

## Farmingdale State College Annual Report, 2017-18 Selective, Inclusive, Thriving

The past academic year at Farmingdale State College was a year of firsts as well as a year of innovation and accomplishment across the College.

The College adopted a new student-centered [mission statement and a strategic plan](#) composed of seven goals that the President's cabinet keep in focus and under review on a recurring basis.

The success of the College is reflected first and foremost in the remarkable educational outcomes achieved by its students who complete high quality programs that fulfill the needs of the Long Island and New York Metro region. Graduates continue to exhibit extraordinary success in securing quality employment opportunities and high rates of admissions to quality graduate programs. These outcomes spawn continued growth and an increasing level of selectivity. FSC's enrollment crossed 9,600 in fall 2017 while accepting students with an average high school GPA of 88.7 or above.



*The Cycle of Success*

Over the past two years Farmingdale State College has worked to build partnerships that serve to deliver greater access and better educational outcomes for students. The College has also worked to raise its profile on Long Island by working closely with elected officials and civic organizations, and by increasingly serving as a venue for educational and public events that add to the College's prominence. These partnerships extend to philanthropies, prominent regional firms, economic development agencies, and other educational institutions and lead to scholarship funding as well as employment and internship opportunities.

The College is in a solid financial position due largely to its robust enrollment. This has permitted a number of strategic investments to support institutional improvement and address the challenges ahead. These investments enhanced support and programming for students, faculty and staff, and also funded improvements in aesthetics, buildings, and grounds.

As we move to the 2018-19 academic year we plan to develop a more comprehensive and inclusive budgeting and planning process. This will help the campus community better understand the financial challenges faced by the College and further engage in identifying and funding competing college priorities.

One of Farmingdale's greatest challenges is procuring and creating added physical space for its programs. 2018-19 will be a year in which the College continues to advocate for a new Building for Applied Sciences. We are also working in conjunction with the Broad Hollow Bioscience Park and local economic development officials to make academic use of BHBP's vacant, 60,000 sq. ft. building. This building is in need of renovation to accommodate both academic and start-up uses.

### **Farmingdale Firsts:**

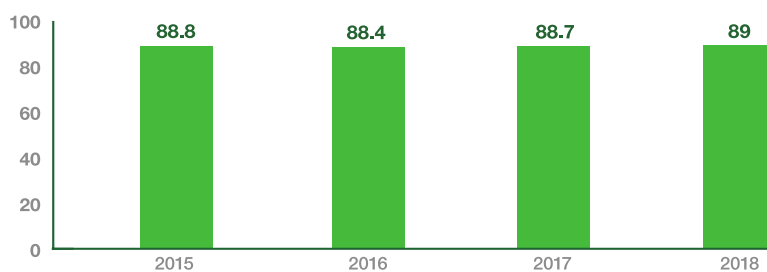
- FSC was co-recipient of SUNY's initial Diversity, Inclusion and Social Justice Award
- Dedicated the newly renovated Conklin Hall as its first building devoted solely to student activities
- For the first time in College history, Alumni Affairs was integrated with the College Foundation to strengthen fund raising and branding
- First graduate degree—Engineering Technology Management was launched and met its enrollment targets. Enrollment is now 50
- The Long Island Educational Opportunity Center housed at Farmingdale placed first in the state in three vital categories: enrollment, income gains, and placement rates
- *FSCNow*- this inaugural campus publication earned SUNY regional and national recognition
- Opened the Nexus Center which is devoted to career development and applied learning and placed 500 students in internships
- Procured first fund raising software: Raiser's Edge
- Admissions began systematic use of geo-fencing for promotion and recruitment
- Presented its first campus-based award for Diversity, Equity and Inclusion
- New campus policies in the areas of: free speech, preferred first names, and tobacco use were adopted
- Aviation programs earned initial accreditation from the Aviation Accreditation Board International
- Introduced first fully online programs in Nursing RN-BS completion and Dental Hygiene Degree completion
- First academic institution to incorporate law enforcement body cameras in classes and labs (Security Systems and Law Enforcement Technology Department)

