

Student Affairs and International Programs

Presented by:
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MISSION

The Office of Student Affairs and International Programs (OSAIP) partners with Academic Affairs and Clinical Affairs to enhance student learning, personal development, international education, and student satisfaction at the College. The OSAIP includes staff members who are experts on students, their environments, and leadership and career development.

*Future Goals:
Office of Student
Affairs and
International
Programs*

**2013-2018
STRATEGIC PLAN
CREATING A LEGACY
OF LEADERSHIP**

Student Affairs and International Programs

- As of July 1st, 2013, International Programs is under the purview of the Office of Student Affairs
 - Rationale:
 - Consolidate and share resources, increasing divisional effectiveness
 - Support admissions goals
 - Strengthen student learning and development by broadening the scope of extra-curricular programs

Office of Student Affairs & International Programs

As of July 1st, 2013



Strategic Goal VIII. Create a vibrant sense of community that promotes student engagement, academic success and the development of personal and professional competencies

Strategic Goal VIII. Create a vibrant sense of community that promotes student engagement, academic success and the development of personal and professional competencies

- Identify factors that influence academic and clinical success and implement programs to address these
 - A pilot project entitled *Who is Successful at SUNY and Why* is currently underway and the first results were presented during Orientation for the Class of 2017
- Strengthen academic support programs in tutoring, personal counseling, financial aid counseling, orientation and mentoring
 - Tutoring program: program is currently under evaluation
 - Counseling provided by members of the OSAIP
 - Orientation: Orientation has been revamped to better serve Strategic Goal VIII; a session on entitled "*Being a member of a vibrant community*" has been added to the program.

Assessment: Admissions data used to conduct statistical analysis; Interviews and focus groups with students; Engagement literature

Strategic Goal VIII. Create a vibrant sense of community that promotes student engagement, academic success and the development of personal and professional competencies

- Continue to encourage and support student involvement in organized optometry
 - Boost campus presence of AOA-PAC; ensure high participation on lobby day; continue to communicate the importance of organized optometry in flagship programs (i.e., orientation, symposium)
- Develop comprehensive student life policies and procedures
 - Revise and update Student Handbook

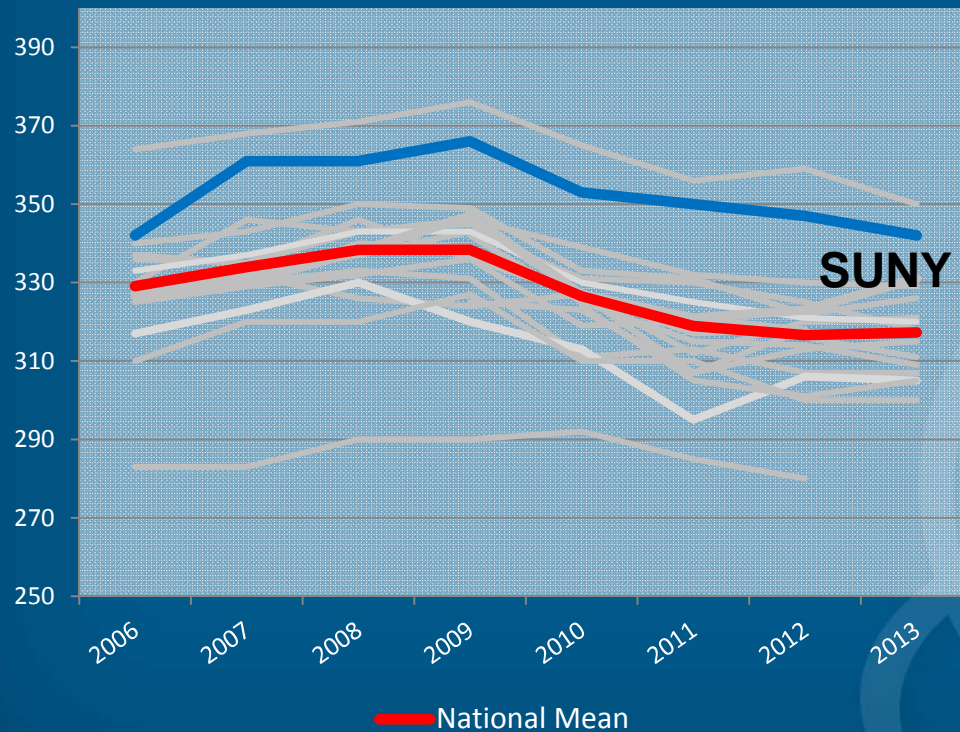
Strategic Goal VIII. Create a vibrant sense of community that promotes student engagement, academic success and the development of personal and professional competencies

- Support and facilitate student involvement in service learning projects and international mission trips
 - International mission trips: Funds from OCNYS will help sponsor missions trips
- Provide additional learning opportunities for students to develop personal and professional competencies including those related to time management, reflective thinking, interpersonal skills and civic engagement
 - This goal will be accomplished through learning initiatives developed by the various specialists in student success members of the student affairs team

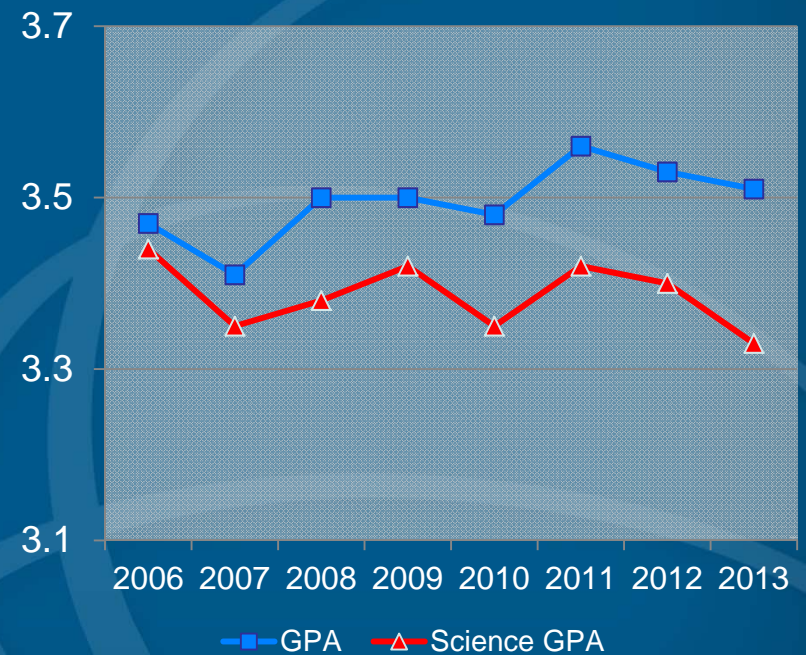
***Strategic Goal IX. Enroll a
highly qualified and diverse
student body***

