Plan Office. The Laker Dining Dollars' portion of the on campus student meal plan rolls over from the fall semester, provided a meal plan is purchased for the spring semester. The Dining Dollars balance do not roll over from the spring semester to the fall semester. Balances must be used by Spring Commencement. Laker Dining Dollars accounts are New York State tax exempt and therefore are non-refundable.
<b>GOLD 240 Meals per Semester</b> \$425 Dining Dollars \$3,540 per semester	
<b>WHITE 150 Meals per Semester</b> \$950 Dining Dollars \$3,540 per semester	

**Dining Locations**

**Resident Dining Operations**  
Lakeside, Cooper, Pathfinder

**Retail Dining Operations**  
Marano Campus Center Food Venues (Crossroads Grille, Laker Express Market, Cutting Board, Palates, Refresh 2.0), Lake Effect Cafe (Perkins), Fusion Cafe (Shuman Center), Rich W. Four Cafe (Rich Hall).

**College Store in Lanigan Hall**

**ID Card Information**

Your Oswego State University photo ID card has many uses including:

- Personal Identification
- Residence Hall Door Access
- Dining Services Meal Plan/Laker Dining Dollars\*
- College Store Flex Plan\*
- Health Center
- Centro Bus

\*Purchase must be made before ID card can be used for these services.

**Questions or Information Contact:**  
ID and Meal Plan Office, 203 Culture Hall  
SUNY Oswego, Oswego, NY 13126  
Phone: (315) 315-2558  
Fax: (315) 315-2310  
E-mail: dnoip@oswego.edu

**The Oswego Guarantee**  
Meal Plan prices are guaranteed not to increase more than 5% per year for four consecutive years a student attends SUNY Oswego.

[www.oswego.edu/auxserv](http://www.oswego.edu/auxserv)



# Branding SUNY Oswego: Next Steps – Cont'd

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## Rebranding SUNY Oswego

### Objective

- Establish SUNY Oswego as a symbol of excellence in education, personal and professional growth, socio-economic advancement, and global social responsibility.

### Overview

- A comprehensive 3-year rebranding plan with an estimated budget of \$300,000 per year.

### Key steps

- Brand Foundation (Year 1), Implementation and Rollout (Year 2), Merch, Events, and Signage (Year 3).

# Branding SUNY Oswego: Next Steps – Cont'd

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## **Step 1 – Brand Foundation (Year 1 – Est. \$300K)**

- Stakeholder engagement, brand audit, creative concepting and testing, content strategy, tagline, visual and brand guidelines.

## **Step 2 – Implementation and Rollout (Year 2 – Est. \$300K)**

- Logo, website redesign and development, redesign marketing collateral, revamp social media and digital presence, as well as publications.

