



New York State Transfer Articulation Association
(NYSTAA) Annual Report 2021-22



NYSTAA Presidents Report

Submitted by: Erin Rickman, Gregory Diller, Misty Fields
 Date submitted: May 11, 2022

Overview of the Year

This is our 29th 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 24th and 25th.

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 another virtual 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 excited to be back in-person in May 2023.

Successes

The Issues Committee continued their success from 2020-2021 and hosted several events throughout the year. In the fall, they hosted a National Transfer Student Week Forum, a small group coffee break about various topics, and transfer topic roundtable discussion for two and four-year admissions, transfer services, and credit evaluators to discuss trends and ideas.

In the spring, we hosted an Open House for members who are interested in getting more involved with NYSTAA. Marketing and Communications sent out an email a day leading up to the event with profiles of all the committees and individual member responsibilities. This was a great way for people who just joined to see all that NYSTAA has to offer rather than waiting until the conference. We will look to do this again this coming year, possibly once a semester.

We have seen great success with the programming that we have offered throughout the year and will continue professional development for our members in the fall and spring semesters.

Membership has increased significantly this year. We are excited to see many new members and will continue to keep them engaged as they see what NYSTAA can offer for them.

Due to another year of virtual events, the organization is strong financially.

Challenges

In-person activities

With vaccine availability, campus policies, and different variants, in-person meetings and events have remained challenging for the majority of the 2021-2022 year. At this time things have settled down and with the majority of campuses open for visitors again, we must get back to in-person, face-to-face engagement. We will look to host regional meetings both in fall and spring



again and encourage the regional chairs to start thinking this summer where that will be and what that can look like.

While the pandemic is moving closer to an endemic stage, the landscape of higher education has changed considerably over the past two years. We have continued to see the decrease of transfer specific jobs at different colleges, the added workload that many of had to take on, and the loss of many higher education professionals across the board. Because of this, we have had several openings/vacancies in the executive board and committee chairs. We will continue to offer Open Houses and coffee/round-table discussions about involvement in the organization and answer questions they may have about being more involved.

We will be in-person for the 2023 conference. The conference will be held at the Woodcliff Hotel in Fairport NY. In the past we have had a three-day conference. Due to the continued changing of the organization and budget capabilities, we must assess where our members are at. A survey will go out this summer to all members to discuss.

While membership is up, we must all continue to do our part with members. Two-year membership is down. We must work together to find ways to work with colleagues at this institution and see what we can do for them to best support them.

Goals for Next Year

With the changing transfer and working environment due to the pandemic, we will take a look at NYSTAA as a whole. We will look at each committee and each role on the executive board to evaluate what changes may need to be made. In the summer of 2022, we will put together a committee to evaluate each area of the executive board. This committee will be responsible for setting up meetings with each member and/or committee of the executive board. The committee will put together a proposal for a newly structured executive board and by-laws to be voted on and introduced for the 2023-2024 year.

We must find a location for the 2024 conference. We will look to have the conference in the downstate region. Discussion on this will happen in summer 2022.

With the future restructuring, this role of the Outreach Coordinator will be absolved into a different position. We must reengage with NETA and honor the MOU that we have with them. We should also be looking at surrounding organizations in different states (i.e. Pennsylvania) and see where we can connect with more colleagues through the northeast.



NYSTAA Awards Committee Report

Submitted by: Lindsay Gerhardt & Rebecca Mack

Date submitted: May 2022

Committee Members: Past recipients of NYSTAA's Joan Austin Distinguished Service Award who are current members of NYSTAA – Lindsay Gerhardt, Rebecca Mack, Cathy Anderson, and Carol Costell Corbin.

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.

Successes

- Ability to offer NYSTAA members the opportunity to attend the virtual conference at no cost.

Challenges

- COVID-19
- The number of former award recipients still involved in NYSTAA has significantly decreased.

Goals for Next Year

- Promote availability of awards to increase membership, applicants and future involvement within the organization.
- Provide PDG recipients with award certificates.
- Maintain historical award recipient data.

Service Awards – Rebecca Mack

Overview of the Year

The committee promoted all NYSTAA Awards: New Professional, Joan Austin Distinguished Service, Excellence in Transfer Services, and Emeritus. The committee chose award winners for each category that received nominations. No nominations for Emeritus were received. An award was also given to the President per tradition and as recognition for service to the organization.



Successes

- Awards were purchased from The Pen and Trophy Center in Syracuse, a company that we have used before. This made the process smooth. Contact information: Dan Monti, The Pen and Trophy Center, 315-422-8797, danjr@penandtrophy.com, 119 East Second Street, East Syracuse, NY 13057.
- Dropbox and NYSTAA website will be updated after the 2022 conference.