Admission: Professional OD Program

Graph 6: SUNY T. Science OAT

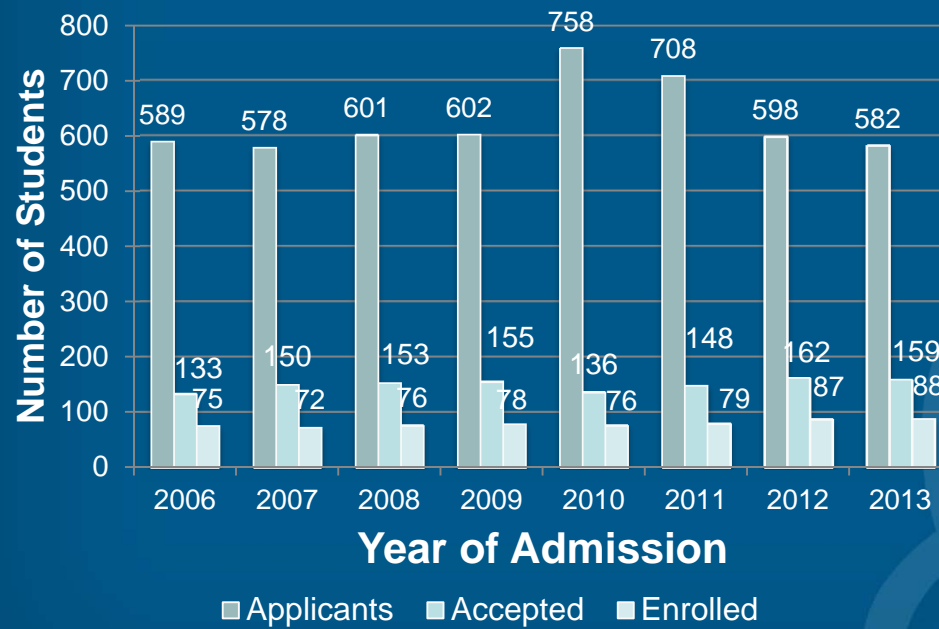


Graph 7: SUNY Admissions GPA

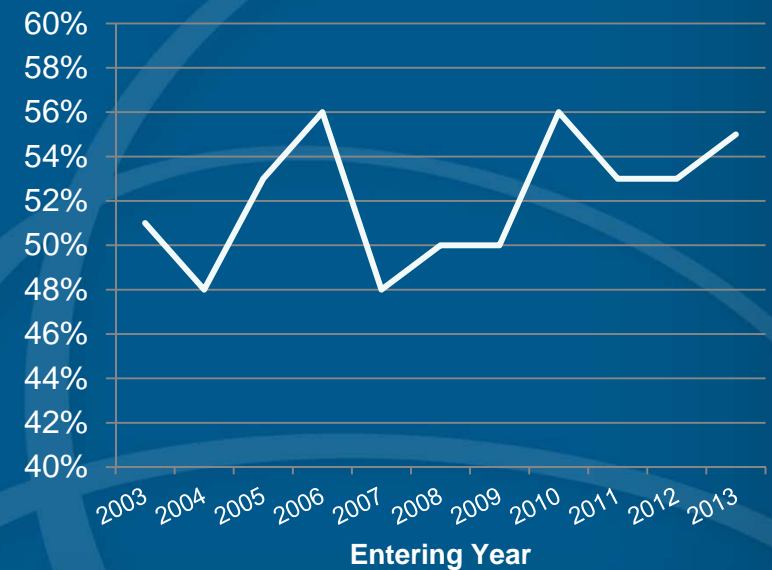


Admission: Professional OD Program

Graph 8: SUNY Admissions



Graph 9: SUNY Yield (Enrolled/Accepted)



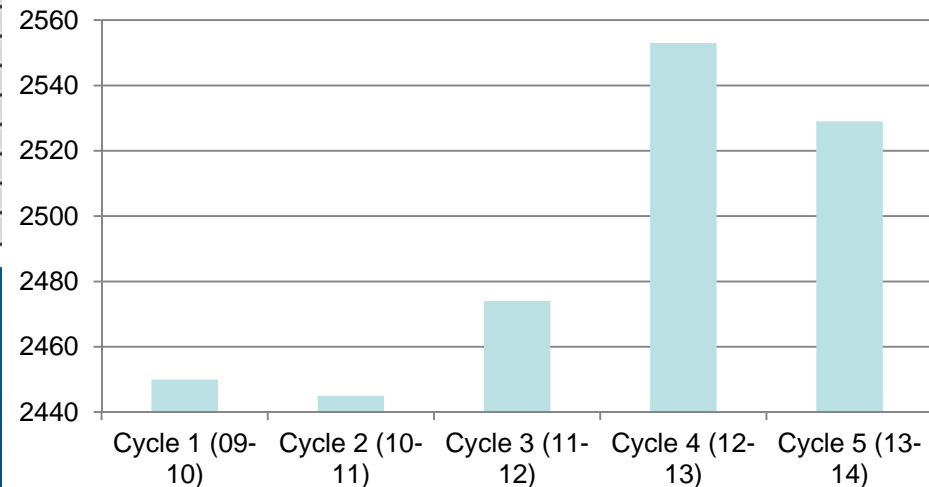
Class of 2018

SUNY College of Optometry
Office for Student Affairs

Admissions 5-Year Report (YTD)

	14/15 (NOW)	As of 4-18								Last Week	Gain this week
			13/14		12/13		11/12		10/11		
Applications Filed	613	8%	578	-3%	595	-16%	703	-7%	753	613	0
Interviews Scheduled	274	-6%	291	11%	262	-3%	269	-1%	271	274	0
Applicants Interviewed	238	-1%	241	3%	234	4%	225	-6%	237	238	0
Applicants W/D Before Decision	76	65%	46	109%	22	-56%	50	6%	47	76	0
Acceptance Sent (Target 169)	163	4%	156	1%	154	10%	140	8%	132	160	3
Applicants W/D After Acceptance	28	40%	20	-31%	29	7%	27	93%	14	28	0
Rejections	344		292		244		422		400	344	0
Holds	38										-21
Deposits Received (Target 132)	127									0	7
Apps W/D after Deposit	32									0	-8
Institutional W/D	76									3	-5
Places Secured	94										0
Accepts Awaiting Deposit	5										
Places Secured + Accepts Awaiting Deposit (137)	99										
Total W/D	103										0

ASCO Mailed Applicant Numbers (April 15)



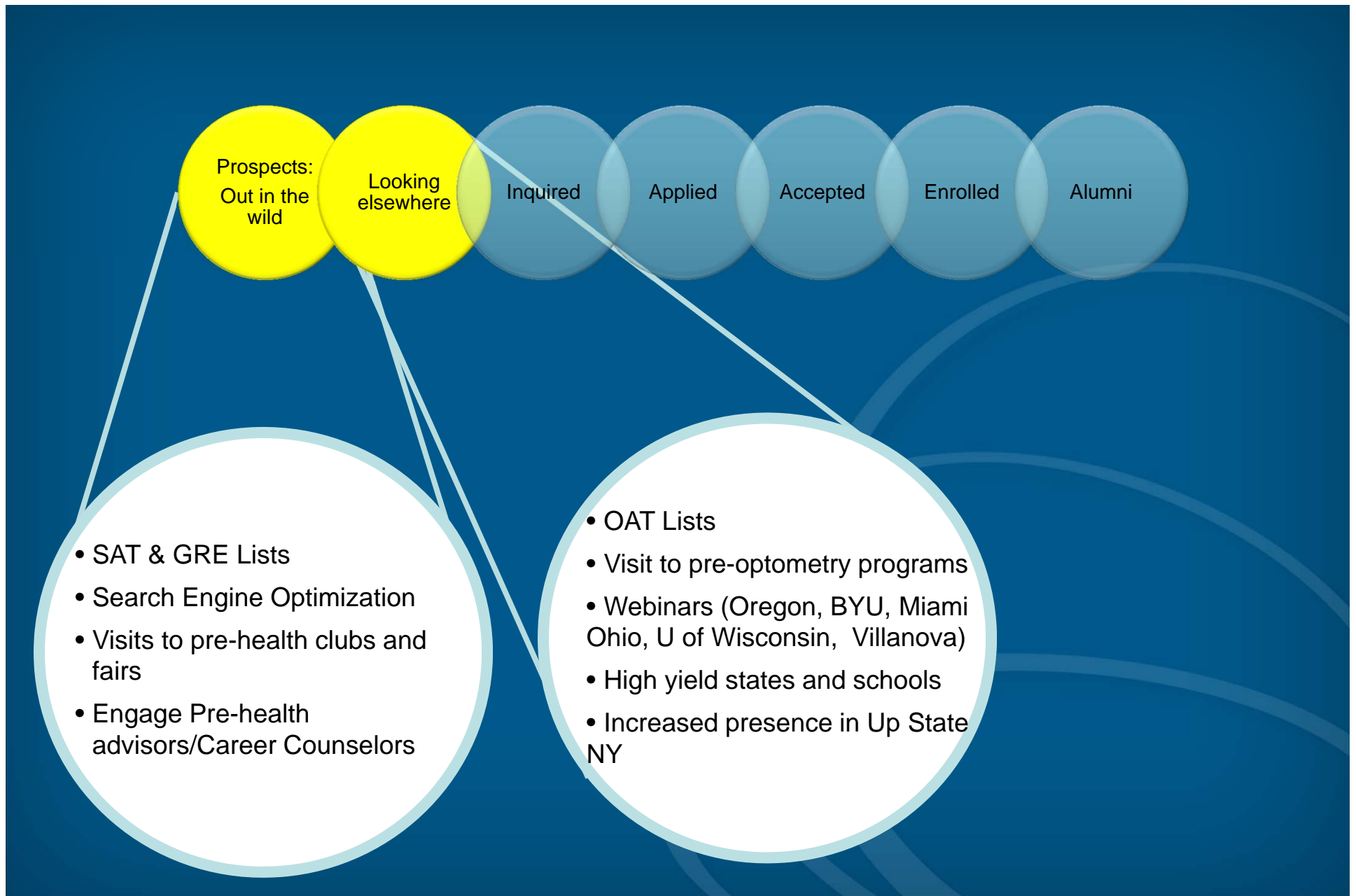
SUNY College of Optometry - Office of Student Affairs
Entering Class FACTS and FIGURES

