

# NYSTAA Annual Report



# 2019-2020



## NYSTAA Presidents Report

Submitted by: Misty Fields

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

This is our 27<sup>th</sup> year as an organization and while we had to cancel our conference scheduled in Albany this year due to Covid-10 we came together as an organization to deliver segments of our planned conference, programing, and professional development during a two-day Virtual Summit.

Due to a job opportunity promotion with an out-of-state institution, Troy Cogburn made the difficult decision to resign as President.

It has truly been as accomplishment of all the transfer professionals who volunteer their time for this organization. We could not have come this spring without the dedication and leadership of those who serve on our Executive Board, committees, and in our regions. We are looking forward to being together in Albany in May of 2021.

We were able to work with our Conference Direct representative to move our conference dates forward a year through the year 2023.

### Successes

We were able to deliver a two-day Virtual Summit in lieu of our Annual Conference that was cancelled due to Covid-19.

Programing consisted of Keynote Address from Bonita Jacobs, President of University of North Georgia and a presentation by Michael St. John Turner, Client Relations Manager for New York State Higher Education Services Corporation (HESC). We also conducted a Virtual Happy Hour to honor retirees and raise money for Transfer Student Scholarship funding. We conducted the 2-yr, 4-yr Public and, 4-yr Private Breakout Sessions virtually. In addition, Committee chairs held virtual meetings to welcome new volunteers.

We signed contract with CG Media who will be serving as our Webmaster and working with our website processes and membership area moving forward.

Summer Workshop Series: to help keep members engaged ....

### Challenges

Over the next year due to many factors related to Covid-19 our challenges as an organization will be to continue to remain engaged and conduct outreach to promote and increase membership as well and committee participation.

### Goals for Next Year

Continued outreach to current and previous members

Support of our Regions to conduct outreach and member engagement throughout the year

Review and revise our current By-laws on officer transitions out.

Review the current services and opportunities to provide to members in relationship to what we have been able to accomplish with the Virtual Summit to see if there are ways to meet membership where they are.



## NYSTAA Secretary Report

Submitted by: Misty Fields

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

#### **Executive Board Meetings**

June 17<sup>th</sup>, 2019

September 24<sup>th</sup>, 2019

December 11<sup>th</sup>, 2019

February 21<sup>st</sup>, 2020

March 13<sup>th</sup>, 2020

April 16<sup>th</sup>, 2020

NYSTAA's Secretary, Devyn Thomas, went on maternity leave in March 2020 through July 1<sup>st</sup> 2020. At that time Theresa Abbott graciously volunteered to step in as interim Secretary during that time.



## NYSTAA Regional Coordinator Report

Submitted by: Tracey Iorio

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

This year started out well. Several regional meetings occurred in person. The spring meetings were either cancelled or made virtual. We are all hoping to have virtual summer meetings to enhance our contact with membership during the Covid 19 virus. These summer meetings will entail how everyone is coping, what works for your campuses, what the challenges have been for your campus, how the NYSTAA organization can support you during this difficult time. The one issue which has been challenging is membership. Many campuses may have severe budget constraints; how can we improve or maintain our current membership level.



## NYSTAA Outreach Coordinator Report

Submitted by: Cathy Anderson

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

- As an appointed replacement for a vacant position, unfortunately, there wasn't a specific plan for 2019-2020 outreach goals. Even without clear goals in place, we were still able to achieve some success – but certainly faced challenges that will influence our future plans and goals.

### Successes

- In February, NYSTAA participated in CICU's New York Student Aid Alliance Advocacy Day. The event provided the opportunity to meet with NYS legislators and/or their staff to introduce NYSTAA as well as raise awareness about how NYS student aid and opportunity programs specifically impact transfer students – and the need to continue and increase funding for these programs.
- Five members of NYSTAA's executive board attended representing the following positions: president, president elect, outreach coordinator, four-year public representative, and transfer best practices committee co-chair.
- We anticipate NYSTAA's participation in the Advocacy Day to become an annual commitment.

