

# NYSTAA President Report



Submitted by: Greg Diller, Nick Savva, Erin Rickman

Date submitted: 5/4/2023

## Overview of the Year

We are excited to celebrate our 30<sup>th</sup> year as an organization with our first in-person conference since 2019 at the Woodcliff in Rochester. With the past few years changing the higher education landscape, we are continuing to adjust to best meet the needs of our members. With a significant change in by-laws, we feel that these changes will put NYSTAA in the best position moving forward to support members and institutions with professional development opportunities while keeping the organization financially viable.

## Successes:

We are looking forward to a successful conference this spring! The Conference and Issues committee, along with the executive board, have been hard at work since we finished our virtual conference last year getting ready for May 2023. Without the planning of an in-person conference since 2019, this has been a first for many members on these committees and a learning experience. We appreciate the enormous effort that members have done to make this conference a success.

Since March 2020, continued changes on the state and institutional levels have had us look at how we do business and best support our members. We have looked at our by-laws and have planned a larger reorganization of the executive board. In order to operate at full staff, we have combined multiple elected positions and given more responsibility to sector representatives. With the loss of many experienced members in the past three years, we feel that these changes are necessary and will be beneficial moving forward.

With multiple years of virtual conferences, the organization is financially strong.

## Challenges:

We were hopeful to get back to more in-person programming during the year, but we were unable to do so. We must look to increase involvement in the different regions, as we are currently without regional chairs from the western and eastern regions and one person in the downstate region. The regional meetings are essential to helping people make connections during the year and help increase membership and involvement.

The landscape of higher education continues to fluctuate, creating ongoing challenges for members and the executive board. We continue to see long standing and involved members of NYSTAA leave the field, be given different duties outside of transfer, or be given additional workloads that make involvement not possible. We are hopeful that the changes to the

different executive board positions put through in the new by-laws will help alleviate some challenges. This will also allow members to be more active on different committees.

While membership has remained steady in previous years, membership from two-year campuses and CUNY is down. We need to continue to find ways to reconnect with members from these institutions and support them as best as possible.

### Goals for Next Year

Our big focus this year has been to get ready for the May conference. The reorganization of positions in the by-laws will allow for semester programing, both in-person and virtual, along with conference planning to be more streamlined. We must plan to engage members throughout the whole year and provide strong professional development opportunities. This will encourage and increase involvement and provide for a richer NYSTAA experience.



# NYSTAA Marketing and Communications Committee Report

Submitted by: Caitlin Bauer

Date submitted: May 17, 2023

## Overview of the Year

The past year has been varied for the Marketing and Communications committee. We started off strong, but as the calendar changed to 2023 we lost two critical members of the committee, our co-chair and social media manager.

## Successes

In the fall we developed and distributed print cards for NYSTAA members to share with other transfer staff at two- and four-year institutions to encourage membership. We also continued to utilize Constant Contact, particularly in promoting the first annual conference since 2019. Before her departure, Carol Costell Corbin was able to provide training to Caitlin Bauer (co-chair) and Emma Bowman (membership) on web access and instructions on how to complete updates to the NYSTAA website.

## Challenges

Our most significant challenge was the departure of our co-chair and social media manager. While two potential new committee members expressed interest, we were unable to find a mutually agreeable monthly meeting time.

## Goals for Next Year

We need to increase committee membership this next year and determine a new division of labor and consistent meeting plans. The committee also aims to reinvigorate our social media presence.



# NYSTAA Awards Committee Report

Submitted by: Rebecca Mack

Committee Members:

Cathy Anderson, Le Moyne College

Thomas Fletcher, SUNY ESF

Rebecca Mack, Monroe Community College

Mark Wojnowki, Niagara University

Date submitted: May 4, 2023

## Overview of the Year

The committee promoted the NYSTAA Service Awards: New Professional, Joan Austin Distinguished Service, Excellence in Transfer Services, and Emeritus Award.

The committee also promoted NYSTAA Professional Development Grants to give members the opportunity to attend the annual conference at no cost when their respective institution is unable to do so.

## Successes:

**Professional Development Grants:** Awarded five Professional Development Grants.

Meg Pearson Memorial Grant (for members with less than three years of NYSTAA involvement):

Nick Insalaco – SUNY Buffalo State

Jeffrey Albright – SUNY Polytechnic

Joseph Cascella – SUNY Polytechnic

Peter Lindsay Memorial Grant (for members with over three years of NYSTAA involvement):

Caitlin Bauer – SUNY Buffalo State

Deborah Jones – SUNY Buffalo State

**Service Awards:** The committee chose award winners who will be notified at the Awards dinner during the 2023 Annual Conference. No nominations for Excellence in Transfer Services were received this year.

Service Awards were purchased from The Pen and Trophy Center in Syracuse, a company that we have used before. 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 the NYSTAA website will be updated after the 2023 conference. Note that Rebecca Mack currently has the Emeritus certificates.