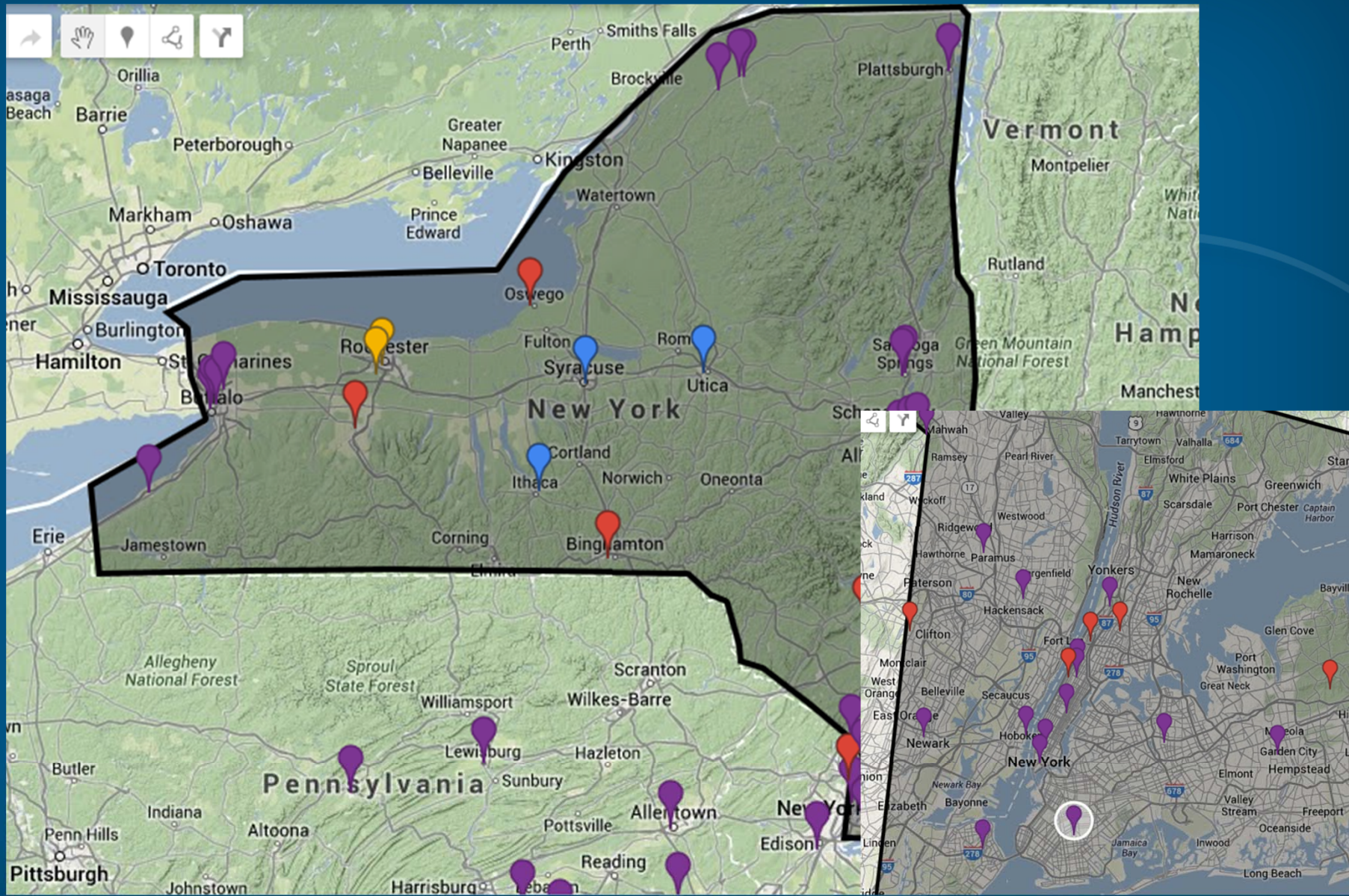
4/21/2014

Class Entering: 2014		Class Entering: 2013		Class Entering: 2012		Class Entering: 2011		Class Entering: 2010	
Total Students:	94	Total Students:	88	Total Students:	87	Total Students:	80	Total Students:	76
Average Class GPA:	3.54	Average Class GPA:	3.51	Average Class GPA:	3.53	Average Class GPA:	3.56	Average Class GPA:	3.48
Pre-req Sci Class GPA:	3.42	Pre-req Sci Class GPA:	3.34	Pre-req Sci Class GPA:	3.40	Pre-req Sci Class GPA:	3.42	Pre-req Sci Class GPA:	3.35
Total Science Class OAT:	350	Total Science Class OAT:	342	Total Science Class OAT:	347	Total Science Class OAT:	350	Total Science Class OAT:	353
Female: 72.34%	68	Female: 72.73%	64	Female: 73.56%	64	Female: 77.50%	62	Female: 71.05%	54
Male: 27.66%	26	Male: 27.27%	24	Male: 26.44%	23	Male: 22.50%	18	Male: 28.95%	22
Caucasian: 40.43%	38	Caucasian: 45.45%	40	Caucasian: 52.87%	46	Caucasian: 45.00%	36	Caucasian: 48.68%	37
Asian: 41.49%	39	Asian: 40.91%	36	Asian: 37.93%	33	Asian: 38.75%	31	Asian: 39.47%	30
Hispanic: 3.19%	3	Hispanic: 5.68%	5	Hispanic: 1.15%	1	Hispanic: 6.25%	5	Hispanic: 2.63%	2
Black: 1.06%	1	Black: 1.14%	1	Black: 4.60%	4	Black: 5.00%	4	Black: 2.63%	2
Nonresident Alien: 0.00%	0	Nonresident Alien: 6.82%	6	Nonresident Alien: 3.45%	3	Nonresident Alien: 5.00%	4	Nonresident Alien: 6.58%	5
Other: 13.83%	13	Other: 0.00%	0	Other: 0.00%	0	Other: 0.00%	0	Other: 0.00%	0
Other International: 0.00%	0	Other International: 2.27%	2	Other International: 0.00%	0	Other International: 0.00%	0	Other International: 1.32%	1
Canada: 8.51%	8	Canada: 4.55%	4	Canada: 3.45%	3	Canada: 5.00%	4	Canada: 5.26%	4
Out-of-State: 43.62%	41	Out-of-State: 50.00%	44	Out-of-State: 41.38%	36	Out-of-State: 43.75%	35	Out-of-State: 50.00%	38
In-State: 47.87%	45	In-State: 43.18%	38	In-State: 55.17%	48	In-State: 51.25%	41	In-State: 43.42%	33

Assessment

- **Data Collected:**
 - **Acceptance rate/Funnel management**
 - Historic applicant data
 - Yield
 - **Predicting success**
 - Class profile
 - OAT scores
 - General and Science GPAs
 - Interview rating, quality of undergraduate experience
 - **Recruitment**
 - Top feeder schools/states
 - Conferences: e.g., Explore
 - Anecdotes
 - ***Satisfaction with admissions process and strategies to increase yield***
 - *Admissions Satisfaction Survey* with students who did and did not choose SUNY Optometry
 - **Constant environmental scanning (e.g., Zipcar)**





Out in the
wild

Looking
elsewhere

Inquired

Applied

Accepted

Enrolled

Alumni

ADMISSIONS CAMP

August 23rd, 2013
From 9:30 a.m. to 3:30 p.m.

Become a competitive applicant!

In this free day-long event, you can learn exactly what you need to become a competitive candidate for admissions. You will learn:

- Key elements of a competitive application
- Tips on essay writing
- How to interview successfully
- Tips on preparing for the OATs
- How to strengthen your self-control muscle