### Challenges

- With no specific goals in place for the 2019-2020, it was challenging to initiate outreach and establish connections with other transfer organizations in a productive way.
- COVID-19 caused both the NYSTAA and NETA conferences to be canceled – exchanging presentations/presenters at the conferences has traditionally been the primary connection between the two organizations each year.

### Goals for Next Year

- Continue to increase NYSTAA's profile and influence in the state, regional and national conversation related to transfer issues.
- Work with the Executive Board to establish specific goals for the 2020-2021 year, including intended outcomes.
- Strengthen NYSTAA's relationship with NETA – create a plan to connect beyond the conferences in a way that will be mutually beneficial to both organizations and the students we serve.



## NYSTAA Treasurer's Report

Submitted by: Paul D Williams

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

#### Holdings:

- Checking: \$36,092.74
- Savings: \$11,232.32
- Scholarship: \$18,712.91
- Stripe/Paypal: \$1024.15

#### Successes

- Collected revenue in the amount of \$19,512 (as of report date)
- The increase in the cost of membership has helped the organization to stay fiscally sound
- Was able to work with the scholarship committee to successfully implement new and different types of fund raisers
- Saved money by utilizing new platforms to virtually meet and renegotiated our plan with go-to-meetings

#### Challenges

- Refunding the canceled conference fees required utilizing our safety net stored in stripe. As memberships deposits are made for 2020-21 we will be able to restore what was used
- Taxes were submitted late due to a mistake by our accountants, who were able to rectify their error
- Utilizing Stripe/Paypal to accept credit card payments has made the payment easier, but with each transaction we are paying a 3% transaction fee

#### Goals for Next Year

- To have the 2020-2021 budget submitted and approved by July 1, 2020.
- As a reminder, we have a "Payment Request Form." Anyone requesting funds is asked to complete the form and submit it to the treasurer.



## NYSTAA Historian Report

Submitted by: Theresa Abbott

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

- There were no changes from last year

### Successes

- Dropbox is working well as a community and shared storage system to maintain records from previous years in an organized manor.
- I was able to create an organized list of everyone who has access to Dropbox and ensure everyone who should have access has access to the appropriate folders.

### Challenges

- It seems as though many records have been saved to people's personal computers and are not always being uploaded to Dropbox regularly.

### Goals for Next Year

- My goal for next year is to regularly follow up to make sure documents that should be uploaded to Dropbox are being uploaded and to see what historical information should be saved to Dropbox that isn't.





## NYSTAA Awards Committee Report

Submitted by: Lindsay Gerhardt (PD Grants) and Jessica McCaffery (Awards) Co-Chair's Awards

Date submitted: May 1<sup>st</sup> 2020

Committee Members: All past recipients of NYSTAA's Joan Austin Distinguished Service Award who are current members of NYSTAA.

### Professional Development – Lindsay Gerhardt

#### Overview of the Year

The professional development committee comprised of former award recipients received a total of three grant applications. Two were for the Meg Pearson (NYSTAA member less than 3 years) Memorial Award and One was for the Peter Lindsay (NYSTAA member more than 3 years) Memorial Award.

For the 2019-2020 conference, it was decided that PDG award recipients would be offered a single room. In year's past, recipients were awarded a double room and needed to pay the difference if requesting a single. Needing to find a roommate always posed a challenge and the majority of recipients requested single rooms. Although I believe this was a good decision, the added cost would lower the number of PDG recipients.

COVID-19 caused the cancellation of the Annual NYSTAA Conference. As a result, it was decided to defer the three grant applications to 2020-2021. If the applicant is still interested in attending the following year's conference, they will not need to reapply.

