

NYSTAA Annual Report



2020-2021



NYSTAA Presidents Report

Submitted by: Misty Fields, Erin Rickman, Robin Graff

Date submitted: May 24th 2021

Overview of the Year

This is our 28th year as an organization and while we had to postpone being in person again this year we came together virtually as an organization to deliver virtual conference, programming, and professional development over the course of 2-days May 25th and 26th.

It has truly been an accomplishment of all the transfer professionals who volunteer their time for this organization. We could not have made it through this year without the support, leadership, and dedication of our members especially those who serve on our Executive Board, committees, and in our regions. We are staying hopeful we will be in person in May 2021.

We worked with Conference Direct to have use released from both the Kartrite and the Woodcliff. Moving forward new leadership will need to discuss site planning for the future.

Successes

In the summer of 2020 the Issues Committee hosted Summer Workshop Series that consisted of four workshops.

In addition, the Issues Committee hosted a fall workshop on Enrollment and Recruiting During COVID 19 and spring workshop Academic Advising for Student Mobility

Regional Co-chairs hosted meetings in both the fall and spring with guest speakers.

Despite decreased membership due to institutions unable to secure funding due to budget freezes we have been able to remain financially stable moving forward.

Challenges

In-person Activities

Given the scope of Covid -19 in 2021-22 regressing a bit, the organization will need to address the potential for in-person events. Moving forward NYSTAA needs to identify delivery mode of 2022 conference, regional meeting mode, as well as drive-in gatherings.

Things to consider:

1. Budgetary constraints as far participation rates are considered

2. Budgetary constraints on general membership
3. Lack of professional staff due to transitions and the decrease of transfer specific jobs due to reorganization/restructuring.

In addition to our NYSTAA colleagues facing budgetary constraints, the organization needs to consider saving funds wherever/whenever possible.

Things to consider:

1. Discontinuing the use of *Conference Direct*.
2. Ensure a virtual format for summer/spring series in order to keep people engaged via a more fiscally responsible manner.

Membership

The organization needs to increase the interest and involvement of the membership committee first and foremost.

NYSTAA should consider waiving fees, membership registrations, and how that affects an in-person conference moving forward. What ramifications will that entail? Should it be an option for 2021-22?

Things to consider:

1. Waiving the overall membership fee may free up a one-time fee for a drive-in conference
2. Providing institutions with the opportunity to bypass membership fee for 2021-22 may create goodwill moving forward

Campus Budgets

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; maximize membership in new and creative ways.

Support Regional Chairs in order to provide outreach and member engagement throughout the year.

Assess delivery modes of engagement events; facilitate new and exciting gatherings (virtual) to emphasize the role NYSTAA plays throughout the year while supporting transfer professionals.



NYSTAA Secretary Report

Submitted by: Devyn Thomas
Date submitted: May 7th 2021

Overview of the Year

Executive Board Meetings

July 27, 2020

October 5, 2020

November 20, 2020

January 15, 2021

February 19, 2021

March 22, 2021

April 19, 2021

May 10, 2021

Successes

Maintained regular meetings throughout the year

Virtual platform allowed us to meet more often, and more people could attend more regularly

Used “When is Good” free web survey to schedule meetings where the majority could attend

Challenges

COVID-19 pandemic restricted us from meeting in-person and from hosting an in-person conference for the second year in a row

Virtually, people could turn off their cameras, potentially being less involved than they would

Goals for Next Year

Establish strong working relationship with 21-222 President to ensure timely communication of surveys, meetings, minutes, and agendas.



NYSTAA Regional Coordinator Report

Submitted by: Tracey Iorio

Date submitted: 5/17/2021

Overview of the Year: The Covid 19 pandemic made this past year very difficult for our membership. Many institutions were unable to pay for the individual or organizational memberships.

Successes: Our regional co-chairs did an excellent job with zoom meetings during the busy semesters. The co-chairs also brought a professional development component to their meetings. Which allowed so many of us to be together as well as find a slice of space for a rewarding and interesting meeting.

Challenges: A membership committee was developed. The committee brainstormed during these meetings in regard to outreach by individual e-board members, contacting our regional co-chairs for outreach to former member institutions.

Goals for Next Year: A feel the goal for the incoming regional coordinator should be continue to work on the membership committee, continue to develop new initiatives to bring back from members and incentivize new members to join with the benefits of the NYSTAA organization for all higher ed professionals.