Space is limited and registration is required!
Register at www.sunyopt.edu/camp

www.sunyopt.edu/explore



Email blasts

- Open House
- Admissions Camp
- Shadowing
- Idea articles



Out in the wild

Looking elsewhere

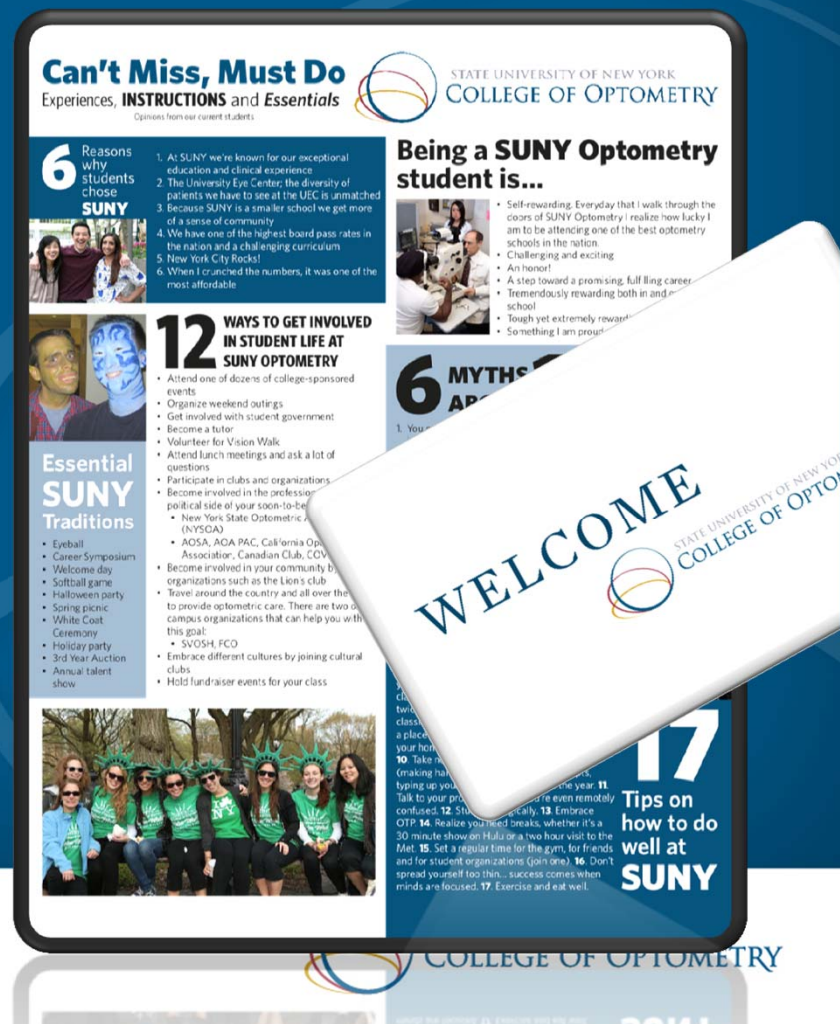
Inquired

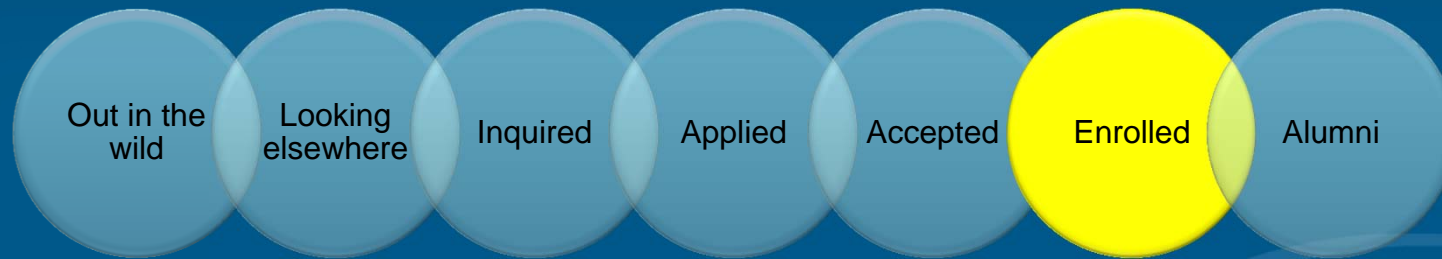
Applied

Accepted

Enrolled

Alumni

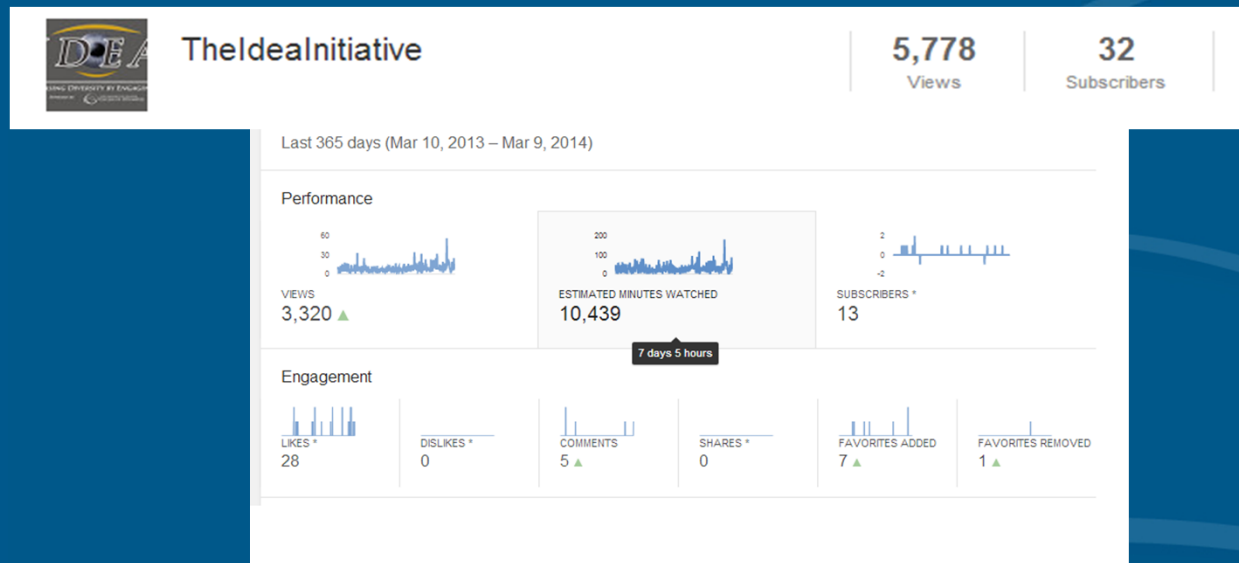




New Student Orientation
Personalized Attention
High Quality Student Programming

Strategic Goal IX. Enroll a highly qualified and diverse student body

- Increase the IDEA project's ability to attract and retain minority students
 - Content will be created according to grant proposal



- Make “leadership potential” and “commitment to public service” explicit criteria for admission to the professional program
 - Admissions Interview rubric will be changed to incorporate these two criterion, and faculty members of the admissions committee will be trained to ask probing questions

Strategic Goal IX. Enroll a highly qualified and diverse student body

- Continue to develop the CSTEP program
 - Increase the number of CSTEP applicants for the Spring and Winter Internship Program and the Summer Academic Program to attract more competitive applicants to the program
 - Conduct outreach and recruitment to minority students throughout the K-16 pipeline by participating in minority recruitment events, hosting minority students at the college for tours and presentations, and collaborating with organizations serving minority students such as the Area Health Education Centers and the CUNY Black Male Initiative.
 - Collaborate with the Director of Admissions on the IDEA Project to recruit more minority students to the field of optometry using social media platforms.
 - Participate in NAMME events and activities and continue as the National Legislative Affairs Chair and NAMME Northeast Legal Affairs Chair/Legislative Affairs Chair.

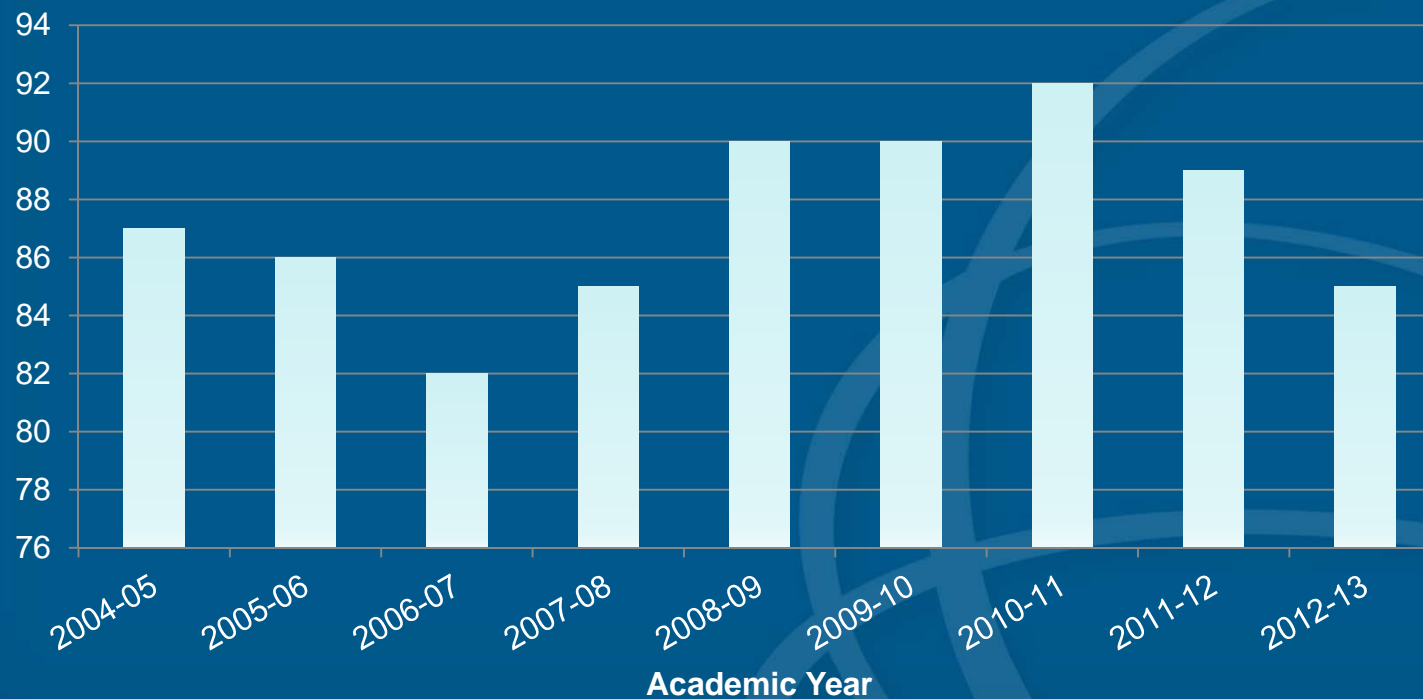
Strategic Goal IX. Enroll a highly qualified and diverse student body