**Student Success and Engagement:** *Farmingdale students continue to perform at high levels in employment, rates of admission to graduate programs, and placement in internships. The College retains one of the University's most diverse student populations.*

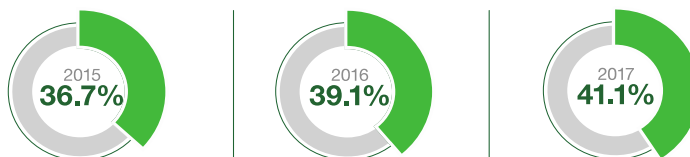
- Licensure pass rates for students taking exams for first time, 2018:
  - Nursing 96.43%
  - Dental Hygiene 93.33%

- Medical Lab Technology 100% (based on a limited number of students)
- Highest level of selectivity in recent College history. Average high school GPA rose to 88.7 in 2017
- Approximately 38% of student body are members of underrepresented minorities, among the highest in the SUNY system. The SUNY System average is 26.5%
- Retention (fall 2016 to fall 2017) reached a five year high of 83%
- Research Aligned Mentorship program had 86.9% retention rate
- Internships totaled 512 student placements
- Academic Affairs approved 100 applied learning courses
- 2017 Graduation Survey Six Months after Graduating reflects
  - 92% of baccalaureate degree respondents are continuing their education and/or are working
  - 89% of baccalaureate degree respondents reported being employed or holding an internship. Of those employed, 75% are employed full-time
- A New York State Office of Alcoholism and Substance Abuse Services (OASAS) Grant funded a variety of programming and services and the recruitment of a College Prevention Coordinator
- The Students First Grants and 4Pi Incentive Grants, awarded to the College by the U.S. Department of Education, increased undergraduate research and experiential learning opportunities
- Campus Shuttle increased ridership by over 25% to 28,000
- 77 graduates of science pre-professional program were accepted to medical, pharmacy, dental, occupational or physical therapy and veterinary graduate programs
- 6 students were selected to participate in the Puerto Rico relief effort

