

Farmingdale State College Year in Review, 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 five year student-centered [mission statement and a strategic plan](#) composed of seven goals on which the president's cabinet continuously keeps under review.

In addition, the Cabinet adopted ten more specific annual goals, which in substantial degree have been attained.

- 1. Sustain enrollment growth, increase selectivity and diversity**
- 2. Increase number of full-time faculty**
- 3. Add high quality niche programs**
- 4. Enhance prominence and reputation as integral to LI's future**
- 5. Increase student engagement in campus life**
- 6. Be recognized as center of excellence in applied and experiential learning**
- 7. Increase external support**
- 8. Become a more aesthetically attractive campus; improve / expand facilities, and upgrade technology / infrastructure**
- 9. Address space constraints; secure funding for the Building for Applied Social Sciences**
- 10. Improve student programming and residential experience**

The success of the College is reflected 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 reinforce growth and an increasing level of selectivity. Enrollment crossed 9,600 in fall 2017, while accepted students had an average high school GPA of 88.7 or above. The College retains one of the University's most diverse student populations.

Over the past two years, Farmingdale State College worked to build partnerships that provide 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 funding opportunities and improved employment and internship outcomes.

One of Farmingdale's greatest challenges is creating and upgrading physical space. 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 2017-18:

- FSC was co-recipient of SUNY's initial Diversity, Inclusion and Social Justice Award
- The College 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 devoted to integrating career development and applied learning
- Procured first fund raising software: Raiser's Edge
- 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

Student Success and Engagement: *Farmingdale students continue to perform at high levels in employment, rates of admission to graduate programs, and placement in internships.*

- Licensure pass rates for students taking exams for first time, 2018:
 - Nursing 96.43%,
 - Dental Hygiene 93.33%,
 - Medical Lab Technology 100%
- Retention (fall 2016 to fall 2017) reached a five year high of 83%
- Research Aligned Mentorship program had 86.9% retention rate
- Internships secured through Nexus Center totaled over 500 placements
- Academic Affairs approved 100 applied learning courses
- 2017 Six Months after Graduation survey reflects
 - 92% of baccalaureate degree respondents are continuing their education and/or are working
 - Three-quarters are working in a position directly related to the field of study
- A NYS Office of Alcoholism and Substance Abuse Services (**OASAS**) Grant funded a variety of programming and services and the recruitment of a Prevention Coordinator
- The Students First Grants and 4Pi Incentive Grants, awarded to the College to increase undergraduate research and experiential learning opportunities
- Nearly 70 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

Enrollment and Access: *The College continues to successfully balance enrollment growth, selectivity and access. FSC accepts approximately 44% of applicants. Notably the College enrolls over 300 students from 72 countries who hold permanent legal resident status. Again in 2018 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 to raise the profile of the College. FSC plans to build on strong relationships with Long Island's two community colleges to develop joint admissions agreements and locate some bachelor level programs at Nassau or Suffolk.*

- Fall 2017 enrollment was 9,663- an increase of 4.6%. *The Chronicle of Higher Education* (August, 2018), ranks FSC 8th nationally in percentage of enrollment increase over last 10 years (47.6%)
- Approximately 38% of student body are members of underrepresented minorities, among the highest in the SUNY system. The SUNY System average is 26.5%
- 600 incoming students transferred from either Nassau Community College or Suffolk County Community College

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 as well*

offering more options via distance learning and partnerships with other SUNY institutions. The newest bachelor degree programs focus on emerging, high-demand careers in fields such 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: 167 students were engaged with faculty in the School of Arts and Sciences in undergraduate research internships or senior projects
- PIF (Performance Improvement Fund) Proposals approved totaling nearly \$1 million
 - NEXUS Center for Applied Learning and Career Development
 - Capacity Building through Distance and Hybrid Learning
 - Curriculum Development – Joint 5-year programs with Old Westbury in Computer Science
 - Medical Laboratory Technology Curriculum Enhancement
 - Track in Master's Technology Management
- Open Educational Resources Incentive was launched to support retention and success through the reduction of costs associated with traditional educational materials
- Over sixty new online/hybrid courses added
- 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.*