Challenges

- Fewer nominations received this year.

Goals for Next Year

- Increase number of nominations, especially for Emeritus members. Note that Misty Fields currently has the Emeritus certificates.



NYSTAA Issues & Conference Committee Report

Submitted by: Nick Savva & Katie Kloepfer-Mazzaferro

Date submitted:

Overview of the Year

The NYSTAA Issues Committee held 9 meetings post conference in 2021. During these meetings we scheduled and worked out forums and events that took place in the Fall 2021 term. We started the year off with 11 committee members including the Co-Chairs and have consistently held eight committee members since.

In preparation of the annual conference, we decided to implement a Conference Steering Committee that consisted of both the Issues Committee and the Conference Committee with the addition of the current President so that we can work as one unit and identify any concerns that may have arisen as well as working with a larger group to complete tasks for the conference itself. We have held 11 bi-weekly meetings since December 2021 to accomplish this.

Events held:

NYSTAA National Transfer Student Week: Open Forum – September 7

This event was held through Zoom in anticipation of National Transfer Student Week. We presented a guide to hosting events and utilizing social media to engage and celebrate our transfer students from both 2-year and 4-year institutions. A total of 67 participants including board members attended the event.

NYSTAA Transfer Topic Roundtable Discussion: Open Forum – November 19

This event was held through Zoom to engage our membership with any key issues that they may have faced or are currently facing within their respective areas. We had four breakout sessions that include, 4-year college admissions, 2-year transfer services, overarching credit evaluations and registration, and 4-year transfer support and programs. A total of 54 participants including board members attended the event.

NYSTAA Open House – February 18

This event was held through Zoom to help bolster support for our standing committees by engaging our new members and allowing them the opportunity to see what each standing committee is involved in and what they represent. A total of 28 participants including board members attended the event.

To be held: NYSTAA Annual Conference – May 24 and 25



Successes

We felt that it was important to offer our members ways to engage with the organization. Our most important goal that we set out to accomplish as a committee this year was to provide valuable information and engagement opportunities for all NYSTAA members to support professional development.

We put together a slate of events to ensure that our goals were met, we felt as though we did this and are confident that our membership had the opportunity to grow.

As mentioned, we combined the Issues and Conference Committees to help with task completion leading up to the conference. We held bi-weekly meetings to do so. The committee's name changed to NYSTAA Conference Steering Committee.

For conference this year, we have tapped into different speakers that we haven't had the opportunity to work with in the past. The Yes We Must Coalition and Dr. Sofia Pertuz will help our membership not only understand our student population more, but also have an impact on our current work as leaders within higher education.

We held on to most of the committee membership that we started with which felt great! Our members work collaboratively together and are amazing and unique individuals.

Challenges

We ran into an issue in trying to host a financial aid workshop this year to help identify areas of concern for our transfer students, from scholarships to transcripts, etc.

We found that we needed an organizational email address as well to help with conference speaker selection as we wanted to tie the organization to the event, not an individual institution. This was also found to be the case for Zoom.

We found that there was a lack of participation from our 2-year institutions within the committee itself, specifically from our boroughs.

Goals for Next Year

We would like to reorganize the committee itself to be more inclusive and in line with what we do. – Idea was to name it the Professional Development Committee and use conference within this as well.

We would like to increase our active membership both within the organization and this committee as well.

Invite additional support from 2-year institutions in the boroughs.



Marketing and Communications Committee Report

Submitted by: Carol Costell Corbin, Committee Co-Chair

Committee Members: Caitlin Bauer (Co-chair), Miriam Murray, Dana Caponong, Joan Hurley, Misty Fields, Dante Prinzo

Overview of the Year

- The committee successfully managed the email communication and social media for the organization. Constant Contact continues to be an efficient platform to message members in a visually appealing format. We sent approximately 50 messages throughout the year, updating the membership email list monthly as members joined NYSTAA.
- The committee collaborated with the web administrators to manage the content on the website. Improvements included updated pictures on homepage, new page for professional development opportunities, social media accounts linked from homepage, and better organized conference resources/recordings.
- M&C Committee member Theresa Abbott left the transfer field this year and her position at RPI. We thank Theresa for her years of service to the committee, especially her management of our social media accounts.

Successes

- Expanded the membership on the committee, engaging more NYSTAA members in the work of Marketing and Communications.
 - Coordinated intentional marketing of all committee opportunities through open house promotion and conference promotion.
- Created a liaison model where each area/committee had a committee member dedicated to their messaging needs.
- Created an online web update form for executive board/committee chairs to be able to request web updates for their areas.