#### Successes

- Successful communication about grant availability through NYSTAA website, email, and newsletter
- Decision to offer a single room
- Three qualified applicants
- Applicants and recipients were different from previous years

#### Challenges

Funding  
COVID-19

#### Goals for Next Year

Continue to promote availability of awards to increase applicants  
Search for additional ways to fund grant opportunities

## Service Awards – Jessica McCaffery

### Overview of the Year

The award committee deadline coincided with most members of NYSTAA transitioning to working from home due to the COVID-19 crisis. As a result, very few nominations were received for the four award categories. Due to the cancellation of the NYSTAA conference and low number of nominations, it was decided that we would not be giving out NYSTAA awards this year. Any nominations received for 2019-2020, will be considered for next year's award ceremony. The committee will consider giving more than one award per category next year, if nominations support this approach. Categories include the Joan Austin Distinguished Service Award, New Professional Award, and the Excellence in Transfer Services Award and the Emeritus Award. We look forward to an opportunity to celebrate the work of our colleagues at next year's conference.

### Successes

Thoughtful nominations in highlight the contributions of NYSTAA members

### Challenges

Collecting nominations due to COVID-19

### Goals for Next Year

Raise awareness of awards and increase nominations



## NYSTAA Bylaws Committee Report

No Report Available



## NYSTAA Conference Committee Report

Submitted by: Michael Henningsen & Darlene Poirier

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

The 2020 conference was planned to happen at the Albany Marriot in May. Everything was set and ready but unfortunately in mid-March the COVID-19 pandemic began to spread rapidly in New York State which led to Governor Cuomo later shutting down all non-essential gatherings. Since conference is cancelled, our committee came together with Issues Committee and the executive board to plan a virtual Summit.

### Successes

When we had to cancel this year's conference, we were able to postpone our conference at the Albany Marriot to 2021 without any financial penalties. We were also able to move our conference at the Kartrite and the Woodcliff back one year. All hotels were very gracious to let us move our contracts back one year without a penalty. The only money conference committee spent was on ornaments and lapel pins that we purchased through GNP; we can use these as gifts for next year since there is no date on them. Overall, we were impressed at how our committee, our hotel partners, the NYSTAA Issues committee and the executive board handled this unprecedented situation in a quick, calm and creative manner. We will be hosting a Virtual Summit so members will still have the opportunity to come together for professional development, networking, and the ability to discuss how institutions are handling this pandemic.

### Challenges

Obviously, the COVID-19 pandemic was our main challenge. The other challenge we experienced was the fact that Albany Marriot prices are higher than some other places we have been to so we had to get creative with how we were spending money. Thankfully, UAlbany agreed to host the Tuesday night dinner which saved NYSTAA thousands of dollars. It is not guaranteed that UAlbany will be able to host now that conference is moved to 2021, but co-chair Darlene will try her best to see if that can still happen.

### Goals for Next Year

The goal for next year is to actually host our annual conference and stay within budget! We would also appreciate more committee members so please reach out to us to join!



## NYSTAA Issues Committee Report

Submitted by: Greg Diller & Erin Rickman

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

The Issues Committee was planning for a success conference until we had to cancel due to COVID-19. We set up a meeting once a month since the last conference and have been hard at work to bring in new speakers and exciting sessions for members. While we have had to cancel the conference until May 2021, the committee has worked well with the Conference Committee to plan for a May Virtual Summit and Summer Series

### Successes

The Issues and Conferences committees worked together quickly this spring to plan for a Virtual Summit and Summer Series. We had great session presentations and still wanted to bring those to our members. We will provide these sessions bi-weekly throughout the summer via Zoom/Webex.

The committee was planning to bring in Bonita Jacobs, President and Founder of NISTS, to Albany to be our Keynote speaker. While we will not be in person, Bonita has agreed to still be our Keynote Speaker at our Virtual Summit. The Higher Education Services Corporation was to be our breakfast speaker on the second day of the conference and will now be our breakfast speaker on day two of the summit. We were planning a Provost/VP Panel as our Plenary Speaker and will look to move this to May 2021.

### Challenges

While COVID-19 has provided challenges everywhere, our committee has stepped up to the task to provide a great plan for professional development for our organization and its members.

While we were towards the end of our extended deadline for sessions when the shutdown came, presentations in numbers were lighter than usual. We will look to continue to work with members to inquire about presenting at the conference.