NYSTAA Outreach Coordinator Report

Submitted by: Cathleen Anderson

Date submitted: May 12, 2021

Overview of the Year

- Even with COVID-19 impacting everything we set out to accomplish this year – and slowing many of those efforts – some groundwork was laid for future outreach efforts. We were still able to achieve some success, but certainly faced challenges that will influence our future plans and goals.

Successes

- In February, NYSTAA was a supporter of CICU's New York Student Aid Alliance Advocacy Day. While we were unable 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, we did increase our social media presence during and around the virtual event.
- NYSTAA's participation in the Advocacy Day should become an annual commitment moving forward.
- We were able to establish a connection with some of the NETA leadership and hope to continue a dialogue about how we can collaborate more effectively as organizations with similar missions and visions.

Challenges

- In the midst of a pandemic, with the majority of people working remotely, 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 move to a virtual format – while we solicited the exchange of presentations, we did not receive or send any proposals.

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 2021-2022 year, including intended outcomes.
- Continue to 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: Donna Decker

Date submitted: May 14, 2021

Overview of the Year

This is the end of my first year as Treasurer for NYSTAA. With the covid restrictions the transition from Paul Williams to myself was done virtually. The 2020 conference was virtual so the final expenditures were all settled by the end of year. The BoA account signature requests for Mistelle Fields (President), Erin Rickman (President Elect) and Myself (Treasurer) were submitted via mail to BoA. Online payment access was set up for all transactions. Taxes, Insurance, invoices, all completed. Membership glitches taken care of as they came up working with Membership and our webmasters.

Holdings:

Treasurer Report Account Balances ending April 2021

Bank of America Accounts:

- Checking 34,142.98
- Savings 11,235.51
- Scholarship 15,868.95

STIPE Acct 1,920.02

PayPal Acct 1,438.30

TOTAL HOLDINGS: \$64,605.76 ending April 2021

Total Holdings Dated 7/1/2020 TOTAL \$65,537.67

Successes

- Transfer of all accounts to new Treasurer and officers
- Virtual conference reduced costs
- Scholarship committee was able to utilize PayPal platform for raffle events.
- Saved money by utilizing new platforms to virtually meet
- Taxes completed and submitted successfully

Challenges

- Changing Bank accounts via mail due to covid restrictions
- 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 2021-2022 budget submitted and approved by July 1, 2021.
- 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: 5/14/2021

Overview of the Year

Continued to update the NYSTAA Documents to Archive document

Successes

Emailing at the end of the year, before the conference to ask each committee to update their dropbox

Challenges

Changes in co-chairs, documents saved to personal computers, not knowing what all of the committees are working on and should be uploaded to each folder throughout the year.

Goals for Next Year

Continue to update the **NYSTAA Documents to Archive** document and come up with a plan for the year about what should be uploaded for each folder during the time of year.



NYSTAA Awards Committee Report

Submitted by: Lindsay Gerhardt (PD Grants) and Rebecca Mack (Awards) Co-Chair's Awards
Date submitted: 5/11/2021

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 did not receive any grant applications due to the conference going virtual. The focus this year was to promote membership by waiving conference costs for NYSTAA members and charging a fee for non-members.

Successes

N/A

Challenges

COVID-19

Goals for Next Year

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

Service Awards – Rebecca Mack

Overview of the Year

The committee promoted and received nominations for all NYSTAA Awards: New Professional's, Joan Austin Distinguished Service, Excellence in Transfer Services, and Emeritus. The committee chose award winners for each category, with multiple individuals awarded the Emeritus designation.

Successes

Multiple nominations were submitted. Awards were purchased from a company in Syracuse that we have used before. This made the process smooth. Dropbox and NYSTAA website were updated.

Challenges

Determining how to present awards to winners due to virtual conference. Obtaining personal addresses to mail awards.

Challenging to choose award winners from such excellent nominees.

Goals for Next Year

Work on continuity and communication. Maintain historical data. Ensure Emeritus Award certificates are forwarded to Award co-chair or NYSTAA President.



NYSTAA Bylaws Committee Report

Submitted by: Misty Fields

Date submitted: May 12th 2021

Overview of the Year

Due to resignations of officers position in 2020 the following changes were proposed to the Executive Board who approve and was presented at annual business meeting on May 26th at 12:30 pm.