Challenges

- Maintaining a consistent social media presence

Goals for Next Year

- Encourage Executive Board and Committee Chairs to use the web update form to systemize web updates, including the removal of outdated information.



- Continue to encourage Executive Board and Committee Chairs to use their Marketing and Communications member liaison to coordinate messages to all of membership.
- Encourage continued use of the NYSTAA Calendar and submission of transfer related dates/events.
- Continue work with Transfer Best Practices/NYSTAA leadership to establish a website that serves as a resource for members with links to relevant reports, research, organizations
- Collaborate with Membership Committee to outreach and market NYSTAA membership more widely



NYSTAA Membership Report

Submitted by: Kimberly Lourinia and Cortney Shaughnessy

Date submitted: 05/06/2022

Overview of the Year

The 2021-2022 membership year continued to see some challenges due to the COVID-19 Pandemic. Many institutions still face uncertainty, and we are still seeing some impacts on overall registration numbers due to budgeting for membership registrations at individual institutions.

With that being said, the Membership Committee is pleased to report that NYSTAA has experienced growth in both the number of institutional and individual members during the 2021-2022 membership year as compared to the 2020-2021 membership year. We are still seeing a slight decrease in institutional members if we look back to 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 5, 2022.

OVERALL INSTITUTIONAL MEMBERSHIP AS OF 5/05/2022	Central Region	Downstate Region	Eastern Region	Western Region	Out of State Schools	TOTALS
2 Year Public Schools (Includes SUNY/CUNY)	4	8	1	3	0	16
4 Year Public Schools	7	6	5	7	0	25
4 Year Independent (Private) Schools	7	15	5	8	4	39
Other Organizations	0	0	1	0	0	1
Total # of Schools/Organizations	18	29	12	18	4	81
OVERALL INDIVIDUAL MEMBERSHIP AS OF 5/05/2022	Central Region	Downstate Region	Eastern Region	Western Region	Out of State Members	TOTALS
Total # - 2 year Public - (Includes SUNY/CUNY)	12	31	1	24	0	68
Total # - 4 year Public	42	10	29	21	0	102
Total # - 4 year (Private) Independent	15	66	9	22	4	116
Total # - Other Members	0	0	1	0	0	1
Total Members By Region	69	107	40	67	4	287
TOTAL # OF 2 YEAR PUBLIC SCHOOL NYSTAA MEMBERS	68					
TOTAL # OF 4 YEAR PUBLIC SCHOOL NYSTAA MEMBERS	102					
TOTAL # OF 4 YEAR INDEPENDENT SCHOOL NYSTAA MEMBERS	116					
TOTAL # OF OTHER ORGANIZATION NYSTAA MEMBERS	1					
TOTAL # OF NYSTAA MEMBERS	287					
TOTAL # OF EMERITUS MEMBERS	11					
TOTAL # OF INDIVIDUAL MEMBERSHIPS	47					
TOTAL # OF GROUP MEMBERSHIPS	29					
TOTAL # OF UNLIMITED MEMBERSHIPS	13					
TOTAL # OF SPONSORED MEMBERSHIPS	198					
TOTAL # OF MEMBERSHIPS	287					



Successes

- The membership registration process seemed to be more intuitive than it had been in previous years. We were able to make modifications to eliminate confusion over the region institutions belonged to which eliminated manual overrides of information.
- Membership reporting changes made pulling monthly membership reports less time consuming and created more accuracy with actual data in the system.
- All membership issues were resolved in a timely manner.
- Outreach was conducted to schools not utilizing their allotted sponsored memberships.
- Outreach was conducted to schools who had not renewed their membership from previous years.

Challenges

- Staffing changes at many institutions left a void in contact information causing an inability to encourage membership renewal.

Goals for Next Year

- Increase the number of institutional and individual members from the 2021-2022 membership year.
- Continue to encourage all institutional members to maximize their membership package by filling all sponsored memberships.
- Conduct early outreach to drive membership and enlist the help of Regional Coordinators.
- Develop process for updating institutional directory information and identify what is currently driving the information and how duplicate files can be eliminated.



NYSTAA Nominations and Elections Report

Submitted by: Misty Fields

Date submitted: 5/9/2022

Overview of the Year

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

- President Elect
- Secretary
- Outreach Coordinator
- Regional Coordinator
- Two-year representatives (2 open positions, 0 filled)
- Four-year public representatives (2 open positions, 1 filled)
- Four-year private representatives (2 open positions, 1 filled)

The following nominations were accepted.