- Facilitate entering students' transition into housing by providing up-to-date information on housing options, search strategies and neighborhoods.
 - Students will receive information on Housing options, neighborhoods and general information to assist students with their housing search.
 - The student affairs office will create marketing videos that provide information and communication about the housing options available to students.

***Assessment: Housing Survey; Admissions
Process Satisfaction Survey***

Financial Aid

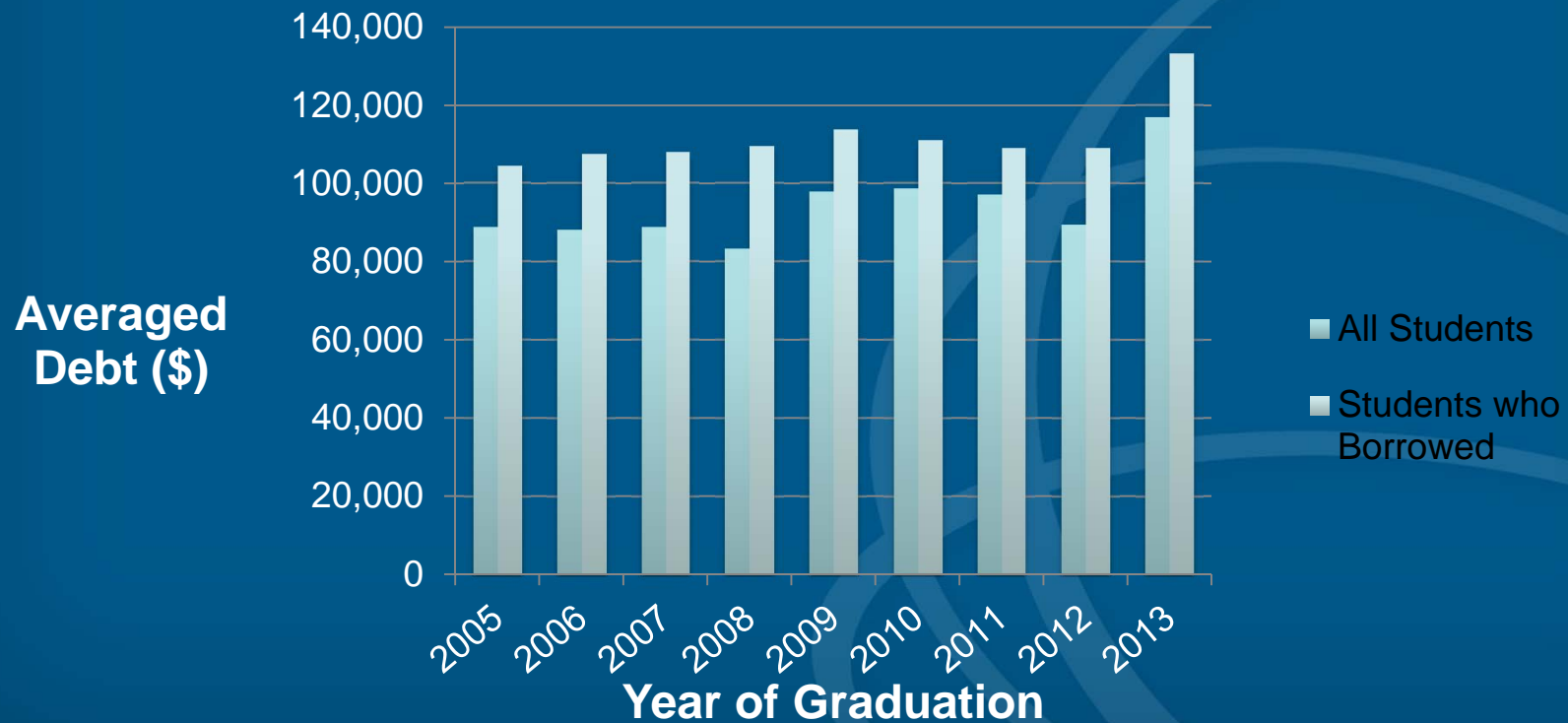
Graph 1: Percent of SUNY OD Students Receiving Financial Aid



Default rate: 1.4%

Financial Aid

Graph 2: Average Indebtedness of Graduating SUNY OD Students



Strategic Goal IX. Enroll a highly qualified and diverse student body

- Maintain tuition and fees competitive with other schools and colleges of optometry
 - To limit student debt so that SUNY students remain below the national debt average for Optometry Students.
 - Each year every applicant will receive
 - 20 minute Financial Aid Session informing counseling students about borrowing, expenses and student debt.
 - 20 minute Exit interview informing them of their rights and responsibilities as borrowers as well as detailed loan information.
 - Students will not be packaged to their maximum budget without speaking to the Financial Aid Office to insure they are counseled again on debt levels and budgeting choices
 - Financial aid office will compare debt levels and produce a Dashboard with SUNY debt levels
 - SUNY debt levels will be compared to national averages from other optometry schools.

Strategic Goal IX. Enroll a highly qualified and diverse student body

- Maintain tuition and fees competitive with other schools and colleges of optometry
 - To successfully implement and manage a system for awarding, processing and disbursing Financial Aid that best serves the students and complies with Federal Regulations.
 - Director of Financial Aid will attend at least 25 hours of training to insure compliance with Federal Policies mandated by the Department of Education.
 - Every 2 years student satisfaction surveys will be given to students to determine the student satisfaction with the Financial Aid process.
 - Each year there is an audit to determine compliance with Federal and State Policies.
 - Director of Financial Aid will review all policies to determine any procedural changes that need to be made to comply with new Federal regulations.

Strategic Goal IX. Enroll a highly qualified and diverse student body

- Maintain tuition and fees competitive with other schools and colleges of optometry
 - To assist students in managing higher debt levels in this continued environment of decreased Federal and State Support.
 - Counseling sessions focusing on the importance of housing choices and budgeting
 - Counseling on available scholarship funding sources
 - Pursue any options to increase funding for Federal and State grants

Strategic Goal X. Provide students, residents and alumni with the services to succeed in their careers.



STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY

CAREER DEVELOPMENT CENTER

Accomplishments and Outcomes 2013-2014



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CAREER DEVELOPMENT CENTER

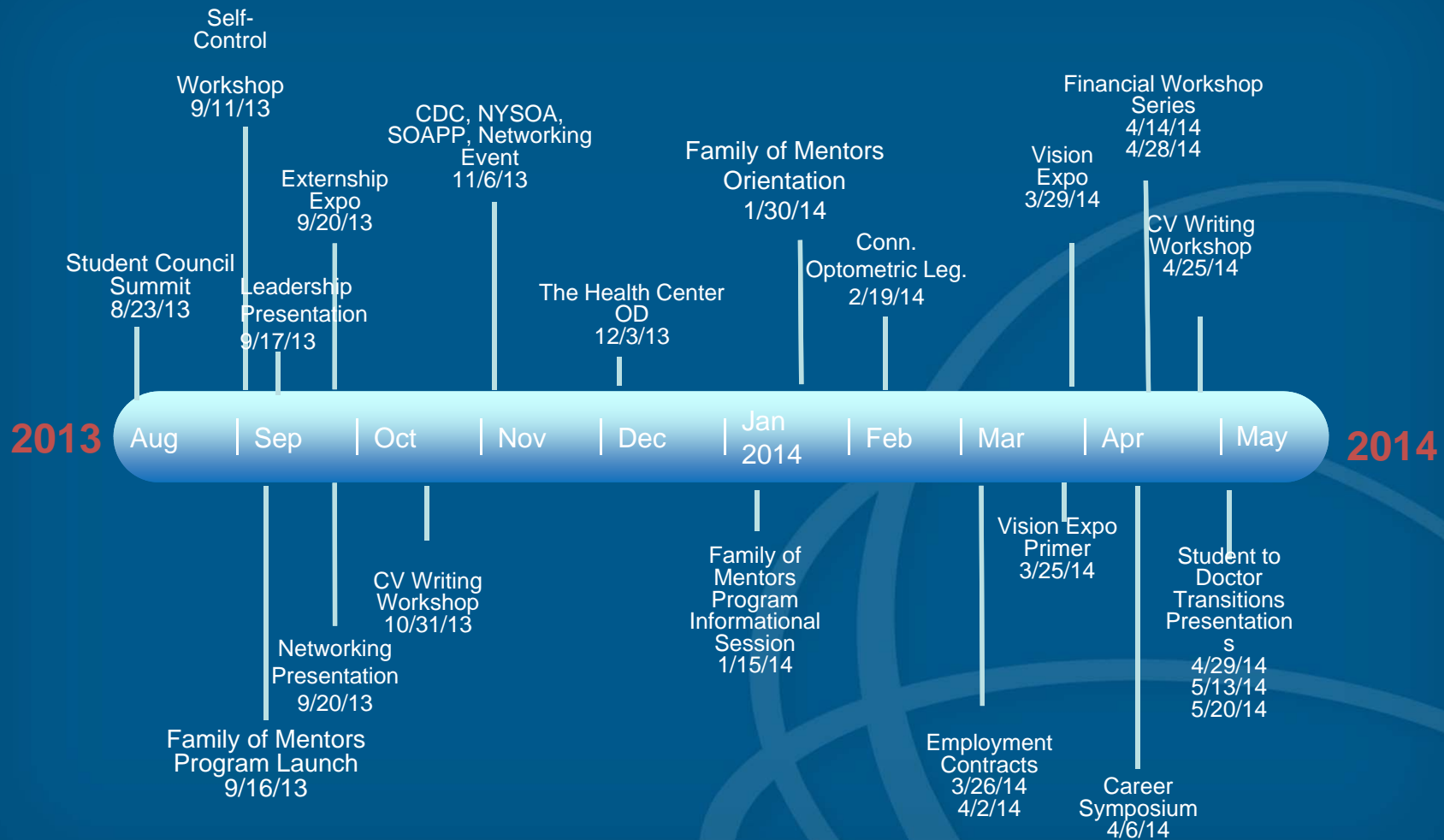
Assessment:

- ***Feedback from CDC Advisory Board***
- ***Satisfaction surveys conducted after each program***
- ***Number of attendees for each program***
- ***Information acquired through personalized career counseling sessions***
 - ***Focus groups***

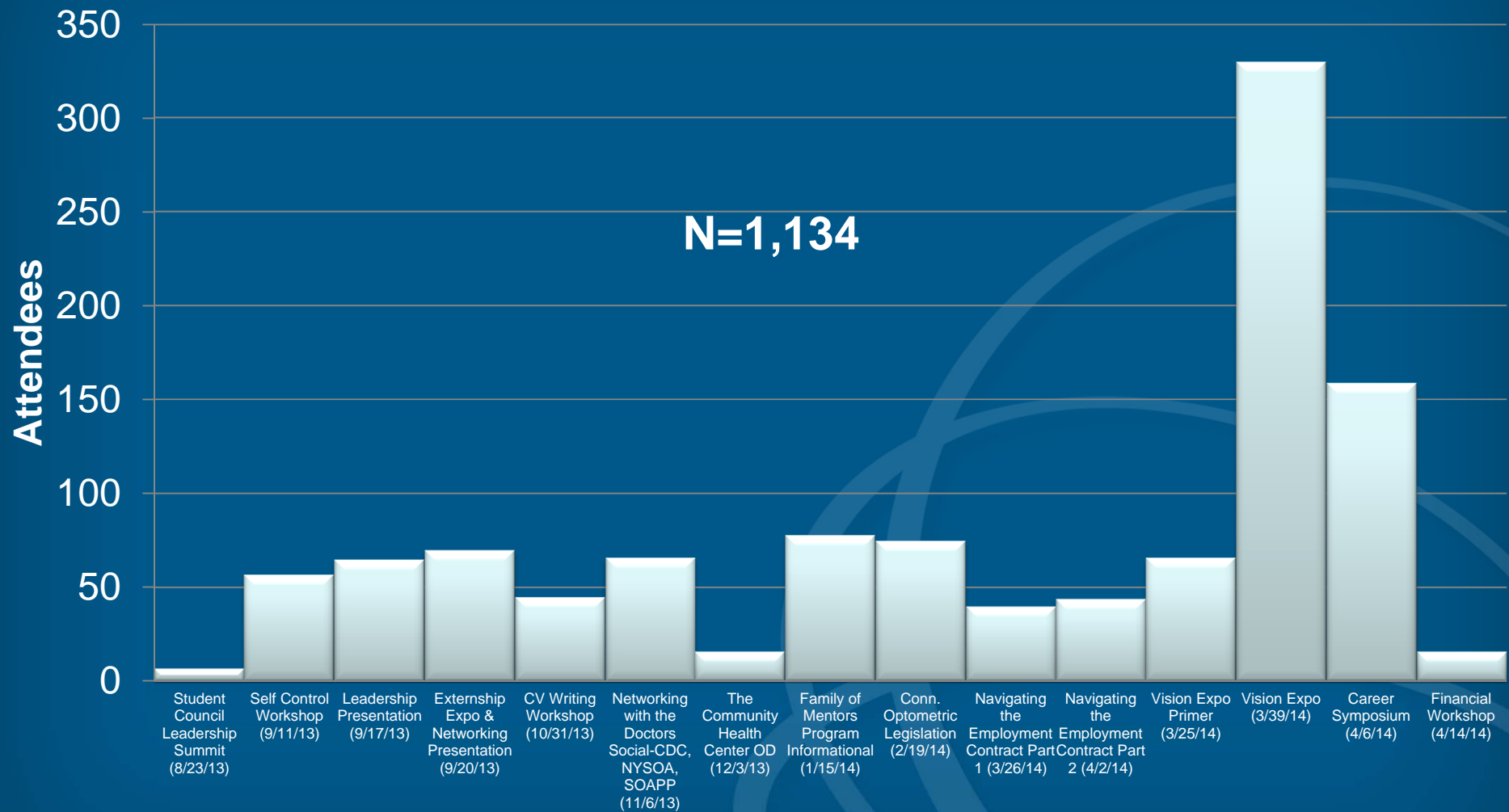


STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY

2013-2014 CDC Activities Timeline



CDC Activities



Sessions, Presentations and Events

CDC Activities



**Inaugural
Networking with
the Doctors Social
Event**



**Inaugural
Externship Expo**

**New Signature
Events**

Impact

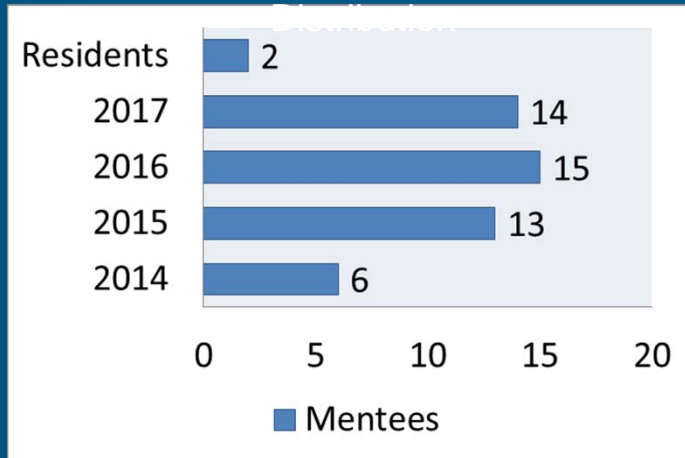
1,134 student attendees at events and workshops, thus far.