- Collaborating with Henry Schein, Inc. in investing to sustain a Top Ten Dental Hygiene program
- 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
- 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
- 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
- International Energy & Sustainability Conference on Offshore Wind and Geothermal was held on campus with 320 participants including National Grid, NYSERDA, PSEG, and LIPA

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 a Nursing conference entitled *Nursing: Diversity Matters! The Importance of Diversity on Campuses and in the Healthcare Workforce*. 120 participants from campus and the community attended

- Hosted the 8th 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
- Give Kids a Smile with Henry Schein and Colgate sponsorship
- Give a Veteran a Smile with Colgate sponsorship

Investing in Continuous Improvement: *The College’s strong financial position permits the allocation of internal funds for expanding scholarly activity and professional growth, improvement of buildings and grounds, enhancing 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 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: *Fundraising is an area that received much attention in 2017-18. Some successes can 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 work individually and intensively in offering support and academic service to students of limited means.*

- 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 the 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 rebuilt a campus entrance to improve access and pedestrian safety
- Space Utilization Task Force completed a six month study leading to multiple recommendations for improved use of spaces and facilities

The Road Ahead: *Farmingdale is building the physical, financial and academic capacity for sustained success. The College's growth is primarily 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 assure access and completion, upgrade academic technology, and build on an existing core of strong programs to deliver more options, and increase the value of credentials earned. This will require adding contemporary space and exploring new ways of engaging prospective students and the Long Island civic and business community.*

Farmingdale State College Goals and Objectives 2018-19

Expand available spaces/improve spaces and space utilization

- Implement multiple recommendations from Space Utilization Task Force study
- Sustain advocacy for new academic building with state/local/SUNY officials
- Work with economic development officials to renovate and use BHBP vacant building (60,000 sq. ft.) for College purposes
- Expand campus recycling and “greening” efforts
- Develop aesthetic improvement plan

Broaden the academic foundation to promote enrollment stability: Smart Growth strategy to reach 10,000 students in 2020

- Launch five new bachelor degree programs
- Complete approval process for three additional programs
- Add online and hybrid offerings
- Invest internal and external funds in continuing retention efforts, particularly for targeted populations
- Pursue joint admissions options with Nassau and Suffolk community colleges and explore locating FSC baccalaureate programs at these institutions
- Micro-credentials- establish a process for creating and validating credentials

Generate external resources to support the advancement of Farmingdale State College

- Implement Raiser's Edge fundraising platform
- Leverage Centennial Commencement, May 2019, as a means to enhance fundraising and alumni engagement
- Build on success with external funding sources to support STEM retention initiatives for at risk students and recruitment of student with financial need from neighboring community colleges
- Mine data through Raiser's Edge to develop alumni engagement and giving program
- Revamp grants development and Research Foundation operations to better identify opportunities of benefit to the College

Raise the profile of the College

- Expand geofencing- target recruitment and campus visibility using digital technology
- Revamp and redesign the College's web site
- Celebrate the College's Centennial Commencement

- Increase recruitment efforts in two New York City boroughs

Partnerships and economic development

- Pursue Tesla partnership in automotive technologies
- Work with Broad Hollow Bioscience Park to create joint academic/start-up occupancy
- Implement workforce development projects with PSEG, LIPA and other energy firms
- Establish direction for the Infrastructure Transportation Security Center SUNY 2020 award

Strategic investments- Leverage the College's financial position to provide expanded support for:

- Distance learning infrastructure
- Community College partnerships
- Professional development for faculty/staff
- Expanding outreach of chief diversity and Title IX offices
- High impact practices such as study abroad opportunities
- Continue residence hall improvements
- Fundraising and alumni engagement
- Aesthetic improvements to grounds
- Energy efficiency
- Recruitment for new programs

The Future is Now: Farmingdale is poised for continued success and needs to focus on investments for the years ahead. The year ahead will require consolidating and completing some of the initiatives now underway. Adding programs and expanding partnerships and philanthropy while undertaking capital improvements requires balancing 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 course delivery, 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 student success programs, 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 these options. Academic Affairs is starting newly approved programs, some of which are specialized and will remain small. Partnerships with community colleges are 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 distance format—and reaching adult learners are 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. 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.