“Resignation and Vacancies

Should the President resign or his/her office otherwise become vacant during the term for which he/she was elected, the President-Elect shall immediately succeed to that office and the Executive Board shall elect and appoint an Executive Board member in good standing to assume the office of President-Elect and to serve until the next annual business meeting, at which time the newly elected President-Elect will assume office. Any vacancy occurring in an Officer position shall be filled by the Executive Board in a similar manner.

Removal from Office

An Officer may be removed by a 2/3 vote of the Executive Board as a result of conduct detrimental to NYSTAA, inappropriate use of NYSTAA funds, or other substantive inappropriate actions determined by the Executive Board.

ARTICLE V: EXECUTIVE BOARD

The Executive Board shall consist of the seven officers and a minimum of eight and a maximum of twelve Board Members.

The Board Members shall be as equally divided as possible between individuals representing two-year institutions, four-year private institutions, and four-year public institutions.

The term of office for members of the Board shall be two years and shall not exceed three consecutive terms. Due to resignation or change in institutional affiliation of Board members, special one-year terms may be made available to ensure an equal distribution between institutional-types as noted in section B and to remain in compliance with Article VIII, Section C, Paragraph 2.”



NYSTAA Conference Committee Report

Submitted by: Michael Henningsen & Darlene Poirier

Date submitted:

Overview of the Year

The 2021 conference has been planned to happen as a virtual Summit. Conference Committee joined forces with Issues Committee to plan this year's conference.

Successes

We were also able to cancel our conferences at the Kartrite and the Woodcliff without financial penalty. All hotels were very gracious. We are proud of how well the conference and issues committee came together to plan a wonderful virtual conference.

Challenges

Obviously, the COVID-19 pandemic was our main challenge. The other challenge we experienced was to have an enriching and successful conference virtually. Thankfully, Issues did a great job to provide some excellent sessions.

Goals for Next Year

While we are still tentatively planning on another virtual conference, the goal for next year is to actually host an annual conference or some sort of gathering and stay within budget! We continue to work with Steve Preston from ConferenceDirect who was a huge help in getting contracts cancelled/moved without any financial penalties. We would also appreciate more committee members so please reach out to us to join!



NYSTAA Issues Committee Report

Submitted by: Maria Campanella & Greg Diller

Date submitted: May 11, 2021

Overview of the Year

The Issues Committee had a very successful year, starting off early in June 2020, to begin work for 2020-2021. We discussed the evaluations for the first NYSTAA Virtual Summit in May 2020 and the first Summer Series, which both replaced the traditional annual conference. From then, the committee met consistently once a month. We first focused on discussing how we could engage members throughout the year, in addition to the regional meetings. The committee strongly believed it was important for the organization to be more visible throughout the year and offer professional development opportunities. The committee decided that we wanted to be able to offer sessions for non-members, as well as members, as a way to try to increase membership. This was especially important since we knew it would be a challenging year ahead, with many colleges and universities experiencing budget crises due to the COVID-19 pandemic. Zoom offered a different platform, and perhaps helped to increase attendance, that may have been ordinarily lower for an in-person event. We had solid participation each month during the meetings, and subsequently were able to provide new and exciting opportunities for the members of NYSTAA. We developed innovative ideas to adjust to needing to offer a second virtual conference and came out ahead. While we came down to the wire in planning the 2021 Annual Conference, we were able to identify a strong lineup of conference speakers and achieved a good mix of topics for our workshops.

Successes

The Issues Committee had several successes throughout the year, most notably offering the very first fall seminar and spring seminar in NYSTAA history! The fall seminar was held on October 2, 2020 by Adam Castro, Vice President of Enrollment at Mercy College, discussing “Recruitment and Enrollment During COVID-19.” VP Castro gave an in-depth look into enrollment strategies, with fifty members in attendance. The spring seminar was held on March 12, 2021 by Carol Van Der Karr, Associate Provost for Academic Affairs at CUNY Cortland. AP Van Der Karr spoke about “Academic Advising for Student Mobility” with sixty-seven members in attendance. The Issues Committee was elated to see how well both seminars were received.