**SELECTIVITY** based on high school grade point average



**DIVERSITY**



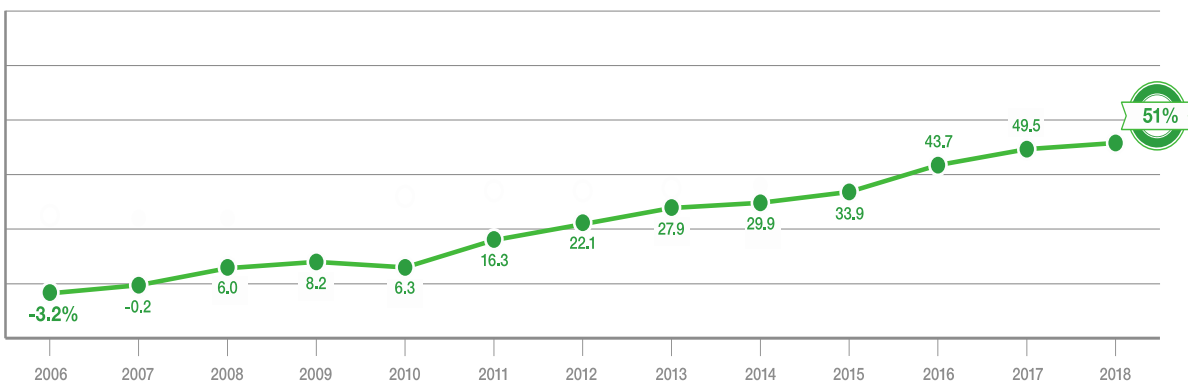
**RETENTION**



**Enrollment and Access:** *The College continues to successfully balance enrollment growth, selectivity and access. FSC accepts approximately 44% of applicants. Incoming freshman had an average high school GPA of 88. Notably, the College enrolls over 300 students who hold permanent legal resident status. These students originate from 72 countries. Again in 2017-18 we found that nearly 70% of Farmingdale students work at least ten hours per week while pursuing their degrees. New recruitment efforts will expand the use of geofencing (a targeted, location based recruitment strategy) and other means of raising the visibility and profile of the College. Farmingdale retains a strong relationship with Long Island’s two community colleges. FSC plans to build on these relationships with the intent of developing joint admissions agreements and locating some bachelor level program at Nassau Community College or Suffolk County Community College.*

- Fall 2017 enrollment was 9,663—an increase of 4.6%. According to *The Chronicle of Higher Education* (August, 2018), FSC ranks 8th nationally in percentage of enrollment increase over last 10 years (47.6%)
- Achieved highest enrollment since the College evolved into a baccalaureate institution
- 600 incoming students transferred from either Nassau Community College or Suffolk County Community College
- Open House and other recruitment events achieved record levels of participation

**CUMULATIVE % OF ENROLLMENT INCREASE**



**Farmingdale Forward: Strengthening Academics:** *The College continues to add new programs in areas of strength. Curricular development centers on degree options with strong employment prospects in the years ahead as well offering more options via distance learning and via partnerships with other SUNY institutions. The newest bachelor degree programs focus on emerging, high-demand careers in fields such as nutrition, big data, human/computer interaction, digital security, and spatial structure analysis. The College launched its first graduate program in Engineering Technology Management in 2017. Enrollment met its initial target and will double to 50 students in fall 2018.*

- Undergraduate Research Internships or Senior Projects: a total of 167 students were mentored by faculty in the School of Arts and Sciences in undergraduate research, internships, or senior projects

- Inaugural Research Aligned Mentorship Research Day
- Received several SUNY PIF awards in areas of strategic importance:
  - NEXUS Center for Applied Learning and Career Development – \$190,000
  - Capacity Building through Distance and Hybrid Learning – \$134,500
  - Curriculum Development – 5-year grad programs with Old Westbury - \$40,000
  - Computer Science Program – \$270,000
  - Medical Laboratory Technology Curriculum Enhancement – \$150,000
  - Track in Master's Technology Management – \$190,000
- Piloted online tutoring services (supported by the 4Pi Grant) during the Spring of 2018
- Emerging Leaders in Open Educational Resources Incentive was launched in March 2018 to support student retention and academic success through the reduction of costs associated with traditional educational materials
- Over sixty new online/hybrid courses added
- Launched new program in Interaction Design—one of the first of its kind
- Five new bachelor degrees were approved and will be launched within the next year.
  - Business Analytics
  - Computer Security Technology
  - Geographic Information Systems
  - Health Promotion and Wellness
  - Nutrition Science

**Partnerships and Economic Development:** *Farmingdale is an integral part of the regional economy as the recent Economic Impact Study conducted by the Long Island Association concludes. Beyond the direct impact, the College is focused on building relationships with firms and economic development entities to maximize opportunities for internship, employment, and jointly delivered programs.*

- The College's new Economic Impact Study, completed with the Long Island Association reveals the College had a net impact of over \$2 billion from 2009-2017
- Collaborating with Henry Schein, Inc. to sustain a Top Ten Dental Hygiene program
- Give Kids a Smile with Henry Schein and Colgate sponsorship
- Give a Veteran a Smile with Colgate sponsorship
- In discussion with Tesla Motors to develop training site on campus
- D3, a prominent local development and manufacturing firm, has hired three dozen recent Farmingdale graduates and was recognized at the College's 2017 Foundation President's Gala
- Small Business Development Center earned SBA's Excellence and Innovation Award
- Canon USA partnered with the College for the second year in an annual day long recruit event. Other firms are joining in targeting recruitment on campus
- The Broad Hollow Bioscience Park has complete occupancy (four firms) of one building and facilitated the first student internship program and first new hire from Farmingdale State College with tenant companies at the incubator
- The Nexus Center administered an Applied Learning Course Development Incentive grant which required faculty to connect with a new external partner. As a result, 5 new courses with 5 new partners are on track to be offered

