

Farmingdale State College Annual Report, 2018-19

Selective, Inclusive, Thriving

The past academic year at Farmingdale State College was a year of innovation and accomplishment across the College. Although major challenges remain related to fundraising and space constraints, the College has sustained progress in new program development, enrollment and retention, and improving and upgrading buildings, grounds, technology, and residence halls.

The College cabinet, along with the campus-wide Committee on Planning and Resource Allocation, closely monitored the implementation of the 2017-22 Strategic Plan and published a Strategic Plan Progress Report for the 2018-19 year that is being shared with the campus community and external audiences.

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 high rates of success in securing quality employment and gaining admission to strong graduate programs. These outcomes spawn continued growth and an increasing level of selectivity. FSC's enrollment crossed 9,970 in fall 2018 while accepting students with an average high school GPA of 89.1. We will attain comparable levels of selectivity and enrollment in fall 2019.



The Cycle of Success

Over the past four years Farmingdale State College has built partnerships that deliver greater access and better educational outcomes for students. These partnerships, which include philanthropies, prominent regional firms, economic development agencies, and other educational institutions helped generate scholarship funding as well as employment and internship opportunities. The College has raised 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. Partnerships with prominent Long Island firms, including Henry Schein, Inc., Curtiss-Wright, Spectronics, and D3 LLC have yielded both applied learning experiences and philanthropic engagement.

The College is in a very strong 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 supported programming for students, faculty and staff, and also funded improvements in aesthetics, buildings, and grounds. During the 2018-19 academic year we developed a much more comprehensive and inclusive budgeting and planning process. This helped the campus community better understand the financial challenges faced by the College and further engaged faculty and staff in identifying and aligning competing college priorities.

One of Farmingdale's greatest challenges remains—the need to procure and create added physical space for its programs. In 2018-19 the College aggressively advocated for a new Building for Applied Sciences. Though we received substantial support from state and local legislators, as well as economic development agencies and SUNY, the enacted budget lacked any capital funds for SUNY. We will continue this advocacy in the year ahead. We are also working in conjunction with the Broad Hollow Bioscience Park and local economic development officials to fully occupy BHBP's vacant, 60,000 sq. ft. building. A private-public partnership appears to be taking shape with the College, BHBP, and Estée Lauder. The College seeks to leverage the proposed partnership for research, applied learning, and philanthropic benefit.

Farmingdale Firsts:

- Received first two direct National Science Foundation grants
- Adopted new campus policies on: bottled water use, paper usage, consensual relations, and student alcohol use in residence halls
- Created Giving Garden in conjunction with Island Harvest—Long Island's food bank
- Held inaugural Adult Learner Fair
- Successfully offered drone certification to over 80 people
- Enrolled over 9,900 students for the first time in the modern history of the College
- Offered first residence hall access scholarship awards to boost dormitory occupancy
- Became the first SUNY college to join the University in Exile Consortium
- Executed Next Step online RN to BSN agreement with Suffolk County Community College
- Executed joint admissions agreement with Nassau Community College to permit seamless transfer in arts and sciences and business programs
- Hosted Long Island's Transgender Day of Remembrance
- Attained listing within top 25% among Forbes "Best Value Colleges"

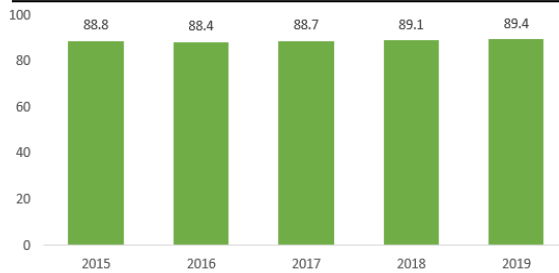
- *Money* ranked FSC in the top 35% of colleges nationally for quality and affordability
- Formed College's first E-Sports program
- Held celebratory Centennial Commencement ceremony complete with fireworks
- Over 20 FSC students participated in an Amazon sponsored Design Challenge—one of only three colleges to be selected to hold such an event
- The Long Island Educational Opportunity Center housed at Farmingdale placed first in the state in three vital categories: enrollment, retention, and completion