47% increase in attendance from 2012-2013

10 to 15 Increase in the number of events from 2012-2013

Family of Mentors Program

Mentee Class

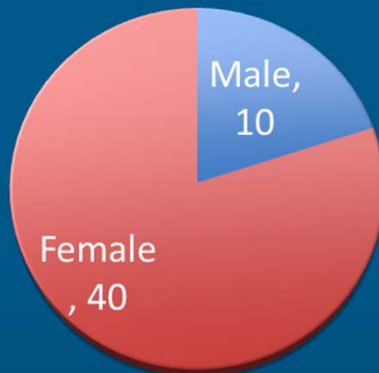


50 student/resident one-to-one matches for 2013-2014 academic year



Projected growth to **100** student/resident one-to-one matches for 2014-2015 academic year


Mentee Gender Distribution



Career Symposium

3RD ANNUAL CAREER SYMPOSIUM: IMAGINE TOMORROW
SUNDAY, APRIL 6, 2014

ACTIVITY	TIME	LOCATION
Check-in	8:30 am to 10:00 am	Lobby
Breakfast	8:30 am to 10:00 am	3 rd Floor
Welcome: Dr. Heath and Dr. Philpott	10:00 am to 10:15 am	Scwarz
Intro Video: Imagine Tomorrow: Optometry's Future	10:15 am to 10:25 am	Schwarz
Career Role 1 -The Individual Optometrist		
• Employability Now & Tomorrow	10:25am to 12:00pm	TBD
<small>There are dozens of criteria that employers use to choose potential employees. Attend the Employability session and hear first-hand what employers are looking for. Will residencies be a basic requirement? Will a Masters in Vision Science or an MBA be critical in the competitive job market? How will health care reform and board certification change the future landscape of optometry? Come listen to our panel of experts, employers, and recent graduates to learn about what will make you stand above the rest and get noticed by future employers.</small>		
<small>Speakers: Dr. Saysha Blazier, Dr. Evan Canellos, Dr. Mark Gordon, Dr. April Jasper, Dr. Andrea Thau Moderator: Dr. Jorge Cuadros</small>		
• The OD Outlier: Fading Fads or Future Niches	10:25am to 12:00pm	TBD
<small>You can have a fulfilling and successful career that spans beyond the traditional scope of optometry. But how do you find your own unique place within optometry? In this session you will hear from three unique optometrists who have found different ways to incorporate their passion into their optometric careers. Find out how these doctors combine their daily clinical practice with international care and technological innovation and how you too will find your passion in optometry!</small>		
<small>Speakers: Dr. Patricia Atie, Dr. Alan Glazier, Dr. Brian Levy</small>		
Lunch	12:00 pm to 1:00 pm	3 rd Floor

 STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY

159 attendees.

20 guest speakers from China, Puerto Rico, California, Florida, Upstate New York, Massachusetts, and other parts of the U.S.

8 Industry and private sponsors including two new sponsors: Luxottica and the Confucius Institute.

85% of attendees reported being satisfied to very satisfied with sessions attended.

Vision Expo

**STUDENT LUNCH PROGRAM
INTERNATIONAL VISION EXPO EAST**

Saturday, March 29, 2014
12:00pm to 1:30pm

12:00pm to 12:20pm
Eat and Meet: Students and docs dialogue and have lunch

- 1) What is your mode of practice?
- 2) What do you enjoy most about your mode of practice?
- 3) How are you preparing for healthcare reform?
- 4) Why is organized optometry so important?
- 5) How does social media play a role for you in educating and acquiring patients?
- 6) Do you have working relationships with other healthcare providers in your area?
If so, do you have any suggestions on how to create or maintain these relationships?
- 7) What format or tools do you use to communicate to other medical professionals?
- 8) After referral of your patients to another medical professional is it difficult to keep those patients or is it common for other providers to refer patients back to you?

12:20pm to 12:25pm
Welcome and Introductory Remarks

Dr. Susan Fisher, NYSOA President & Chelsea Ashlaw,
NYSOA Student Society President at SUNY Optometry

12:25pm to 1:25pm
Optometry Games Program

Students from the class of 2014 are chosen for the Optometry Games and must find their mode of practice match

1:25pm to 1:30pm
Raffle Prizes

NYSOA Business Partners

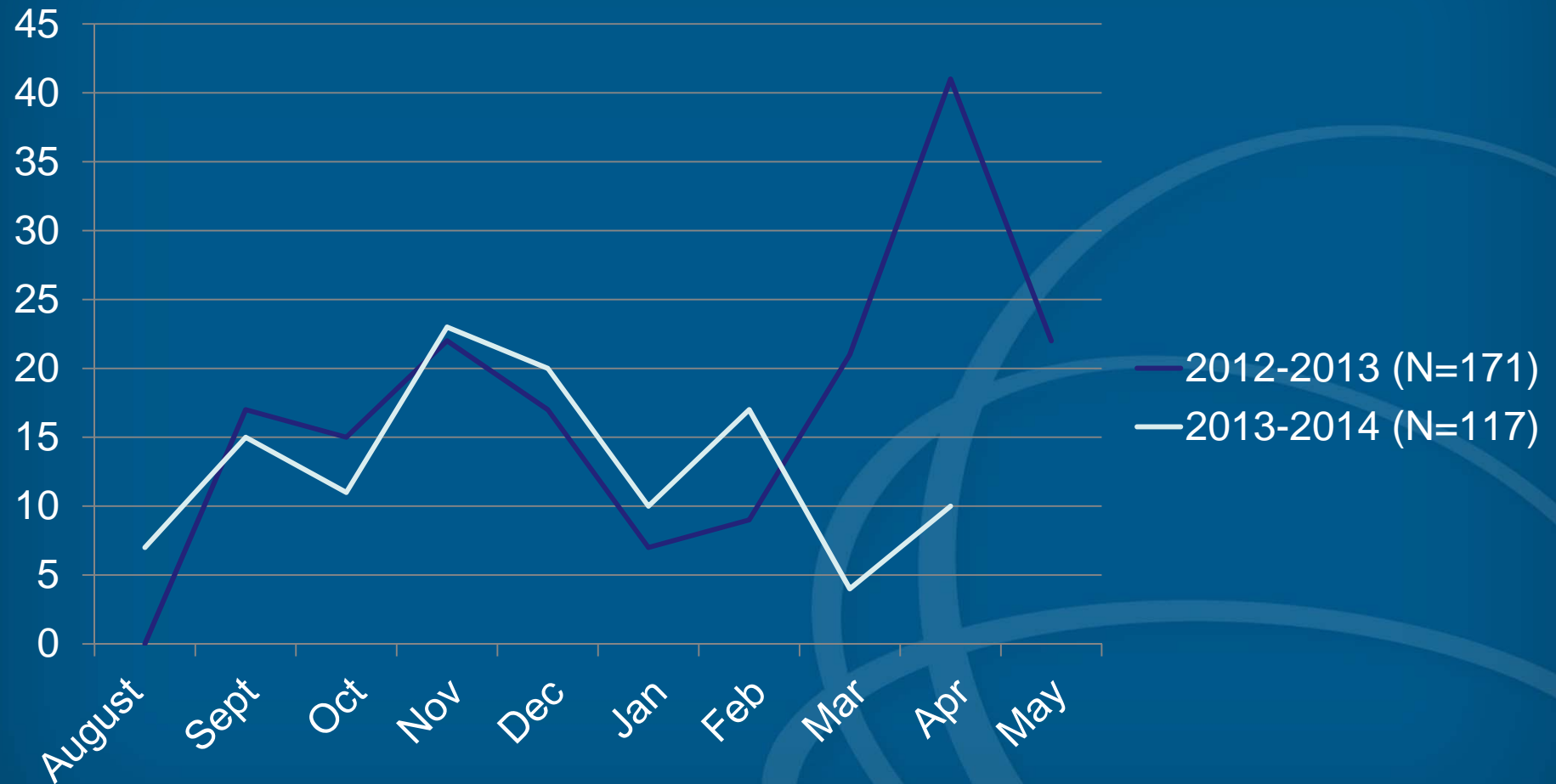
    

Partnered with NYSOA and Vision Expo East (VEE) to create and implement Student Lunch Program—Optometry Games—for **330+** students at VEE on Saturday, March 29, 2014.