- The Nexus Center hosted Canon Day and 3 other on-campus employer information sessions
- University in the High School program currently has 106 high school partners and offered 656 course sections this year
- International Energy & Sustainability Conference 2017, Offshore Wind and Geothermal was held on the FSC campus and included National Grid, NYSERDA, PSEG-LI, and LIPA and attracted 320 participants

**Engaging the Community and a Diverse Long Island:** *FSC and its facilities have become a location of choice for events held in conjunction with civic, public and non-profit groups. This includes events that highlight and reinforce the remarkable diversity of the region and the College's student population.*

- Co-hosted a large African-American History month event with a member of the New York State Assembly
- \$10,000 grant from Explorations in Diversity and Academic Excellence for Nursing conference entitled *Nursing: Diversity Matters! The Importance of Diversity on Campuses and in the Healthcare Workforce*. This spring event drew 120 participants from the campus and the community
- Hosted the 8<sup>th</sup> Annual STEM Diversity Summit that attracted 900 participants
  - *“Engaging the Future: Technology, Energy, Manufacturing, Computer Science and Cyber Security”*
- Sponsored second annual Legislative Breakfast which attracted over three dozen legislators and business leaders from across Long Island
- Mother Language Day celebration program in collaboration with the Office of International Education, Multicultural Committee, Office of Diversity, Equity and Inclusion, and Department of Modern Language
- Hosted the Regional Economic Development Council's Workforce Development Annual Regional Meeting
- Farmingdale's STEP and CSTEP program enrolled approximately 500 students

**Investing in Continuous Improvement:** *The College's sound financial position permits the allocation of internal funds for expanding scholarly activity and professional growth, improvement of buildings and grounds, enhancement of public spaces, and, most importantly, recruiting new faculty. The President's cabinet instituted a new budget and planning process that encourages and supports proposals for strategic initiative and enhancements.*

- Twenty new faculty hired in 2017-18. Fourteen searches for new positions are approved for 2018-19
- Increased funding for artists and lecturers series
- Boosted funding for faculty professional development by \$150,000
- Invested in improved/single sort recycling efforts and campus beautification
- Added several additional technology equipped classrooms
- Upgraded furniture, sprinklers, computer access and study space in residence halls
- Expanded campus shuttle bus service which now transports 28,000 students annually

- Obtained and installed air traffic simulator to be used by aviation and aeronautics students

**Philanthropic Engagement and Student Support:** *Philanthropy and alumni engagement have long been areas ripe for improvement. Fundraising is an area that received much attention in 2017-18 with some successes to be reported. New investment in software and personnel should help the College strengthen its fundraising in the coming year. A number of the scholarship programs identified below allow the College to provide support services that promote the academic success of at-risk students.*

- The Farmingdale Foundation received a number of new donations from alumni and new friends of the College totaling over \$350,000. Including:
  - \$ 25,000 to expand the Corwin Family Scholarship
  - \$ 50,000 to establish the D3 Scholars Program (\$50,000 in additional pledge)
  - \$ 24,000 to establish EOP Summer Grant Program
  - \$130,000 to expand the Santmann Scholars Program
  - \$ 75,000 to establish the Sillcox Scholars Program
- Auxiliary Services Corporation increased support for College by 15% to \$250,000
- The PGA of America is contracting to use campus facilities for the 2019 PGA Tournament and will remunerate the campus and make a gift to the Foundation

**Infrastructure and Aesthetics:** *Aging infrastructure and technology continues to be a challenge and one that the College has embraced by making numerous investments. The College's single greatest task may be to invest in upgrades or improvements to its current buildings, grounds, and utilities. Farmingdale is making ongoing investments using both critical maintenance and campus funds to address these needs.*