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, 2019:
 - Nursing 100%
 - Dental Hygiene 97%
 - Medical Lab Technology 87% between 7/1/18 and 6/30/2019 (vs. national average of 74%)
- Attained highest level of selectivity in recent College history
- High school GPA improved to 89.1 from 88.9
- Average SAT score was 1115—up from 1097
- 2,212 students participated in credit-bearing applied learning placements through the Nexus Center for Applied Learning and Career Development—a 48% increase year over year
- Applied Learning: 2056 students participated in approved applied learning experiences
- The Nexus Center was awarded \$30,000 in SUNY professional development funding for the development of applied learning co-curricular activities
- The Nexus Center developed one of the first processes within SUNY to approve, track, and apply co-curricular applied learning activities in support of the graduation requirement. This will go into effect for students admitted in the fall of 2019
- With 4Pi funding, the Nexus Center supported the development of five new institutionally approved civic engagement, undergraduate research, and community service co-curricular activities
- Approximately 32% of student body are members of underrepresented minorities—well above the SUNY system-wide average
- Retention (fall 2017 to fall 2018) reached a five year high of 84.1%
- Research Aligned Mentorship program data indicates RAM students are performing significantly better than control group students and the general FSC population. Metrics include a 92% freshman retention rate for the 2016-2017 RAM cohort compared to 83% for the College, 75% RAM persistence rate from sophomore to junior compared to 69% for the College and mean cumulative GPA of 3.07 for RAM Scholars compared to 2.79 for the control group students during the 2017-2018 academic year

- Submitted application for Carnegie Foundation Classification for Community Engagement
- The “Community Engagement Forum,” an on-campus dinner event for community partners, provided an open exchange of information and supported collaboration. 24 community partners participated in this event and gave valuable feedback on how FSC can be a better partner in the community.
- Investments in residence halls and in financial support (Residence Access Program) for residential students generated a significant uptick in applications to reside on campus in 2019
- For credit internships totaled 538 student placements
- 2018 Graduation Survey Six Months After Graduating indicates that 94% of baccalaureate degree respondents are continuing their education and/or are working
- 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 program has promoted the adoption of a new campus alcohol policy
- 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
- 81 graduates of science pre-professional program were accepted to medical, pharmacy, dental, occupational or physical therapy, and veterinary graduate programs for 2017-18. 37 were placed into PA programs
- Six students were selected to participate in SUNY’s Puerto Rico relief effort