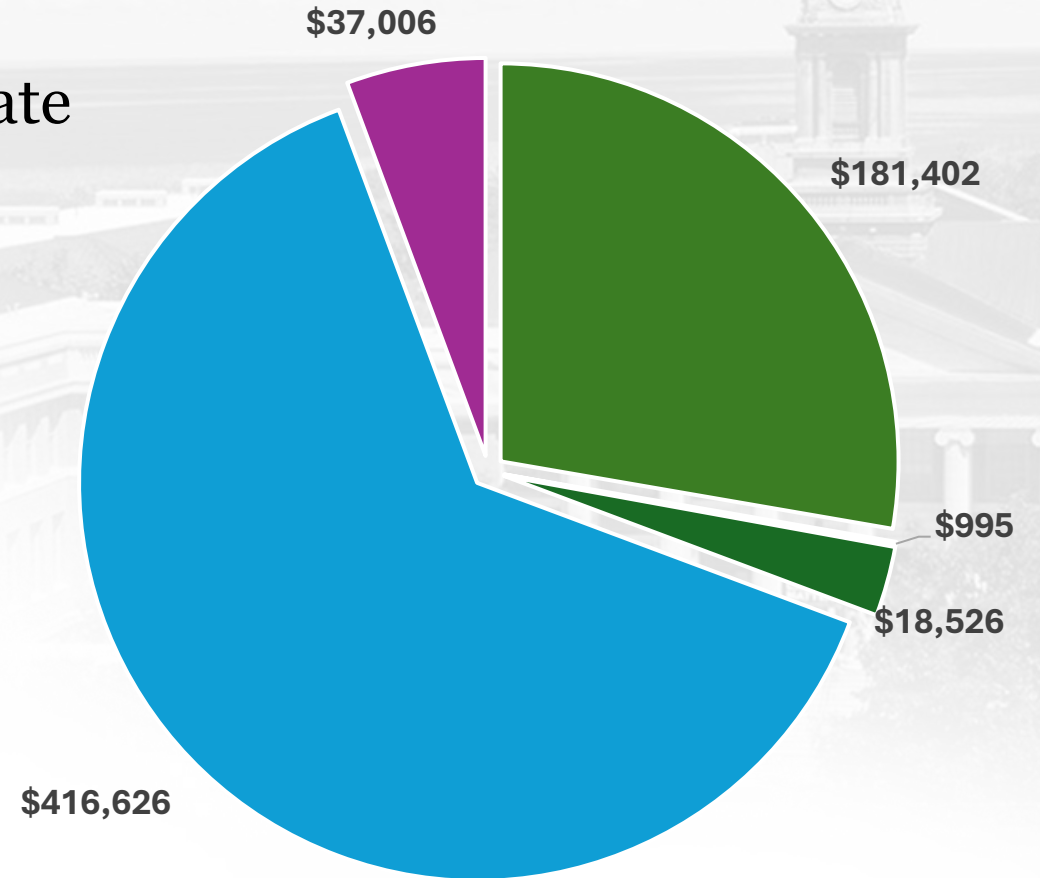
## **Step 3 – Merchandise, signage, event branding, integrate all technology Platforms (Year 3 – Est. \$300K)**

# Fundraising Updates

## FY 2024-25 Fundraising Summary

- Raised **more than \$650,000** to date

- Endowed Scholarships
- Endowed Campus Department & Program
- Unendowed Scholarships
- Campus Department & Program
- Unrestricted



