

Office of Student Affairs

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STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY

The Student Affairs division:

- Supports the academic and clinical missions of the College
- Attracts and retains the best and brightest students
- Enhances student learning outside of the classroom
- Helps students clarify their long-term career goals
- Helps students to identify and capitalize upon their personal and professional strengths
- Works with student leaders to create a challenging, but supportive on-campus climate
- “We build brands”®™.



Strategic Priority: Goal 1.8. To attract and enroll highly qualified students for the professional program

Objective:

- Streamline admissions process
- Overhaul of ¾ Joint Degree program
- Quantitative and qualitative increase in inquiry and applicant pools
- Increase yield from 53% to 57%
- Increase enrollment of minorities
- Transfer of graduate admissions



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MARKETING PLAN & STRATEGIC POSITIONING



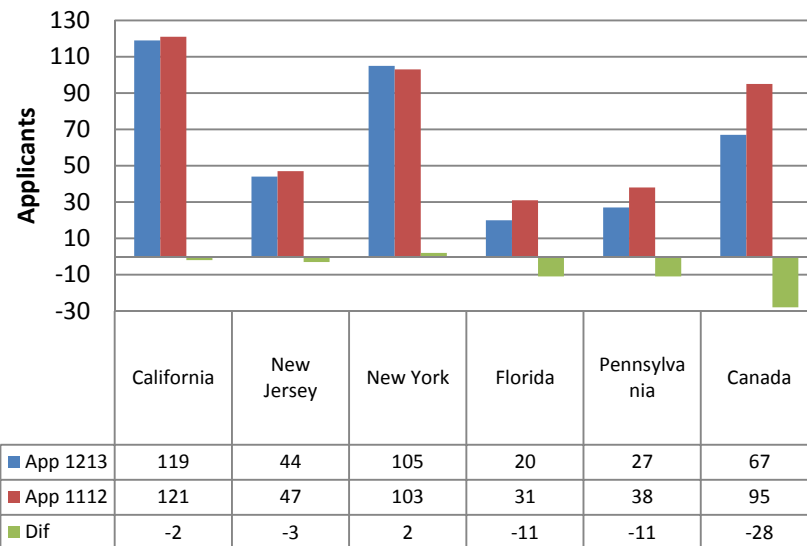
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Overhaul of $\frac{3}{4}$ Joint Degree Program

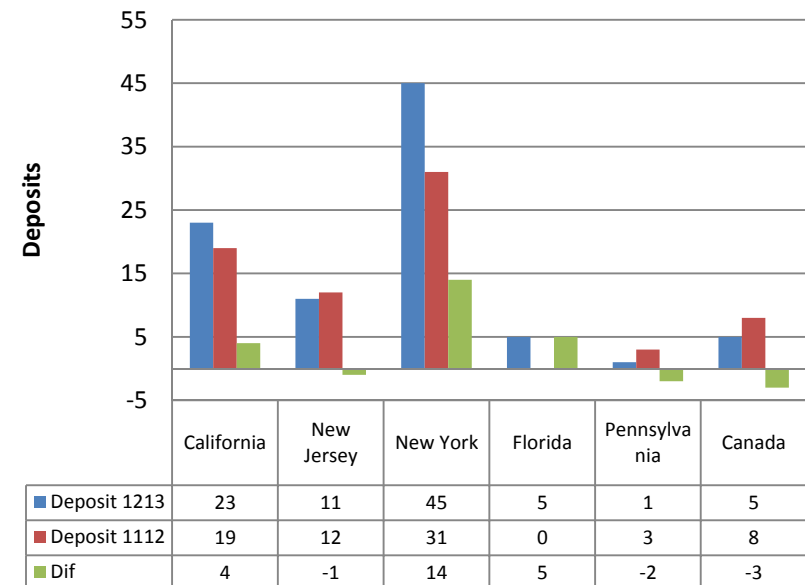
- Change programs from “Affiliation” to “Articulation”
- Reduce from 36 to 24 programs
 - Criteria: Serves NYS; Students in the Pipeline; Recruitment Potential

Applicant Data (as of March 1)

**Applicants 12/13 vs. 11/12
(Top 6 Origins)**



**Deposits 12/13 vs. 11/12
(Top 6 Origins)**



Total Applicants (1213 vs. 1112) : 552 vs. 610 (-10%)