SELECTIVITY based on high school grade point average

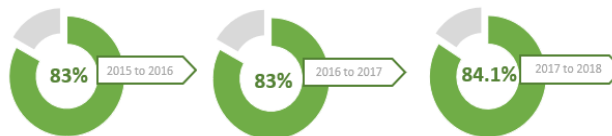


DIVERSITY



*All Minority students not just Under-Represented-Minorities

RETENTION

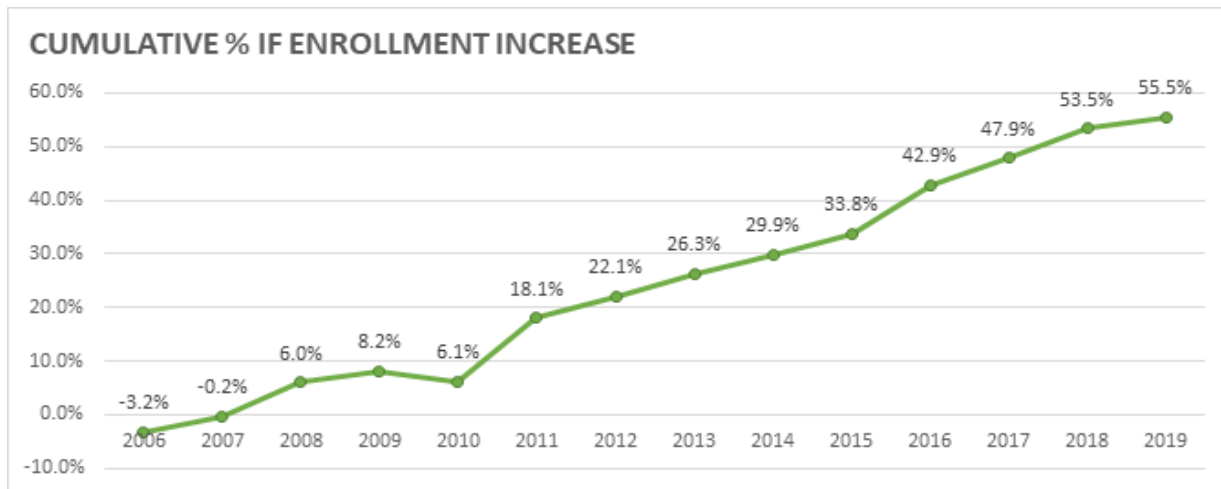


Enrollment and Access: *The College continues to successfully balance enrollment growth, selectivity, and access. FSC accepts approximately 46% of applicants. Incoming freshmen had an average high school GPA of 89.1. Notably, the College enrolls over 500 students who hold legal permanent resident status. These students originate from 72 countries. Again, in 2018-19 we found that nearly 70% of Farmingdale students work at least ten hours per week while pursuing their degrees. Recruitment efforts have expanded with the use of geofencing, outreach to adult learners, and other means of raising the visibility and profile of the College. Efforts to help associate degree students transition to bachelor level programs have been successful. In 2019-20, the College will work more directly with high school counselors and principals. FSC is restructuring its admissions office to better prepare for the demographic changes ahead and will be adding a Chief Enrollment Officer and Strategist position. Farmingdale retains a strong relationship with Long Island's two community colleges and has executed new joint admissions agreements with each. FSC plans to build on these relationships with the hope of locating some bachelor level programs at Nassau Community College or Suffolk County Community College.*

- Fall 2018 enrollment reached 9,970 students—an increase of about 4.1%. The College expects a slight increase in fall 2019 enrollment. According to *The Chronicle of Higher Education* (August, 2018), FSC ranks 8th nationally in percentage of enrollment increase over the last 10 years among public baccalaureate colleges (47.6%)
- Admissions staff participated in over 400 events in 2018-19, an increase of over 24%

- The American Society for Engineering Education (ASEE) announced that FSC is number four in the nation in the production of engineering technology undergraduate degrees, number five in undergraduate enrollment and number five in undergraduate enrollment of women
- 715 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, data analytics, health promotion and wellness, 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 exceeded 50 students in fall 2018.*
- The College offered nearly 200 classes with an applied learning designation
- A 73% increase in the number of hybrid and online courses developed occurred (133 in 2018-19 vs 77 the prior year) along with a 20% increase in online course registrations (8768 in 2018-19 compared to 7372 previously). This uptick is due to changing perceptions of online education as well as PIF and 4Pi funded incentives
- A distance learning dedicated helpdesk was launched in 2017-2108 and there was a 276% (1200 to 4515 tickets) increase in the number of helpdesk tickets from faculty, administrators, and students in 2018-2019
- Letters of Intent were submitted for two BS to MAT programs with SUNY Old Westbury

- Launched new program in Geographic Information Systems—one of the first of its kind
- Placed five students in summer research internships at Brookhaven National Lab
- The BS Medical Laboratory Science program was reaccredited by the National Accrediting Agency for Clinical Laboratory Science (NAACLS), and received a five-year award of accreditation in October 2018
- Five new bachelor degrees were approved and will be launched in fall 2019
 - Business Analytics
 - Computer Security Technology
 - Health Promotion and Wellness
 - Nutrition Science
 - Geographic Information Systems

Partnerships and Economic Development: *Farmingdale is an integral part of the regional economy. The Economic Impact Study conducted by the Long Island Association concluded that FSC's direct impact on the local economy totaled \$2.5 billion from 2009-17 while helping to address Long Island's brain drain. 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 Dental Hygiene program offers *Give Kids a Smile* with Henry Schein and Colgate sponsorship and *Give a Veteran a Smile* in conjunction with Colgate
- D3, a prominent local development and manufacturing firm, has hired three dozen recent Farmingdale graduates. D3 has established a scholarship program at FSC
- The Small Business Development Center worked with more businesses (1,784) than any other center in the State's SBDC network and earned first prize in the NYSBDC procurement assistance competition
- The Broad Hollow Bioscience Park is working with the College to fully occupy a vacant building in partnership with Estée Lauder
- The University in the High School (UHS) Program currently has relationships with 113 high schools. The Department has generated \$1.2 million in 2018/2019 program revenue. Six new articulation agreements were developed with local high schools in 2018-19
- In addition to hosting the Canon Day recruitment event (84 student participants), the Nexus Center hosted employer specific recruitment events to highlight job opportunities at local firms including:
 - Global Facility Management & Construction
 - Republic Airline RJet Day
 - Republic Airways
 - Estee Lauder
 - New York Presbyterian
 - Curtiss-Wright
 - Mt. Sinai Hospital

- The Nexus Center administered an Applied Learning Course Development Incentive grant, which required faculty to connect with a new external partner. As a result, five new courses with five new partners are on track to be offered
- A \$790K grant from NY State awarded to Renewable Energy and Sustainability Center for Clean Energy Workforce was received to provide training in offshore wind

