

**WHO?**

**WHAT?**

**WHEN?**

**WHERE?**

**WHY**

**How to tell your “Why” to  
Create a Story Telling Culture on  
Campus during the Pandemic**

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**ST. FRANCIS COLLEGE**  
BROOKLYN HEIGHTS, NEW YORK



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SAINT FRANCIS COLLEGE  
THE SMALL COLLEGE OF BIG DREAMS





## Newhome- KeyStats

- 254,699 Square Feet
- 118 Full-time Faculty Seats
- 166 Full-time Admin Seats
- ≈10 Labs
- 3 Computer Labs (≈84 Seats)



# New home - Notable Amenities



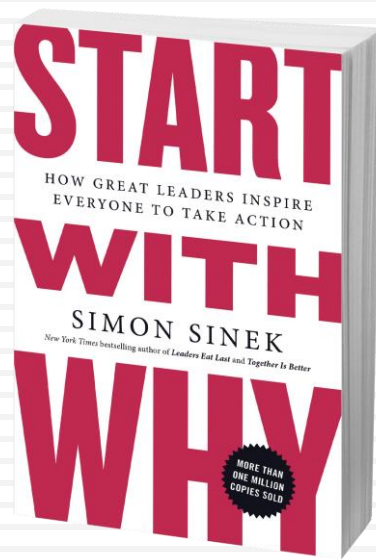
- Dedicated Lobby & Elevators
- 260-seat Cafeteria with Servery & Kitchen
- 50-seat Outdoor Terrace
- 38-seat Chapel with Expandable Multi Faith Room
- 300-seat Auditorium
- 32-seat Tiered Screening Room
- 6,600 square-foot
- 80 Seats
- ≈24K Volumes (s.t. weight capacity verification)



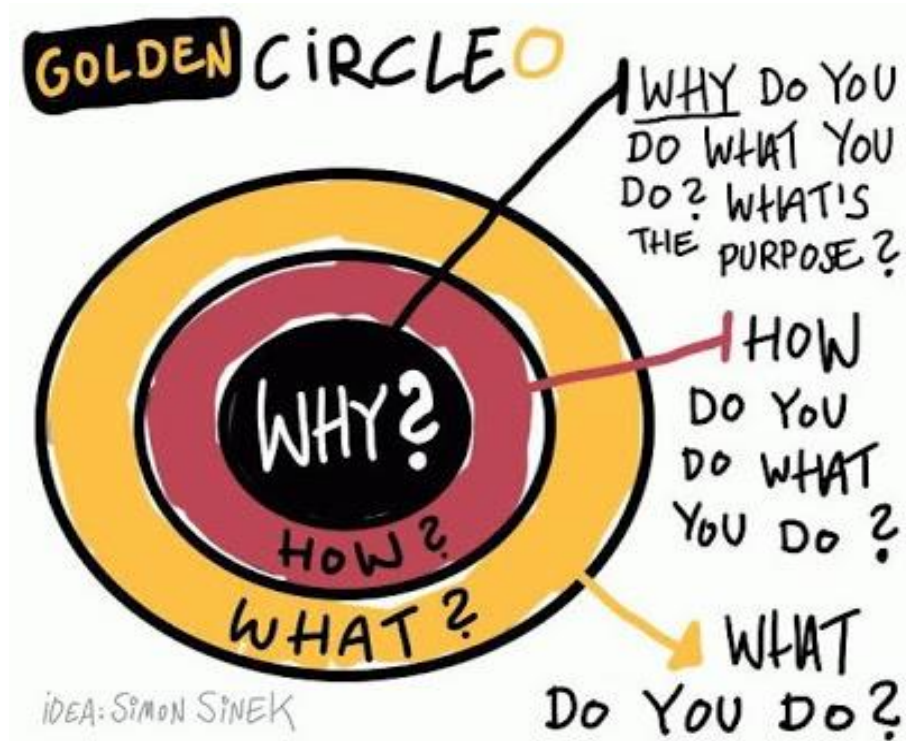
# SFC's Story Through the Pandemic

- Investment:
  - Partnership with EAB
  - Launch of Transfer Tracker
- Personalization
  - Transition to Virtual Office & Virtual Events
  - Return of In-Person Events
- Community College Summit
  - Focusing on Tips, Tricks, Best Practices
- Increased Relationship Building with Community Based Organizations
- Mental Health Awareness Month Programming
- Active Participation in Gates Foundation/NYSACAC Working Group
- Hiring of Transfer Credit Specialist & Assistant Director of Success Partnerships
- Strengthened Articulation Agreements with Community Colleges





# The Golden Circle







*We make great computers.  
They are beautiful designed,  
simple to use and user-  
friendly.*

*Want to buy one?*



***Everything we do, we believe in challenging the status quo.***

***We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly.***

***And we happen to make great computers. Want to buy one?***



# ST. FRANCIS COLLEGE

***St. Francis College provides a learning environment where everyone belongs.***

***So that everyone in our community has the opportunity to dream, serve, and achieve.***

***Dream. Dream Big.***

***Serve. Serve the Community & Each Other.  
and Achieve. Achieve Greatness.***

***By the way...we educate students too.***

# 3 “Start with Why” Lessons

## Lesson 1

**If you want to inspire  
others,  
always communicate your  
why first.**

**Why We Do Things  
How We Do Things  
What We Actually Do**

# 3 “Start with Why” Lessons

## Lesson 2

**The best businesses are built by excited employees.**

**Assemble a team of people who share your  
Why**

**Look for people who are already motivated by the same reasons as you are and inspire them even more**

# 3 “Start with Why” Lessons

## Lesson 3

**When you start with Why  
there’s no need for sleazy sales tactics.**

**When you start with Why and just  
communicate from the inside out, you’ll build  
a group of customers that trust you**

**They believe in you. They believe in your Why.**

# Group Activity

**Think About The Why of Your  
Institution**

**What is unique about your  
institution?**

**Why are we doing this?**

**Why are we in business?**

**Why do we exist?**

**Why are we good at what we do?**

**What do people say about us?**

**What are we great at?**

# Group Activity

**Based on your Why...**

**On the heels of the COVID-19 pandemic, Oksana, a community college student with a 2.75 GPA has decided to pursue a career in nursing, after serving on active duty. She has most of the general nursing prerequisite courses (anatomy, microbiology, chemistry, etc.) with “C’s” and is interested in transferring to a 4-year school that is accessible, affordable, offers mental health services (for depression and anxiety) and can assist with English proficiency training. Reason being: Oksana is originally from Ukraine and only speaks intermediate English—around 60% command. Given that transfer students seldom meet the “one size fits all” quota, how could your institution best accommodate Oksana, using the following guidelines:**

***-Think of your institution’s unique “why”***

***-Think about what you and your institution are GREAT at; and***

***-Think about what you want students to say about your institution***



THANK YOU!