Total Deposits (1213 vs. 1112): 99 vs. 89 (+11%)

Increase in Yield (Accepted to Enrolled)

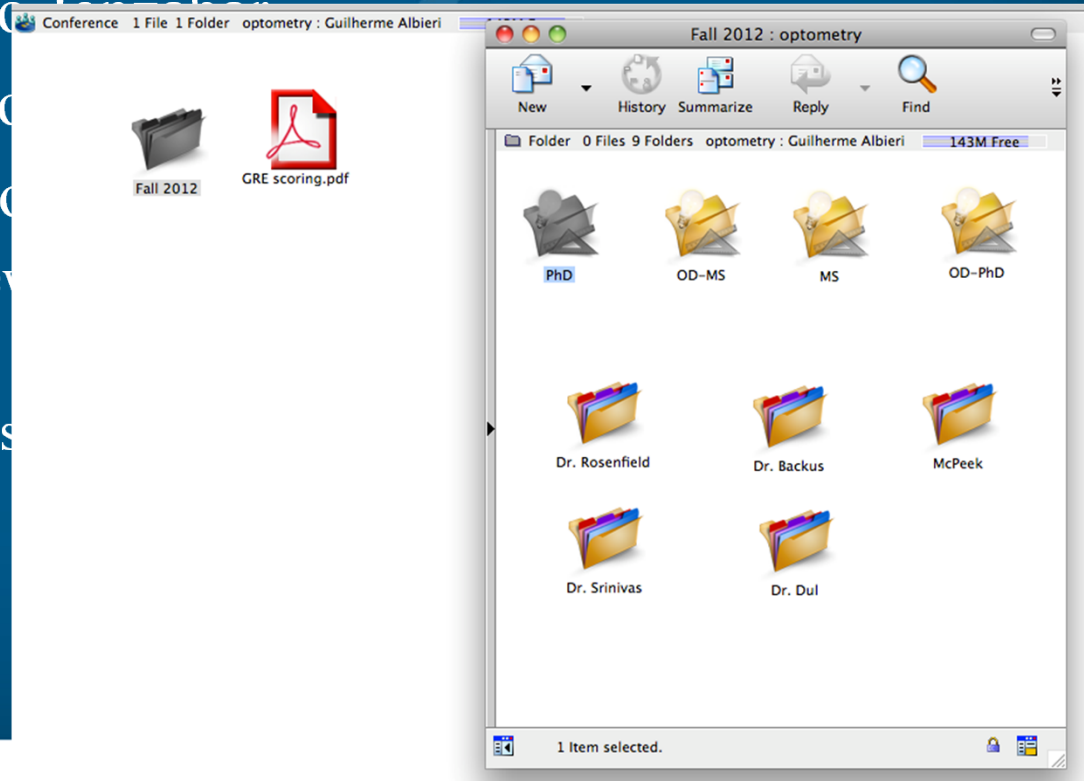


- Presentation folder
- Orientation session with Director of Admissions
- Facebook page

Transfer of Graduate Admissions

(All action items listed have been completed)

- Enter inquiries into Jenzabar
- Enter applicants' info into Jenzabar
- Create historical admissions
- Create new admission process
 - Create electronic file review
 - Transfer files to OSA
 - Train Graduate Admissions



C.S.T.E.P.

Collegiate
Science and Technology
Entry Program



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Increase Enrollment of Minorities