Of course, another success was the 2021 Annual Conference. It was decided pretty early on, with conversations with the E-Board, that the conference needed to be virtual again this year. We accepted this challenge and hit the ground running. We were able to save money by securing a keynote speaker and a plenary speaker free of charge, and we changed the workshops up a bit by offering 30 minute and 60 minute sessions. The Issues Committee recognized that members

would be missing out again on that personal interaction we know everyone looks forward to each year, so we created a “hallway break room” during the conference to encourage networking between members and allow each other to “catch up” with their colleagues and friends. A diverse group of topics were secured for the workshops and we brought back the Annual Business Meeting and Awards Ceremony, which was not held at the 2020 conference since we had to quickly change to a fully virtual setting due to the COVID-19 pandemic. The Issues Committee worked tirelessly throughout the year, and we could not have done it without the support of our members.

Challenges

While we did attempt to request conference workshop topics early on, we still came down to the wire when receiving proposals, extending the deadline a couple of times. However, we also had a bit more time to receive them since the conference brochure did not have to be printed. Also, we did not receive a NETA workshop proposal for the conference as per our agreement, which was a bit disappointing. Another challenge was coming up with ways to engage members with the second virtual annual conference in a row. However, by working as a team we put our minds together and came up with an informative, fun, and engaging conference.

Goals for Next Year

The Issues Committee should continue to start early in the year, over the summer, to begin to plan events for the members and organize the 2022 Annual Conference. It is also encouraged to continue to offer a fall and spring seminar and perhaps add even more events for professional development opportunities. While we understand that the budget at a college/university affects membership, the more we can offer as an organization, the more likely our membership will increase and get back to what it used to be. We would also suggest using a conference platform for the 2022 conference. For example, many organizations use WHOVA, which you can either download as an app on your phone or access through the website. It allows updates to be made at the last minute, if needed, and gives the conference attendee more control over their experience. Lastly, we would advise on creating a “chat platform” (i.e. GroupMe) to allow for quick and easy communication between committee co-chairs and E-Board members.



NYSTAA Membership Committee Report

Submitted by: Kimberly Lourinia & Cortney Shaughnessy

Date submitted: 5/10/2021

Overview of the Year

The 2020-2021 membership year was challenging due to the COVID-19 Pandemic.

With many institutions facing uncertainty, budget approval for membership registration was halted for many institutions across New York State causing a decrease in overall institutional and individual memberships from the 2019-2020 membership year.

Below is a break-out of the number of institutional and individual members by region, and by institution type as of May 10, 2021.

OVERALL INSTITUTIONAL MEMBERSHIP AS OF 05/10/2021	Central Region	Downstate Region	Eastern Region	Western Region	Out of State Schools	TOTALS
2 Year Public Schools (Includes SUNY/CUNY)	4	9	2	2	0	17
4 Year Public Schools	9	5	4	3	0	21
4 Year Independent (Private) Schools	4	13	5	10	1	33
Other Organizations	1	0	1	0	0	2
Total # of Schools/Organizations	18	27	12	15	1	73
OVERALL INDIVIDUAL MEMBERSHIP AS OF 05/10/2021	Central Region	Downstate Region	Eastern Region	Western Region	Out of State Members	TOTALS
Total # - 2 year Public - (Includes SUNY/CUNY)	12	20	2	5	0	39
Total # - 4 year Public	34	8	24	14	0	80
Total # - 4 year (Private) Independent	9	43	10	28	1	91
Total # - Other Members	1	0	1	0	0	2
Total Members By Region	56	71	37	47	1	212

TOTAL # OF 2 YEAR PUBLIC SCHOOL NYSTAA MEMBERS	39
TOTAL # OF 4 YEAR PUBLIC SCHOOL NYSTAA MEMBERS	80
TOTAL # OF 4 YEAR INDEPENDENT SCHOOL NYSTAA MEMBERS	91
TOTAL # OF OTHER ORGANIZATION NYSTAA MEMBERS	2
TOTAL # OF NYSTAA MEMBERS	212
TOTAL # OF EMERITUS MEMBERS	12

TOTAL # OF INDIVIDUAL MEMBERSHIPS	42
TOTAL # OF GROUP MEMBERSHIPS	25
TOTAL # OF UNLIMITED MEMBERSHIPS	12
TOTAL # OF SPONSORED MEMBERSHIPS	132
TOTAL # OF MEMBERSHIPS	211

Mohawk Valley CC doesn't have a membership type in our reporting so this is off by 1 from above.