5 doctors representing various modes of practice: 1) Academia; 2) VA Hospital; 3) Private Practice; 4) Retail/Commercial; 5) OD/MD Practice

Career Counseling

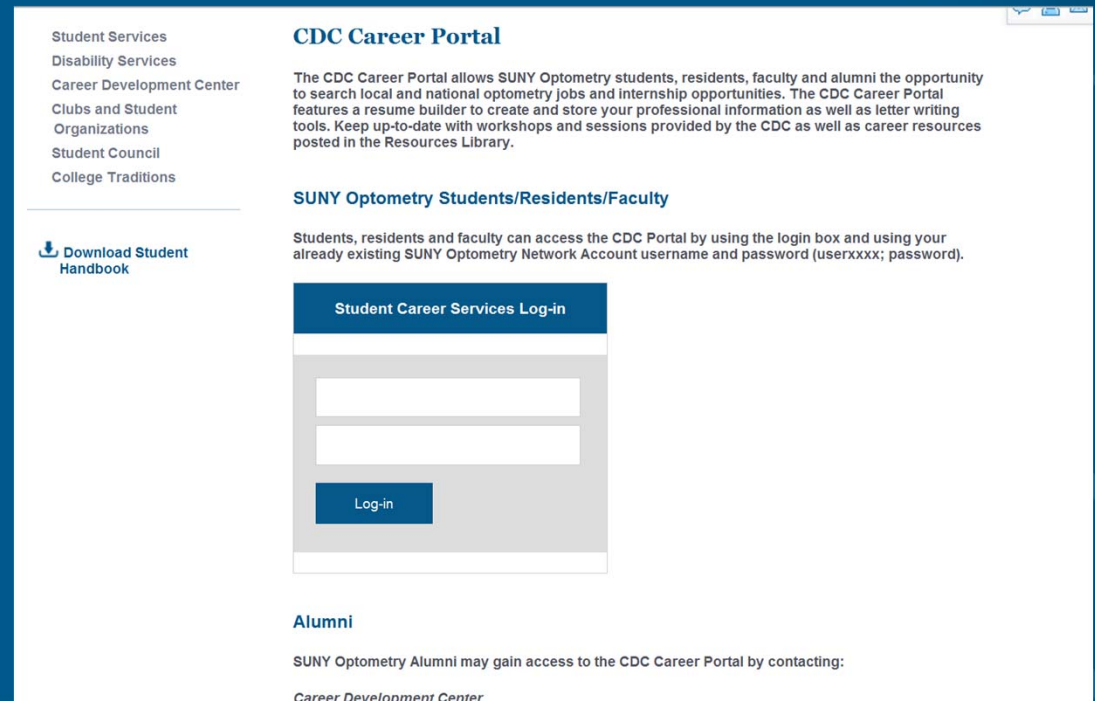


CDC Career Portal: Symphlicity Software

The CDC Career Portal is a career services management website with features to:

- Allow employers to list job and internship opportunities
- Enable Administrators to capture counseling notes
- Provide online space for students to save/create their CV
- Monitor user hires

Launch Date
April 29, 2014



Learning Objectives

Activity	Learning Goals	Questions Explored	Learning Outcomes	Program Outcomes
Meet the Residents Showcase	Year 1 Year 3	Is a residency right for me?	<p>To use personal and educational goals to guide the career decision making process.</p> <p>To develop a thorough understanding of the career options available to the O.D. graduate.</p>	<p>62% of survey respondents reported they are more interested in pursuing a residency as a result of attending the Showcase.</p> <p>80% of survey respondents reported the Showcase was helpful toward meeting their career goals.</p>
The Global Optometrists	Year 1 Year 2 Year 3	<p>What role do optometrists play in providing international optometric care?</p> <p>What is the experience like providing optometric care to the less fortunate around the world?</p>	<p>To set and articulate a personal career philosophy.</p> <p>To use personal and educational goals to guide the career decision making process.</p> <p>To understand the effect of one's personal and educational goals on others.</p> <p>To assess and relate personal interests, competencies, needs, and expectations, education, experience, personal background and desired lifestyle to the employment market.</p> <p>To demonstrate commitment to a personally and professionally satisfying career path.</p>	<p>85% of survey respondents reported that the presentation was helpful in having them understand the role optometrists can/do play in providing international optometric care.</p> <p>86% of survey respondents reported that they are more interested in providing international care as a result of attending the presentation.</p> <p>82% of survey respondents reported that presentation was helpful toward meeting their career goals.</p>

International Programs

Center for International Programs

- Mission
 - The Center for International Programs was created to advance the institutional goal of increasing SUNY Optometry's international presence. It serves to promote, support and centralize SUNY College of Optometry activities that relate to international students and faculty attending SUNY as well as SUNY students and faculty engaged in educational, research or service activities outside the United States.

Student Affairs and International Programs

Objectives of the New International Programs:

- Augment the College's admissions objectives to enroll a more diverse and international student community
 - Increase enrollment of international students into professional OD program (direct enrollment)
 - Support enrollment of international students into PhD programs
 - Develop a degree completion program (accelerated program) in partnership with Academic Affairs
 - Develop dual-degree programs (Wenzhou Model)
 - Continue to determine which countries have interest in higher level education and can benefit from course or completion programs
 - France: Negotiations are currently underway with ISO in France to establish a summer program for 5 qualified students

Student Affairs and International Programs

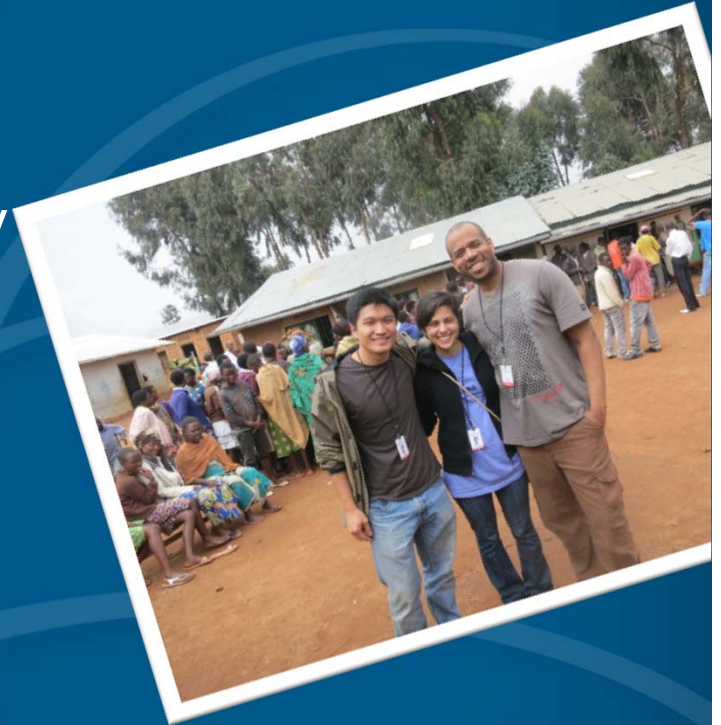
Objectives of the New International Programs (Cont'd):

- Make international programs more relevant to current students
 - Proposed project:
 - Culture and the Doctor-Patient Relationship
 - Create and deliver workshop on the effect of culture on the doctor-patient relationship
 - Workshop will be delivered in person at SUNY Optometry and via webinar to other schools and colleges of optometry

Student Affairs and International Programs

Objectives of the New International Programs
(Cont'd):

- Improve healthcare internationally by bringing eye care to where it's most needed and by helping countries expand scope of practice
 - Support mission trips around the world
 - South Africa: Three faculty members are delivering a refresher and therapeutics course in partnership with University of KwaZulu-Natal in South Africa this summer



Student Affairs and International Programs

- Confucius Institute

- Further refine CI's mission, purpose, goals, and objectives
 - Further develop outreach, including programmatic content, of Confucius Institute
 - Make CI programs relevant to current students
 - Develop programmatic content that is healthcare related
 - Mobilize staff and resources
- Create consortia of SUNY CIs, as well as New York City CIs



Student Affairs and International Programs

- Confucius Institute (cont'd)
 - Program Development:
 - Educate students and College community in Traditional Chinese Medicine (TCM) philosophy, principles, methods, & techniques
 - How can western medicine learn about, incorporate, and apply TCM to modern evidence-based medicine?
 - Seminar on Chinese and Western Healthcare (coming soon)
 - Confucianism and Healthcare (see next slide)





Confucius & Health Care

(Seminar presented at
Healthcare Symposium
organized in collaboration
with Confucius
Institute for Business)

Student Affairs and International Programs

- Confucius Institute (cont'd)
 - Increase enrollment in Chinese language classes
 - Build strong relationship with Hanban
 - Budget: Develop new budget that is tied to goals and objectives of the CI
 - Hiring of teachers (Mu) and volunteers
 - In light of possible future budget cuts, identify Chinese corporate sponsors



Student Affairs and International Programs

温州医科大学

- Wenzhou Medical University
 - Develop new programs
 - Joint degree program
 - Summer Academic/Clinical program



International Programs

- Next Steps:
 - Develop strategic positioning paper
 - Continue to conduct needs assessment with key stakeholders
 - Faculty, administration, students
 - Conduct market research
 - Consolidate funds
 - Join SUNY-wide initiatives
 - e.g., SUNY Global Health Initiative; SUNY J Visa Consortium etc.

International Programs

- Next Steps (Cont'd):
 - Confucius Institute
 - Rebrand CI
 - Develop new programs and budget
 - Hire staff/volunteers
 - Develop Chinese corporate sponsors
 - WMU
 - Determine which programs (joint degree/summer) are feasible

Thank you!