### Goals for Next Year

We will learn from our summer series and see if we can continue to offer professional development opportunities in the fall and spring semesters leading up to the conference. We can use virtual platforms to have people present and could be a good trial for presentations or for new presenters to get the feel of presenting.

Issues will continue to work with other committees to see how we can connect virtually. Whether it be with new professionals, fundraising with the scholarship committee, or best practices, there is a lot of room to grow as we all have become more comfortable with our virtual surroundings.



## NYSTAA Membership Committee Report

Submitted by: Kimberly Lourinia & Cortney Shaughnessy

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

Membership during the 2019-2020 academic year was slightly delayed in its kick-off but ran smoothly after launch. The committee, in conjunction with the entire Executive Board, was able to effectively roll out a new membership fee structure providing many institutions with new opportunities to increase the number of individual memberships available. We unfortunately were not able to tap into the assistance of additional members interested in being part of this committee but are hoping with the work being done to streamline membership in 2020-2021, we will be able to enlist the assistance of additional NYTAA members. The goal of this would be to assist in additional membership drives to increase overall institutional and individual memberships.

Here is the membership data as of May 6, 2020:

OVERALL INSTITUTIONAL MEMBERSHIP AS OF 5/06/2020	Central Region	Downstate Region	Eastern Region	Western Region	Out of State Schools	TOTALS
2 Year Public Schools (Includes SUNY/CUNY)	7	11	4	4	0	26
4 Year Public Schools	7	8	4	6	0	25
4 Year Independent (Private) Schools	8	16	6	12	2	44
Other Organizations	0	0	0	0	0	0
<b>Total # of Schools/Organizations</b>	<b>22</b>	<b>35</b>	<b>14</b>	<b>22</b>	<b>2</b>	<b>95</b>
OVERALL INDIVIDUAL MEMBERSHIP AS OF 5/06/2020	Central Region	Downstate Region	Eastern Region	Western Region	Out of State Members	TOTALS
Total # - 2 year Public - (Includes SUNY/CUNY)	13	24	4	21	0	62
Total # - 4 year Public	32	15	14	21	0	82
Total # - 4 year (Private) Independent	22	49	33	32	2	138
Total # - Other Members	0	0	0	0	0	0
<b>Total Members By Region</b>	<b>67</b>	<b>88</b>	<b>51</b>	<b>74</b>	<b>2</b>	<b>282</b>
<b>TOTAL # OF 2 YEAR PUBLIC SCHOOL NYSTAA MEMBERS</b>	<b>62</b>					
<b>TOTAL # OF 4 YEAR PUBLIC SCHOOL NYSTAA MEMBERS</b>	<b>82</b>					
<b>TOTAL # OF 4 YEAR INDEPENDENT SCHOOL NYSTAA MEMBERS</b>	<b>138</b>					
<b>TOTAL # OF OTHER ORGANIZATION NYSTAA MEMBERS</b>	<b>0</b>					
<b>TOTAL # OF NYSTAA MEMBERS</b>	<b>282</b>					
OVERALL TYPES OF MEMBERSHIP AS OF 5/06/2020						
Total # of Group (5) Memberships	34					
Total # of Single (1) Memberships	27					
Total # of Single (2) Memberships	9					
Total # of Single (3) Memberships	8					
Total # of Unlimited Membership	17					
<b>Total # of Memberships</b>	<b>95</b>					

- Compared to 2018-2019, we are down 9 institutional memberships and 90 individual members.

### Successes

- Rollout of new membership fee structure.
- Updates to membership portal on NYSTAA website.

- Membership issues were resolved in a timely manner.
- Outreach was conducted to schools that were not utilizing the individual membership spots they paid for.
- Outreach was conducted to schools that had not renewed their membership from previous years

## Challenges

- Most of the challenges faced this year were from the technical side and more specifically, in-complete or improper registrations leading to both institutional and individual member issues.
  - Many challenges are arising from memberships that are initiated by individual who are “payees only.” Specifically, the multiple step process to first have a primary contact register and then individual members.
  - Other challenges involved members looking to sign in to renew their membership after all memberships were wiped clean from the system and clearing out all log-in information.
- This year we struggled in getting many of our institutional memberships to fill all individual member spots leaving many individual memberships open and unused.