## Challenges

Fewer award nominations than in prior years.

## Goals for Next Year

Name the Excellence in Transfer Services Award or New Professional Award in honor of Roger Sullivan, a founding member of NYSTAA.

Promote availability of awards to increase membership, applicants and future involvement within the organization. Maintain historical award recipient data.

Increase number of Award nominations.



# NYSTAA Treasurer's Report

Submitted by: Donna Decker

Date submitted: May 4, 2023

## Overview of the Year

This is the end of the 3rd year of my appointment as Treasurer for NYSTAA. Change of signatures on the BoA accounts were completed. 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 5/4/2023 below

Bank of America Accounts:

- Checking 51,121.53
- Savings 11,237.81
- Scholarship 6,254.35

STIPE Acct 29,125.00 (added funds due to conference 5/23/2023)

PayPal Acct 1,047.70

**Holdings: total holdings as of 5/4/2023 \$98,786.39**

## 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

- In-Person Conference will do it's best to hit breakeven point with Hotel Contract

## 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, 2023



# NYSTAA Issues Report

Submitted by: Katie Kloepfer-Mazzaferro and Nick Savva

Date submitted: 5/1/23

## Overview of the Year:

- On 9/23/22- the Issues Committee hosted a NYSTAA Welcome Back.
- The committee worked together with the conference committee to gather and plan the presentations for the 22-23 conference. This created a positive collaboration between the two committee for future events.

## Successes

- Committee collaboration with Conference Committee
- Welcome Back attendance over 30 attendees
- 4 new committee members

## Challenges

- Submissions for conference presentations
- Ideas for non-conference events, in person and virtual

## Goals for Next Year

- Collaborate with conference again with hopes to increase attendance and interest in the conference.
- Hold more events in the Fall 2023 semester.
- Opportunities to assist the regions with in person events.

# NYSTAA Scholarship Report

Submitted by: Tracey Iorio (Stony Brook University)/Zachary Wilson (SUNY Cortland),  
Scholarship Committee Co-Chairs (2022-2023)

Date submitted: 4/20/2023

<b>Name</b>	<b>Institution</b>	<b>Email</b>
Tracey Iorio	Stony Brook University	<a href="mailto:tracey.iorio@stonybrook.edu">tracey.iorio@stonybrook.edu</a>
Zachary Wilson	SUNY Cortland	<a href="mailto:zachary.wilson02@cortland.edu">zachary.wilson02@cortland.edu</a>
Rachel Littenberg	SUNY Old Westbury	<a href="mailto:litternbergr@oldwestbury.edu">litternbergr@oldwestbury.edu</a>
<a href="#">Rebecca Rothe</a>	<a href="#">SUNY Old Westbury</a>	<a href="mailto:rother@oldwestbury.edu">rother@oldwestbury.edu</a>
Mary Sayer	Excelsior College	<a href="mailto:msayer@excelsior.edu">msayer@excelsior.edu</a>
Christopher Muller	Nassau Community College	<a href="mailto:Christopher.muller@ncc.edu">Christopher.muller@ncc.edu</a>
Val Carnegie	SUNY Broome	<a href="mailto:carnegiev@sunybroome.edu">carnegiev@sunybroome.edu</a>
Jenae Norris	Binghamton University	<a href="mailto:norrisj@binghamton.edu">norrisj@binghamton.edu</a>

## Overview of the Year

As in previous years, the Scholarship Committee was most active during the Spring 2022 and 2023 semesters during the reviews of applications. We were able to give out 6 \$1,000 scholarships in 2022. For 2022, we received 26 completed applications; 9 additional incomplete/ineligible applications were not reviewed. For 2023, we are in the process of reviewing 41 completed applications; 12 additional incomplete/ineligible applications which will not be reviewed. Scholarship Committee will be selecting winners of the 2023 Transfer Scholarship late-April/early-May 2023.

## Successes:

The committee was able to award scholarships to 6 winners in 2022. Scholarship Committee also held virtual fundraisers to support the NYSTAA Scholarship fund. During the 2022 Conference, we raised \$465.85 by hosting virtual raffles. We then held a virtual Fall Fundraiser (50/50 raffle) which raised \$244.20. In 2023, the Scholarship Committee saw an uptick in the number of Scholarship Applications compared to 2022. The committee is currently reviewing 41 completed applications (12 other applications were either incomplete or ineligible and will not be reviewed). Lastly, the committee is planning in-person raffles for in order to fundraise during the 2023 Conference at in Rochester, NY.