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 for the second year
- Hosted the 9th Annual STEM Diversity Summit that attracted over 700 participants
- Hosted Long Island's Transgender Day of Remembrance
- The College received its first direct NSF grant—\$300K to mentor minority PhD candidates in STEM with the goal of hiring as full-time faculty
- During the fall 2018 semester, the Visual Communications Art & Graphic Design class provided design work for non-profit clients including Heckscher Museum of Art, United Cerebral Palsy of Nassau County, and Farmingdale State College Wellness Center
- Dental Hygiene faculty and students have collected winter coats for the homeless and prepared personal care hygiene packages for the *Candlelight Vigil for the Homeless* and the *Give Vets a Smile* events
- Dental Hygiene, Nursing, and Med Lab Science students presented medical information in conjunction with Island Harvest's Food Bank visits
- There was a 53% increase in the number of students participating in courses designated as Civic Engagement and a 15% increase in students engaging in Community Service designated activities in the 2018-19 year
- Sponsored third annual Legislative Breakfast which attracted over three dozen legislators and business leaders from across Long Island focused on applied learning
- 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 Breast Health Awareness event in conjunction with several state and local legislators
- 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.

- Fourteen new faculty positions were approved for 2018-19
- Increased funding was provided for artists and lecturers series
- Academic Affairs provided \$220,000 in summer '19 scholarship support for faculty
- Implemented an improved/single sort recycling effort
- Added several additional technology equipped classrooms
- Obtained architectural plans to create a campus Welcome Center by renovating Laffin Hall
- Upgraded furniture, sprinklers, computer access and study space in residence halls
- Expanded hour and frequency of campus shuttle bus service
- Obtained and installed air traffic simulator to be used by aviation and aeronautics students
- Created E-sports space in club level of Conklin Hall with financial support of Student Government Association

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 2018-19 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. Although there has been some progress, the year ahead will require the College to substantially accelerate its fundraising efforts.*

- Obtained \$90,000 gift from Henry Schein, Inc. to sustain a Top Ten Dental Hygiene program
- Auxiliary Services Corporation increased support for College by over 20% to \$300,000
- The PGA of America contract to use campus facilities for the 2019 PGA Tournament generated \$180,000 in new revenue to the College
- The College received its first NSF grant (see p.8)
- A subsequent NSF \$1M, 5-year S-STEM Grant was received
- Eleven new scholarship funds totaling nearly \$1M created to support high-need students
- Gifts to Foundation increased by 30% from July 2017 to June 2019

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

- Renovated the President’s Conference room to deliver better conference and meeting space
- Auxiliary Services Corporation renovated main student dining area to accommodate *Freshens*, a national fresh food studio brand
- Completed new women’s softball stadium and began resurfacing of men’s baseball field
- A new Interaction Design lab in Hale Hall was completed and became operational for the 18-19 academic year
- Nold Athletic Complex exterior upgrade completed
- Constructed four new technology equipped classrooms/labs with \$400,000 through the Regional Economic Development Council capital fund
- Completed the 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
- Implemented numerous recommendations of Space Utilization Task Force study leading improved use of spaces and 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 continues to be on implementing the multiple recommendations from our Space Utilization Task Force, raising additional funds in order to better assure student access and completion, upgrading academic technology, and building 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. Additionally, the College will continue to invest in expanding its applicant pool through partnerships, new programs, adult learner initiatives, and upgrading residential buildings. As noted above, campus fundraising efforts will require continued attention and new steps.*

- Complete Middle States self-study
- Re-accreditation by ABET is in process and the site visit will occur in October of 2019
- Expand adult learner initiatives by delivering an evening program in Business Management
- Sustain efforts to fill residence halls
- Expand student health services with an additional prevention position and a mental health nurse practitioner
- Implement agreements for joint admissions with both Nassau and Suffolk Community colleges
- Work with Broad Hollow Bioscience Park Board to fully occupy BHBP in partnerships with Estée Lauder
- Build infrastructure to support distance learning options—both hybrid and fully online

- Identify and implement Micro credentialing opportunities
- Execute plan to refresh and relaunch the College’s website—expected January 2020
- Launch new baccalaureate programs in:
 - Criminal Justice: Police, Courts and Corrections
 - Applied Gerontology
 - Computer Science
 - Civil Engineering Technology
- Improve fundraising efforts and expand Alumni Engagement through use of Raiser’s Edge and various methods of direct outreach
- Renew and expand Tortora-Sillcox Scholarship program
- Secure funding for new academic building
- Continue efforts to renovate a building to create a campus welcome center
- Conduct a comprehensive review of the demographic and enrollment issues facing the College

Farmingdale is poised for continued success. The years 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, changes in technology, and new modes of student engagement, the College is engaged in 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, increasing retention will be at the heart of this growth. 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 have been formalized and are ripe for expansion. This includes 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 must better address 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. However, recent changes have made an impact and the 2019 year is quite promising. During the

next academic year an in-depth review of the related recruitment and demographic 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.