## Goals for Next Year

- Increase institutional and individual memberships, bypassing our highest membership year, with the focus of renewing all 2019-2020 members and bringing back members from previous years who have not re-registered in the last several years.
  - Identify for those who are not returning, is there something we can look at doing differently in order to get them back.
- Encourage all institutional members to maximize their membership package by filling all individual memberships.
- Streamline the current membership process for institutional and individual memberships to make the process easier and eliminate technical challenges.
- Develop regular outreach plans to assist in increasing overall numbers.



## NYSTAA Marketing and Communications Committee Report

Submitted by: Carol Costell Corbin

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

The committee continued to serve the web and communication needs of NYSTAA. The Web Administrator contract with Chris Kull expired in May 2020, and we signed a new contract, with similar responsibilities and compensation, with CGMedia Partners to begin June 1, 2020.

### Successes

- Worked with committee chairs and officers on content and sent out more than 30 messages via Constant Contact throughout the year. The shift to messaging allows more timely communication about events/deadlines than semesterly newsletter.
- Managed text/minor edits to website; worked with web administrator on larger updates
- Continued to maintain NYSTAA Calendar on website to assist with transfer events and travel planning

### Challenges

- During the year, committee co-chair Rachel Littenberg resigned her position. Others took on different professional positions and work shifted. Committee engagement dwindled throughout the year.
- Social media posts and engagement were down.

### Goals for Next Year

- Successfully transition web administration services to CGMedia Partners. With their help, streamline member registration process and clarify text on web.
- Re-engage committee and recruit new members to share the necessary work.





## NYSTAA Nominations and Elections Report

Submitted by: Robin Graff

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

Due to the cancelation of the conference Nominations and Elections were delayed. As of May 1<sup>st</sup>, voting is underway. Election results will be available to members as of June 1<sup>st</sup>.

### Goals for Next Year

Work on the timeline and outreach for Nominations and Elections



## NYSTAA Transfer Best Practices Committee Report

No Report Available



## NYSTAA Scholarship Committee Report

Submitted by: Greg Diller

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

The Scholarship committee has been busy this year, holding a fundraiser in the fall for the first time. After the shut down due to COVID-19, scholarship continued to move forward, choosing recipients for the 2020 scholarships and exploring ways to continue to fundraise during the virtual summit and throughout the summer.

### Successes

At last year's conference we raised \$2,303.62 for scholarships! This was up from the previous year. We focused less on the silent auction and more on ticket sales for baskets and a night at the hotel/gift card to Coltivare. We believe the switch to ticket sales for bigger items was more popular than the auction.

At the committee meetings at the 2019 conference, the committee discussed holding a fall fundraiser to continue to help raise money towards scholarships. While the amount of money raised at the conference was up, it is still down from what was being raised just 4 years ago. We launched the fall fundraiser in October and it was a success, raising a little over \$850 after prizes.

### Challenges

Due to COVID-19 and the change to the virtual summit, we will not be able to fundraise in the way we have in the past. We will try to do a 50/50 raffle during the happy hour and try additional options throughout the summer.

While we had great candidates for our scholarships this year, the numbers were down from previous years. However, we do believe this to be due to COVID-19 and the inability to promote more in person before the deadline.

### Goals for Next Year

The committee will continue to focus on what they can do during the summer to raise money towards the scholarships. We will also continue to do the fall fundraiser and see how we can take some feedback to help it continue to be a success.