## Challenges:



The committee would like to continue to attract more applicants. While 41 completed applications is certainly an improvement compared to 2022, it is still a much smaller applicant pool compared to pre-pandemic times. Institutional membership was also slightly up compared to 2022, which made more students eligible for the scholarship, but institutional membership is also likely lower compared to years prior to the pandemic. Additionally, fundraising proved to be a challenge. Over the course of the year, we raised a total of \$690.05 for the scholarship fund, which would not be enough to fully support one of the \$1,000 scholarships that we intend to award.

### Goals for Next Year

We hope that the in-person 2023 Conference will lead to newfound opportunities for fundraising. We will be selling tickets for a 50/50 raffle, and for swag/gift basket raffles. We also hope to have more flexibility in the amount we award to students. For instance, we have considered awarding 4 \$1,000 scholarships with 4 \$500 scholarships in case we wanted to provide awards to a larger group of students. For 2023, we changed our language on the Scholarship Application from “awarding 6 \$1,000 scholarships” to “awarding \$6,000 worth of scholarships” in order to give us more flexibility with how we award the scholarships, if needed. Regardless, we still aim to award \$6,000 worth of scholarships in 2023-2024.

# NYSTAA Regional Coordinator Report

Submitted by: Tracey Iorio

Date submitted: 4/18/2023

## Overview of the Year

My hope for this year was to have the co-chairs for each region and have them assist with membership. I had emailed several times without any responses. I also requested information in regard to their semester meetings and did not hear back either.

Successes: Unfortunately, there were none

Challenges: This position is being eliminated; which makes perfect sense

## Goals for Next Year

I would like to see the 4 regional areas to work with their members to have at least two professional development meetings; one in the fall and spring.

# NYSTAA Conference Committee Report

Submitted by: Michael Henningsen, Conference  
Committee Chair Date submitted: May 4, 2023

## Overview of the Year:

The conference committee and the Issues committee really worked well together as they were somewhat combined into one committee, with two sub-committees: Issues and Conference. The Conference Committee had two co-chairs, Michael Henningsen and Michael Philips, who did step down due to the obligations of his job.

With organizing an in-person conference again after a 3 year hiatus, I had forgotten all the fine details and hard work that goes into planning! However, this was a team effort as everyone (Issues/Conference) did an amazing job of discussing things through and incorporating ways that we can save money as an organization (the best that we could) and still provide a great conference and meet hotel contract. I would like to recognize the following individuals for their help with this year's conference planning, marketing, & execution:

- Caitlyn Bauer
- Greg Dillar
- Katie Kloepfer-Mazzaferro
- Robin Graff
- Chelsea Kuhn
- Vita Racko
- Erin Rickman
- Nick Savva
- Valarie Wilson
- Our amazing Webmasters Dean Corbin & Josh Gagner

I have been a part of the conference committee for almost every year since my very first conference in 2011. It has truly been such a rewarding experience and provided me with the ability to get to know names and faces much easier thanks

to handling registration aspects. Although the 2020 Conference in Albany was slated to be my final conference as Chair/Co-Chair, I stayed on and assisted with planning virtual conferences and now this one. As we look into the future, I am not sure the direction our conferences will go. However, I will be there to help and assist as needed.

### Successes

- We pulled off an in-person conference! That is a pretty huge success after a 3-year hiatus 😊
- We worked through challenges with a new conference registration platform (thanks Dean and Josh!) and are starting to move away from paper conference schedules.
- We met hotel contact obligations without having to dip into NYSTAA money accounts to cover!
- Able to use conference items purchased for the 2020 Conference that we had to cancel due to COVID-19.

### Challenges

- Conference registrations were very low this year, compared to previous conferences. In fact, this is the lowest record of attendees for an in-person conference since NYSTAA began conferences back in 2004. Of course, we know that college budgets are getting tighter and tighter, and we are losing members due to budget cuts, reorganizations, retirements etc.
- Another challenge we faced were soliciting exhibitors for this year's conference. Again, budgets have been hit hard and our "regulars" do not have budgets at this time for travel. However, we are incredibly thankful for CollegeSource for being here and exhibiting at this year's conference!

### Goals for Next Year/Things to Consider

- Moving forward, it might be time to rethink and perhaps reshape our conference for the next few years. I value the professional development, connections, and just overall fun of having an in person conference. The sharing of ideas is just so much easier in person than over a computer screen. However, costs just keep going up and college budgets are going down.
  - Perhaps we look at seeing if any member institutions might be willing to host the conference on their campuses. This can be a money savings approach as we would not need to worry about meeting contractual obligations (room nights, Food/Beverage, steep technology costs) and overall can be cheaper. Of course, lodging could be different if staying on a college campus however, could be worked out if this was an approach NYSTAA wanted to take.
  - Another suggestion is to look at doing smaller, mini-conferences and not a whole 2-day conference. Maybe we do “drive-in” conferences with a large virtual component done at the same time (think of the Transfer Summit a few years back), and its is more regional focused.
  - Another suggestion is to maybe do an in-person conference every 2-3 years instead of annually.