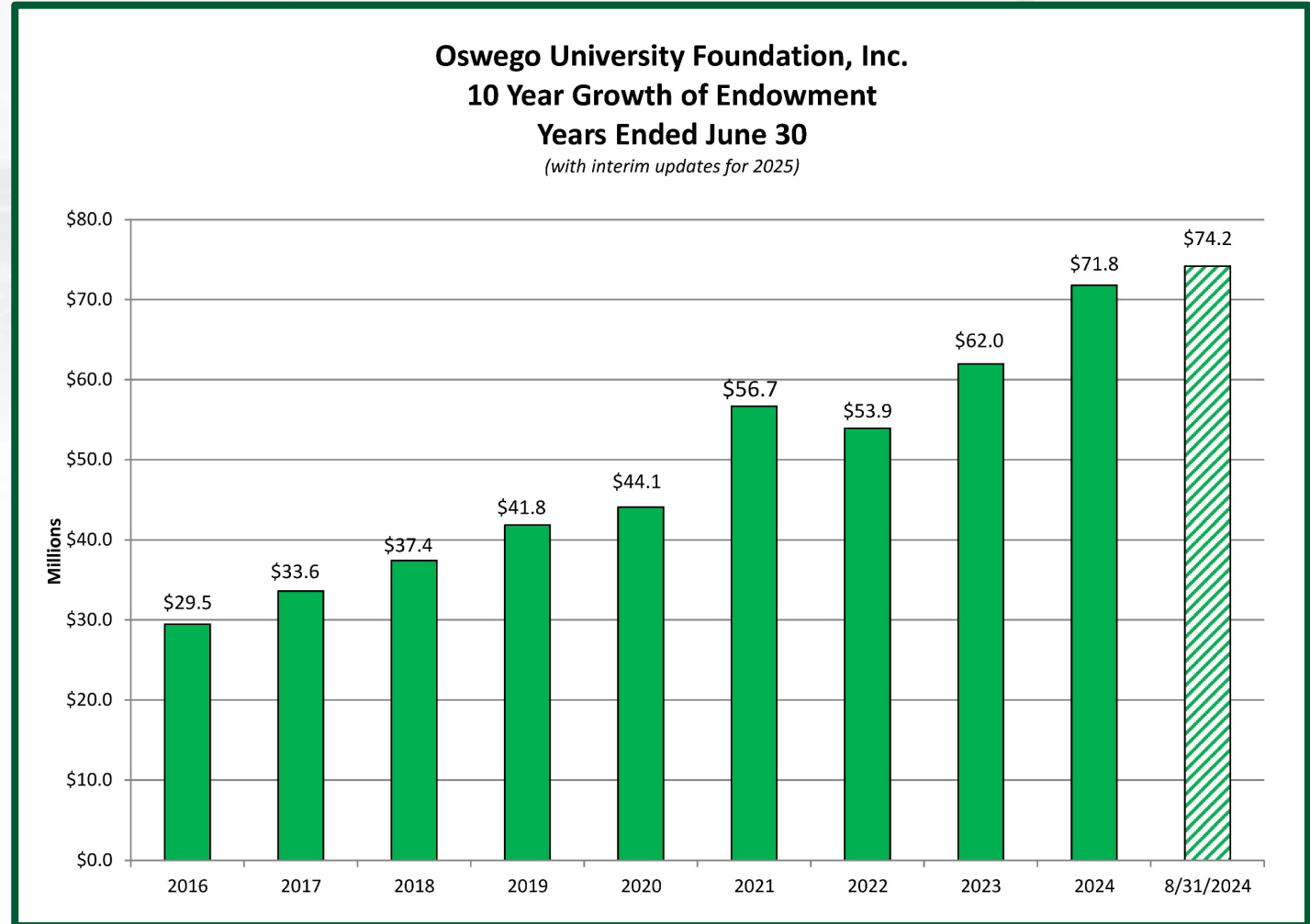
# Fundraising Updates

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- **The Transforming Lives Scholarship Initiative** launched FY 23-24.
- **\$6.68 million** in scholarship support for our students raised so far.