Compared to the 2019-2020 membership year, we are down by 22 institutional and 70 individual memberships.

Successes

- Updates to membership registration process to create a more user-friendly experience.
- Membership issues were resolved in a timely manner.
- Outreach conducted to schools not utilizing sponsored memberships.
- Outreach conducted to schools who had not renewed their membership.

Challenges

- Staffing changes at many institutions left a void in contact information causing an inability to encourage membership renewal.
- Scholarship applicants impacted by institutions who did not renew membership for 2020-2021 membership year.

Goals for Next Year

- Increase the number of institutional and individual members from 2020-2021 membership year.
 - For those not renewing, 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.
- Launch 2021-2022 membership year on July 1, 2021.
- Create early outreach strategy to drive membership.
- Solicit membership committee team to assist in outreach to drive membership.

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Year Over Year Comparisons (2017 – 2020)

OVERALL INSTITUTIONAL MEMBERSHIP																								
	Central Region 17-18	Central Region 18-19	Central Region 19-20	Central Region 20-21	Downstate Region 17-18	Downstate Region 18-19	Downstate Region 19-20	Downstate Region 20-21	Eastern Region 17-18	Eastern Region 18-19	Eastern Region 19-20	Eastern Region 20-21	Western Region 17-18	Western Region 18-19	Western Region 19-20	Western Region 20-21	Out of State Schools 17-18	Out of State Schools 18-19	Out of State Schools 19-20	Out of State Schools 20-21	TOTALS 17-18	TOTALS 18-19	TOTALS 19-20	TOTALS 20-21
2 Year Public Schools	6	5	7	4	14	14	11	9	4	5	4	2	7	6	4	2	0	0	0	0	31	38	26	17
4 Year Public Schools	6	9	7	9	9	5	5	5	6	5	4	4	6	2	6	3	4	1	0	0	31	22	25	21
4 Year Independent/Private Schools	9	9	8	4	15	15	16	13	8	9	6	5	10	11	11	10	2	2	2	1	44	47	44	33
Other Organizations	1	0	0	1	0	1	0	0	1	1	0	1	0	0	0	0	0	0	0	0	2	2	0	2
Total # of Schools/Organizations	22	26	22	18	38	35	35	27	19	20	14	12	13	20	22	15	6	3	2	1	108	104	95	73
OVERALL INDIVIDUAL MEMBERSHIP																								
	Central Region 17-18	Central Region 18-19	Central Region 19-20	Central Region 20-21	Downstate Region 17-18	Downstate Region 18-19	Downstate Region 19-20	Downstate Region 20-21	Eastern Region 17-18	Eastern Region 18-19	Eastern Region 19-20	Eastern Region 20-21	Western Region 17-18	Western Region 18-19	Western Region 19-20	Western Region 20-21	Out of State Schools 17-18	Out of State Schools 18-19	Out of State Schools 19-20	Out of State Schools 20-21	TOTALS 17-18	TOTALS 18-19	TOTALS 19-20	TOTALS 20-21
2 Year Public Schools	17	21	13	12	29	43	28	30	10	8	4	2	31	34	21	7	0	0	0	0	77	116	62	38
Total 4 - 4 year Public	27	39	32	34	34	13	15	8	33	37	14	26	26	25	21	14	3	2	0	0	113	116	62	80
Total 4 - 4 year (Private) Independent	14	28	22	9	46	48	49	43	20	22	33	10	19	35	32	28	6	3	2	1	105	137	138	94
Total 4 - Other Members	1	0	0	1	0	1	0	0	2	1	0	1	0	0	0	0	0	0	0	0	3	2	0	2
Total Members By Region	59	118	67	56	89	106	88	71	65	68	51	37	76	74	74	47	9	5	2	1	286	371	282	212



NYSTAA Marketing and Communications Committee Report

Submitted by: Carol Costell Corbin & Caitlin Bauer

Date submitted: May 5, 2021

Overview of the Year

The committee supports the overall functioning of the organization by messaging the membership relevant upcoming information through email, the website (nystaa.org), and social media.

Thank you to Caitlin Bauer for managing the NYSTAA Calendar requests and to Theresa Abbott for managing our social media accounts.