President Elect

- Michael Phillips (43.24%)
- Nick Savva (56.76%)

Secretary

- Katie Kloepfer-Mazzaferro

Regional Coordinator

- Tracey Iorio

Four-year public representative

- Amy Stier

Four-year private representative

- Courtney Shaughnessy

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 Scholarship Committee Report

Submitted by: Zachary Wilson (SUNY Cortland) and Tracey Iorio (Stony Brook University),
Scholarship Committee Co-Chairs (2021-2022)

Date submitted: May 10, 2022

Name	Institution	Email
Zachary Wilson	SUNY Cortland	zachary.wilson02@cortland.edu
Tracey Iorio	Stony Brook University	tracey.iorio@stonybrook.edu
Greg Diller	SUNY Cortland	DillerG@cortland.edu
Rachel Littenberg	SUNY Old Westbury	litternbergr@oldwestbury.edu
Roza Pacile	Dutchess Community College	roza.pacile@sunydutchess.edu
Mary Sayer	Excelsior College	msayer@excelsior.edu
Christopher Muller	Nassau Community College	Christopher.muller@ncc.edu
Brian Fernandes	Dominican College	brian.fernandes@dc.edu
Val Carnegie	SUNY Broome	carnegievm@sunybroome.edu

Overview of the Year

Scholarship Committee has been quite active this past year. Several new members were added to the committee, including Zachary Wilson as a new co-chair. The committee was most active during the scholarship review process in the spring 2022 semester. This year, Scholarship Committee selected 6 winners of the 2022 Transfer Student Scholarship and replicated past efforts for fundraising purposes throughout the academic year.

Successes

The committee selected 6 winners for the 2022 Transfer Student Scholarship out of 26 eligible candidates (an additional 9 candidates applied for the scholarship but were not eligible). In addition, the Scholarship Committee raised an additional \$306.19 for the scholarship fund during the 2021 Fall Fundraiser. The committee is also planning on hosting another raffle fundraiser in the weeks leading up to the 2022 Conference.

Challenges

We had a total of 35 applicants for the scholarship, which was generally a smaller applicant pool than in previous years. Given that many students at 2-year campuses were taking online courses, outreach regarding the scholarship was likely more challenging than in past years. In addition, NYSTAA institutional membership was down compared to past years, which meant that fewer students were eligible for the scholarship. Nonetheless, many of the applicants were very qualified for the scholarship, leading to a competitive applicant pool. Lastly, fundraising proved to be challenging at times, as we had to utilize a virtual format for another year.



Goals for Next Year

The Scholarship Committee hopes to explore new ways to approach the criteria regarding eligibility for the scholarship. Currently, to be eligible for the scholarship, students must be completing an associate's degree from a 2-year NYSTAA member institution and immediately be transferring to a 4-year NYSTAA member institution. In addition, students must have a minimum GPA of 3.5. The criteria represent a very traditional transfer scenario. The committee hopes to explore the possibility of broadening the scholarship criteria to include other kinds of transfer. Additionally, the committee hopes to explore whether other criteria/considerations should be included as part of the review process, such as region and financial need. In addition, the Scholarship Committee intends on resuming in-person fundraising efforts next year, as conference returns to an in-person format.



NYSTAA Secretary Report

Submitted by: Gregory Diller

Date submitted: May 10, 2022

Overview of the Year

Executive Board Meetings

August 5, 2021

October 7, 2021

November 4, 2021

December 2, 2021

January 6, 2022

February 3, 2022

April 7, 2022

May 5, 2022

Successes

Maintained regular meetings throughout the year

Challenges

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

Goals for Next Year

Establish strong working relationship with 22-23 President to ensure timely communication of surveys, meetings, minutes, and agendas

Organize meeting schedule with e-board and committees during restructuring process



NYSTAA Treasurer Report

Submitted by: Donna Decker

Date submitted: May 6, 2022

Overview of the Year

This is the end of the 2nd year of my appointment as Treasurer for NYSTAA. Change of signatures on the BoA accounts were completed in order to include our current President Erin Rickman. All checks issued and deposits made are being completed through the BoA app at this time. Annual taxes, charter, insurance, expenses all paid and up to date.

Snap shot of current holdings as of 5/5/2022 below

Bank of America Accounts:

- Checking 39,610.16
- Savings 11,236.66
- Scholarship 11,787.58

STIPE Acct 3,615.02

PayPal Acct 1,047.70

TOTAL HOLDINGS: \$67,297.12 ending 5/5/2022

Total Holdings as of 2020-21 Annual report \$64,605.76 ending April 2021

Successes

- Transfer of all accounts to new Treasurer and officers completed
- 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

- Virtual meetings and conference extended to this year

Goals for Next Year

- Transition to new Treasurer at end of 3 year term smoothly
- On time budget approval for 2022-23 approved by July 1, 2022