## NYSTAA Central Region Report

Submitted by: Craig Green, Scott Setek & Mike Ramos

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

Here is a summary of the Central Region Fall Regional Meeting:

**Date:** Oct 25, 2019

**Time:** 9:30-2:00

**Host:** Utica College

**Attendance:** 25

**Welcome:** Dr. Jeffrey Gates (Senior Vice President for Student Life and Enrollment Management)

*Jeff talked about the state of things at Utica College including enrollment trends, popular majors and expansion to branch campuses (including some in New York and some in Florida)*

**Showcase Presentation:** "Utica College Care Teams"

Sarah Garramone (Assistant Director of Career Development)

Leigh Petryssyn (Transfer Success Coach)

*Sarah and Leigh talked about the care teams and how students have a team that consists of a representative from admissions, an academic advisor, financial aid representative and career service representative as part of their "Care Team"*

### **Roundtable Discussions:**

*A variety of topics including enrollment, transfer pathways and new programs highlighted*

**Lunch:** Strebel Student Center Dining Hall

### **Campus Tour**

April 3 Spring Meeting was to be hosted by Wells College but was cancelled due to pandemic



## NYSTAA Downstate Region Report

Submitted by: Theresa Hammonds & Anne Gilligan-Evans

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

The Downstate Region held its Fall 2019 meeting at St. Francis College, we hosted approximately 15-20 participants. St. Francis College facilitated a wonderful presentation of their institution and provided a fabulous workshop on getting to your institutional why.

### Successes

We count both our Fall and Summer meetings as successes. In our summer meeting, we discussed best practices in creating exceptional “Transfer Week” activities. The assembled group shared many innovative ideas.

### Challenges

All of 2020 has been a challenge, I am certain every region can attest to those sentiments. The pandemic has taken time away from our desire to grow our membership and the region. And we have not come up with a Spring regional virtual meeting.

### Goals for Next Year

Plan a virtual summer meeting;

Create a plan for membership outreach and growth;

**Survive COVID-19 😊**



## NYSTAA Eastern Region Report

Submitted by: Darlene Poirier

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

Historically, Eastern Region has struggled with membership and engagement. Although we were only able to host 2 meetings this year (one at conference last May and one in the fall) we feel like Eastern Region has made somewhat of a comeback. At our meeting last May we decided the best way to get our members together was to host meetings on days that many of our members would already be in the same location (either at the advisement summit or at an admissions fair). We also decided to call our meetings Professional Development Meetings so that our members could better justify getting off their campuses to come together. So, for our fall eastern region meeting

### Successes

We hosted our fall meeting at Fulton Montgomery Community College during their fall transfer fair. We had over 30 people in attendance at our professional development meeting! That is highest attendance for eastern region in several years. During this meeting we discussed that our goals for Eastern Region were to increase membership and attendance to meetings. The best way to do this is to continue to host meetings that are tied to larger events. We also discussed coming together as a region to propose some presentations for our May conference.

### Challenges

Unfortunately, my co-chair Michelle Moore had to step down. Between that and the COVID pandemic hitting when it did, we never had a spring professional development meeting. I am currently looking for a new co-chair and plan to have a virtual meeting for Eastern Region members during our Summit.

### Goals for Next Year

The goal for next year is to get a co-chair, continue to promote NYSTAA in the eastern region to retain members, and provide virtual meetings during the pandemic with the hope that we will be able to come together in-person for a professional development opportunity.



## NYSTAA Western Region Report

Submitted by: Caitlin Bauer (SUNY Buffalo State College) & Anne Anthon (D'Youville College)

Date submitted: May 1<sup>st</sup> 2020

### Overview of the Year

Professional Development Day: September 13, 2019

Host: John Fisher College

Workshops Presented:

- The Completion Program (Nathan Hendrickson, The College at Brockport)
- Team and Leadership Development (Dr. J. Jason Berman, St. John Fisher College)
- How Involved is Too Involved? (Caitlin Bauer, SUNY Buffalo State College)

Attendees: approximately 40 (unable to obtain attendance list due to Covid-19)

Expenditures: \$80 (on gift cards for presenters and raffle for attendees)

### Goals for Next Year

Election of new co-chair (Anne Anthon's term ending)

Summer 2020 virtual meeting

Tentative plan for fall professional development day (or spring, if a fall in person event is not an option and a virtual meeting will be necessary for fall)