Successes

- Assisted with the transition of the web administrator role and contract from Chris Kull to CG Media Partners
- Worked with President and Committee Chairs on the content of over 30 messages to membership via Constant Contact throughout the year
- Created an Instagram account (in addition to existing Facebook and Twitter accounts)
- Utilized Canva to create more visually appealing social media posts

Challenges

- Maintaining an accurate email distribution list in Constant Contact since members join throughout the year. Also, many campuses pay for a group/unlimited membership but individual members delay their registration. In those cases, individuals are not part of the email distribution lists and miss NYSTAA information. To accommodate for this challenge, we forward emails formatted in Constant Contact to the NYSTAA listserv. However, the formatting then becomes distorted.

Goals for Next Year

- Collaborate with the Regional Co-chairs to understand and support communication needs at the regional level
- Update pictures on the website



NYSTAA Nominations and Elections Report

Submitted by: Robin Graff

Date submitted: 5/12/2021

Overview of the Year

As of the date of this report, elections are currently in process. The following positions were open:

- President Elect
- Regional Coordinator
- Two year representatives (2 open positions)
- Four year public representatives (2 open positions)
- Four year private representatives (2 open positions)

Each position is uncontested, and results will be announced at the annual business meeting.

Goals for Next Year

Currently, the By-laws read as follows under Article VIII, Section B:

A ballot with a slate of nominees for the office of President-Elect and other officer positions up for election shall be published and provided to the general membership at least one month prior to the annual conference. Election results shall be announced at the annual business meeting.

It has been suggested that we shorten this timeline since all voting is now done online and one month is no longer necessary.



NYSTAA Transfer Best Practices Committee Report

No Report



NYSTAA Scholarship Committee Report

Submitted by: Greg Diller & Tracey Iorio

Date submitted: 5/14/2021

Rachel Littenberg	SUNY Old Westbury	littenberg@oldwestbury.edu
Rebecca Rothe	SUNY Old Westbury	rother@oldwestbury.edu
Jennifer Aponte-Paez	SUNY Dutchess	Jennifer.Aponte- Paez@sunydutchess.edu
Gregory Ketcham	SUNY Cortland	gregory.ketcham@cortland.edu
Mariah Kane	Utica College	mckane@utica.edu
Tracey Iorio	SUNY Stonybrook	tracey.iorio@stonybrook.edu
Heather Stevens	Tompkins Cortland CC	stevenh@tomkinscortland.edu
Jeanine Patscko	Westchester CC	jeanine.patsko@sunywcc.edu
Greg Diller	SUNY Cortland	DillerG@cortland.edu

Overview of the Year

The scholarship committee has worked hard this year promoting the scholarship and the different fundraising opportunities that we have offered. We have worked to help membership with outreach so that we can award scholarships to the students applying and making sure those schools are member institutions.

Successes

We held the 2nd annual fall fundraiser, raising a little over \$800. During the Virtual Summit last year, we raised \$650 during the 50/50 raffle we hosted. This year, we will be doing the 50/50 raffle again, as well as a gift card raffle to help raise money towards scholarships.

While applications were down, we had some very strong applications and have awarded some great students with the scholarship for next year.

Challenges

With many students remote this year, promoting the scholarship was more challenging, therefore resulted in less applications. But as mentioned before, still many strong applications did come through. Our greatest challenge this year was students applying from schools that were not members. Once noticing this, we did some outreach and were able to get a few more schools signed up, which helped in our process. However, we did have to exclude more students that we usually do this year due to this. We know that COVID has hurt all of us in terms of budget so hopefully next year we can see more schools become members and help with this.

Goals for Next Year

The committee will continue to focus on what they can do during the year to raise money towards the scholarships and promote the scholarship opportunity early.



NYSTAA Central Region Report

Submitted by: Craig Green & Scott Setek

Date submitted: May 12, 2021

Overview of the Year

One virtual meeting was held

NYSTAA Central Region Presents:
A Virtual Brown Bag Lunch Event

Generation Z – aka iGen – has arrived!


Just who is the 'iGen' Generation and how are they different?