Minority Report

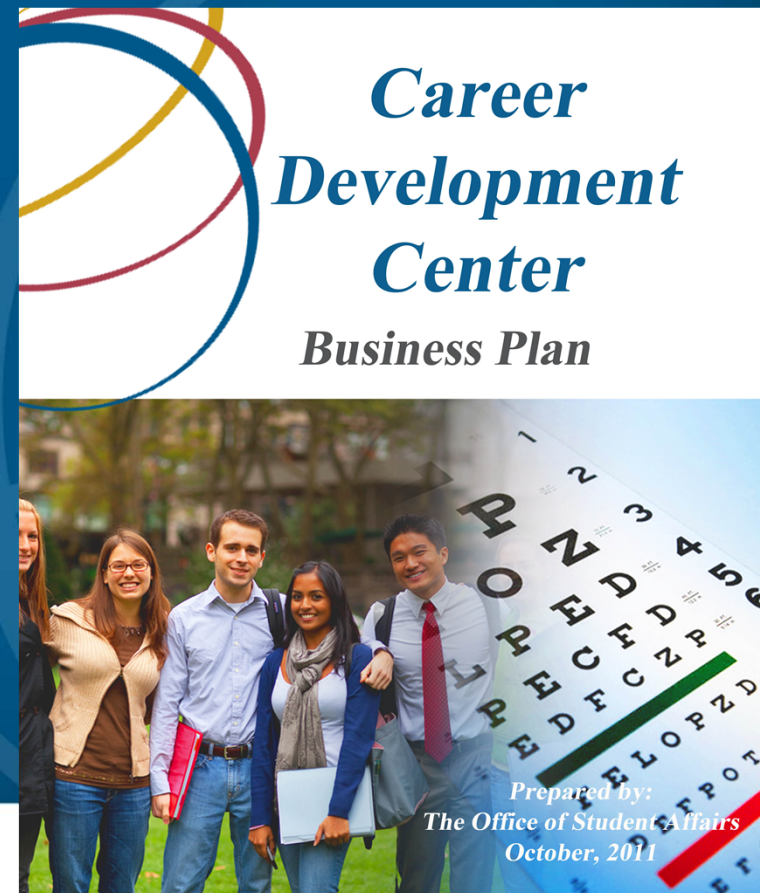
	12/13		11/12
Applications Filed	34	-13%	39
Interviews Scheduled	8	-47%	15
Applicants Interviewed	5	-55%	11
Applicants W/D Before Decision	1	-67%	3
Acceptance Sent	2	-78%	9
Applicants W/D After Acceptance	0		0
Rejections	18	20%	15
Holds	2	-60%	5
Deposits Received	2	-75%	8
Apps W/D after Deposit	0		0
Institutional W/D	1		0
Places Secured	2	-78%	9
Black Non Hispanic	2	-50%	4
Hispanic	0	-100%	5

Career Development Center

“Helping Students and Alumni Create Successful Futures”

Goal 1.5: To provide students, residents, and alumni with the services to succeed in their careers

- **Mission:** To serve the broader SUNY College of Optometry community to provide personalized career development programs that actively engage students and alumni in realizing their futures in a manner that results in their achievement of professional success and satisfaction.
- **Key Measure of Success:** To have 90% of alumni reporting that, five years after graduation, they have achieved their five-year career goals and are practicing or working in their preferred or envisioned settings.



Career Development Center

“Helping Students and Alumni Create Successful Futures”

#1: Annual Career Symposium

- February 12, 2012

#2: SUNY Optometry Family of Mentors Program

- Network among constituent communities, both internal & external
- Networking forums: face-to-face and using social media

#3: Special Lectures and Short Courses

- Lunch & Learns
- Fast Track

Career Development Center

- Search for a Director is underway
- Kick-off of CDC initiatives took place on February 12, 2012 – The 1st Annual Career Symposium

#1: 1st Annual Career Symposium

- 7 sponsors
- 200 attendees (Students, Alumni, Residents, Staff, Faculty)
- 12 sessions, 23 guest speakers



#1: 1st Annual Career Symposium

- Impact
 - Current students
 - Exhilarated by the learning and networking opportunities offered by the symposium
 - Alumni
 - “We did not have this opportunity when we were students”
 - “I used to receive letters from Dr. Appel asking for donations and I had no reason to do so. Now I am compelled to donate”
 - Friends of the College
 - NYSOA

*“I have never witnessed **such collegiality** bringing all populations of a school of optometry together giving a sense of community. The Career Symposium brought administration, faculty, support personnel, all four classes of students, grads, and guests from various modes of practice together to work on behalf of each other. The event reminded me why I went into education into the first place: to improve the lives of the members of our optometric family. I salute SUNY on hitting a homerun!”*

Dr. Peter Shaw-McMinn, Keynote speaker

Career Development Center Will Continue to Be a Team Effort

“The process that we went through to develop this symposium proved to be every bit as valuable as the event itself. What impressed me most was the way the entire College community came together to assess the need for career development and to respond by creating such a high caliber event.”

J. L. Philpott

Questions

- What can SUNY Optometry continue to do to be perceived as a challenging and supportive environment?
- How can Academic Affairs and Student Affairs continue to collaborate in order to increase student satisfaction?