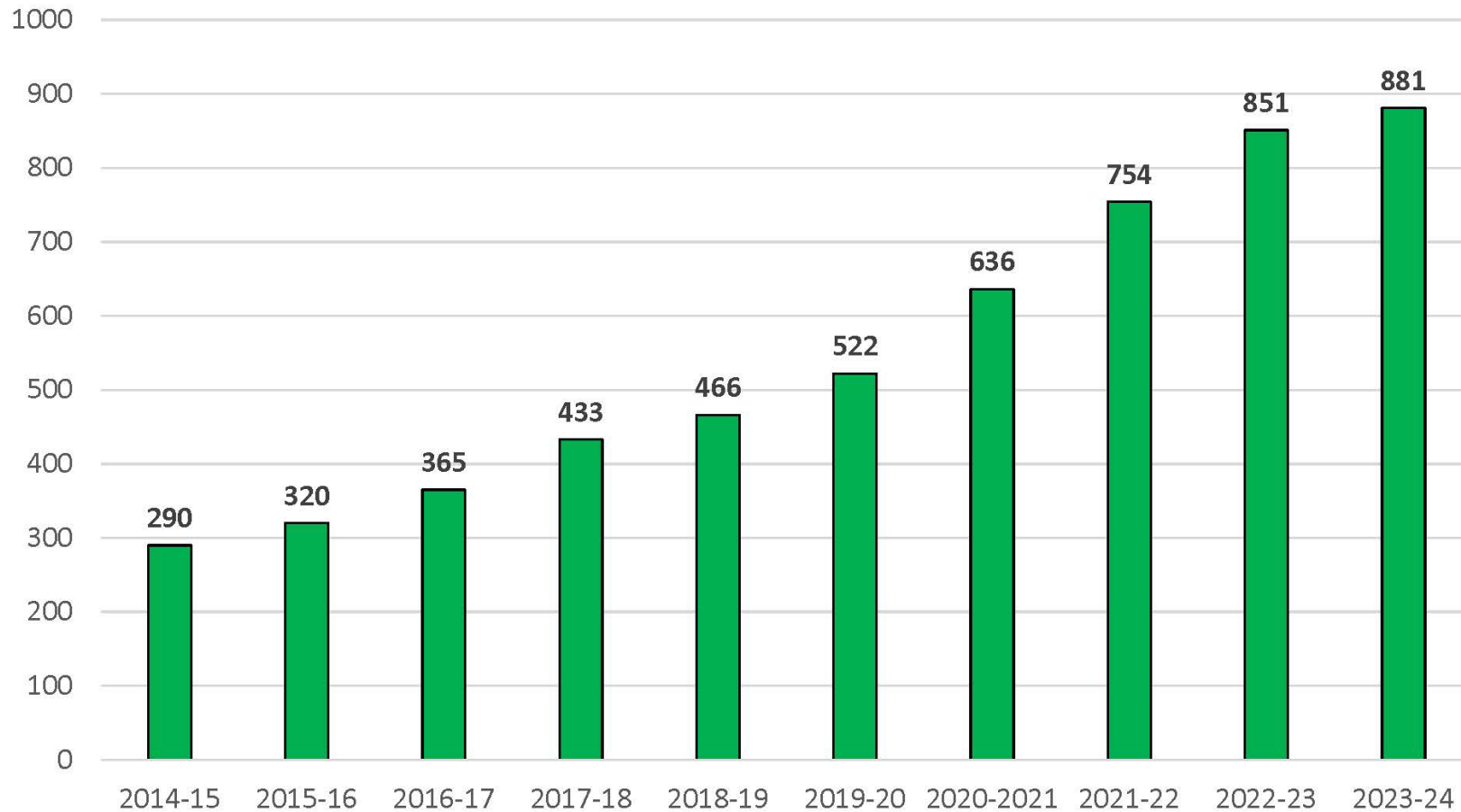
# Endowment

- From June 2023 to June 2024, the total change was \$9,836,735, increasing from \$61,950,645 to \$71,787,380. This change reflects an investment return of 15.96%.
- From June 30, 2024, through August 31, 2024, the endowment grew another \$2,439,879 and ended August 31st at \$74,227,259. This included an investment gain of 3.40%.



# Scholarship

Oswego University Foundation, Inc.  
Number of Donor Funded Student Scholarship and Award Recipients  
Years Ended June 30



*Of the 2023-24 recipients, 519 were merit based and 362 were need based*

# 1861 Giving Challenge

If **861** people make gifts to SUNY Oswego in **1861** minutes, Dr. Paul Vianco '80 will donate **\$70,000** to the university. Transform the lives of Oswego students by making a gift to the 1861 Challenge.



The clock starts ticking at 8 a.m. EDT Thursday, Sept. 26, and runs through 3:01 p.m. EDT Friday, Sept. 27.



# Powering Change: Grow. Connect. Thrive.

## 2024-28 Strategic Plan Update

- Vision 4040, SUNY Pillars, Tomorrow Greater Impact and Success (2014-2015 Strategic Plan), Post Secondary Value Commission Action Agenda
- Process and Outcomes
- Guiding Statements: Mission, Vision, and Values
- Drivers, Goals, Objectives, and Metrics
- Next Steps
  - Strategic Plan Implementation



# Strategic Funding-Raising and Funding Priorities Document

## Goal 1: Student Impact

- Student Well-Being
- Scholarships
- Student Engagement
- Campus Climate
- Study Abroad

## Goal 2: Academic Innovation

- Faculty and Staff Professional Development
- Program Development
- Grants and Research
- Undergraduate Research
- Naming Opportunities
- Technology and Equipment
- President's Fund for Innovation

## Goal 3: Catalytic Anchor Institution

- Hometown University
- Re-imagined Syracuse Campus
- Workforce Innovation and External Relations
- Center for Business and Economic Transformation (C-BET)
- Oswego Regional Center for STEM Excellence
- Micron Community Investment Fund
- The Great Lakes Institute and The Lake Ontario National Marine Sanctuary

## Goal 4: Institutional Capacity

- Strengthening University Advancement
- University Foundation
- Comprehensive Campaign

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# Questions / Comments?