Wednesday, March 24th at 12:00 PM

Join Dr. Renée Downey Hart from the Madden School of Business at Le Moyne College as she introduces you to research on our next generation, and what we can expect as transfer professionals, employers, parents and colleagues. *They're here!*

We knew it wouldn't *last*. Those Millennials who brought us digital everything have grown up, and are nearing 40. They have taken their places in our world in leadership and management, and have proven all the tech we thought was distracting was actually a tool to change the world.

And here we go again. Generation Z – aka iGen – has arrived. Born around 2000, they are true digital natives, raised in an instant everything world. Constantly connected, they are emerging from their helicopter parents as technologically capable and *interpersonally savvy, with a 'do it yourself mindset,' and so much more.*



Presenter: Dr. Renée Downey Hart, Professor of Practice, Madden School of Business at Le Moyne College

Please RSVP by Monday, March 22, 2021 to
Scott Setek, Central Region Co-Chair,
at seteksl@lemoyne.edu.

A Zoom link will be shared on Tuesday, March 23 with all registrants.

Successes

Virtual meeting held on March 24 was well attended and well received.

Challenges

COVID-19, no in person CC visits

Goals for Next Year

To resume in person CC visits and in person CNY Region meetings



NYSTAA Downstate Region Report

Submitted by: Theresa Hammonds & Anne Gilligan-Evans

Date submitted: 5/17/2021

Overview of the Year

Virtual meeting held in December 2020. We had over 20 people attend for a round table discussion on how we were operating and dealing with students during the pandemic. Very positive feedback from the meeting as folks were feeling overwhelmed with zoom meetings and wanted to hear how others were dealing with this.

Sent out reminder to all past members to renew their membership with NYSTAA

Sent out reminder to members to register for the conference

Planning our next virtual meeting for the summer once everyone has completed summer registration period at their respective colleges.

Successes

The December meeting was a huge success. Members felt supported that they had the opportunity to connect with colleagues from other institutions and hear how folks were navigating their interactions with transfer students during the pandemic. It also gave people a chance to discuss the hardships, both economic and socio emotional that many of our students were experiencing.

Challenges

Planning a spring meeting, everyone's schedules were busier than usual and we moved this meeting the summer to allow for more members to attend.

Goals for Next Year

In person meetings! Larger engagement of membership and increased effort to grow membership.

Provide additional professional development for members.



NYSTAA Eastern Region Report

Submitted by: Darlene Poirier

Date submitted: 5/14/21

Overview of the Year

Eastern Region only met once this year due to everyone being virtual. We met in the spring to talk about challenges and successes of working in the pandemic, the upcoming conference, and how to increase membership in the eastern region (which historically has always had the lowest membership amongst all regions). We also spoke about needing another co-chair since Darlene has been on her own for the past year and a half.

Successes

We had over 20 people in attendance and discussions went well for our virtual meeting. Everyone was excited to attend our virtual summit and help out however they could. We are pleased to announce that Shatawndra Lister from SUNY Plattsburgh has graciously accepted to be Eastern Region Co-chair for NYSTAA!

Challenges

Historically, Eastern Region always has the same challenge; lack of participation and membership in our region. However, this is getting better! I am so thankful that our members are attending more meetings! Thank you all for your dedication, time and patience during this hectic year.

Goals for Next Year

As always, to increase membership in NYSTAA and to host at least TWO meetings before next conference.



NYSTAA Western Region Report

Submitted by: Caitlin Bauer

Date submitted: May 6, 2021

Overview of the Year

This year we were able to hold two virtual regional meetings (summer and spring). Our membership has struggled, given many institutions' financial restrictions due to COVID.

Successes

Two regional virtual meetings in July 2020 and February 2021 – both functioned as roundtables to work through pandemic-related challenges, share ideas, and engage with other institutions to problem-solve the unique challenges to the transfer process posed by COVID. Attendance at each meeting was high, roughly 30 attendees.

Challenges

COVID prevented us from holding in-person meetings; we had held an extremely successful professional development day event in Fall 2019 which we had hoped to replicate after, but were unable to do so due to restrictions. Institutional financial challenges also led to membership decline.

Ann Knaak left her position at Nazareth College in April 2021, so the region will need to find two new chairs for the next two years, as her term was due to expire in May 2022 and Caitlin Bauer's expires May 2021.

Goals for Next Year

A return to in-person meetings and events, and hopefully be able to increase membership again if institutions' financial restrictions are lessened.