- Renovated the Great Room in Ward Hall to deliver better conference and meeting space
- Books 'n Beans Café in Greenley Library renovated with expanded service
- New Amphitheater completed to begin use in Fall 2018
- New Softball Field completed
- Nold Athletic Complex exterior upgrade completed
- Constructed four new technology equipped classrooms/labs with \$400,00 through the Regional Economic Development Council capital fund
- Redesigned and reconstructed a campus entrance to improve access and safety in cooperation with the Town of Babylon and with partial funding through the assistance of a New York State Assembly member
- Space Utilization Task Force completed a six month study leading to multiple recommendations for improved use of spaces facilities

**The Road Ahead:** *Farmingdale is building the physical, financial and academic capacity for sustaining success. As noted, the College's growth is space constrained. Our focus in the next two or three years will be on implementing the multiple recommendations from our Space Utilization Task Force, raising additional funds in order to better assure access and completion, upgrade academic technology, and build on an existing core of strong programs to deliver more*

*options, focus on future employment prospects (particularly on Long Island and in the New York metro region), and increase the value of credentials earned while at FSC. This will require adding contemporary space and exploring new and better ways of engaging prospective students and the Long Island civic and business community.*

- Middle States preparation
- Continued implementation of strategic plan
- Work with Broad Hollow Bioscience Park Board to gain space for science programs
- Address space utilization issues
- Expand distance learning options, both hybrid and fully online
- Identify and implement Micro credentialing opportunities
- Execute plan to refresh and relaunch the College's website
- Increase support for professional development
- Host SUNY Undergraduate Research Conference
- Secure approval for new graduate programs as well as baccalaureate programs in:
  - Criminal Justice: Police, Courts and Corrections
  - Applied Gerontology
  - Computer Science
  - Civil Engineering Technology
- Launch funding raising campaign through use of Raiser's Edge
- Alumni Engagement
- Secure funding for new academic building
- Celebrate the College's Centennial Commencement!

**The Future is Now:** Farmingdale is poised for continued success. The year ahead will require consolidating and completing some of the initiatives now underway. Adding new programs, creating applied learning opportunities, expanding academic and business partnerships and philanthropic work while undertaking campus improvements requires balancing of immediate and longer-term priorities.

Farmingdale is targeting a lower growth rate than in previous years. Given space constraints and the changes in technology and the modes of student engagement, the College is embarking on a smart growth strategy that optimizes the use of facilities, technology and staff to shape enrollment and promote selectivity. This strategy will focus on campus-based expansion of a limited array of academic programs while offering a select group of degrees to place-bound students studying at a distance. Given the College's increased selectivity and investments in student success programs the expectation is that increasing retention will be at the heart of this growth. In addition, the college leadership is focusing on expanding and promoting greater online and hybrid courses and programs. Survey data from students indicates growing interest in distance education options. Academic Affairs is planning to start newly approved programs, some of which are specialized and will remain small. Partnerships with community colleges seem ripe for expansion, including the possibility of locating one or more of Farmingdale's baccalaureate degree programs at a community college site. Over the long term, adding graduate



programs—perhaps only in an online format—and reaching adult learners seem to be consistent with sustaining enrollment without further taxing campus spaces.

The College, as well as its friends and supporters will continue efforts to secure funding for a new academic building. This remains the single highest priority. Beyond this, the College is addressing a longstanding gap in fundraising. This will take on greater significance in the year ahead. Farmingdale is also facing substantial issues in its residence halls and residential program. During the next academic year an in-depth review of the related recruitment, demographic and financial challenges will take place.

On balance, the College is, indeed, Selective Inclusive and Thriving. The 2017-22 Strategic Plan is being executed and progress in meeting its goals and objectives are closely monitored. In the year ahead the College will further involve campus governance in developing fresh objectives consistent with the plan.