



PROVOST'S REPORT UFS MEETING

Tod A. Laursen
Provost and Senior Vice Chancellor
October 11, 2019

www.suny.edu





The State University
of New York

Overview

1. Fall Enrollment / Enrollment Management Way Forward
2. General Education Review
3. International Education Strategic Review
4. Student Wellness Task Force
5. Seamless Transfer Assessment
6. Online Initiative Update



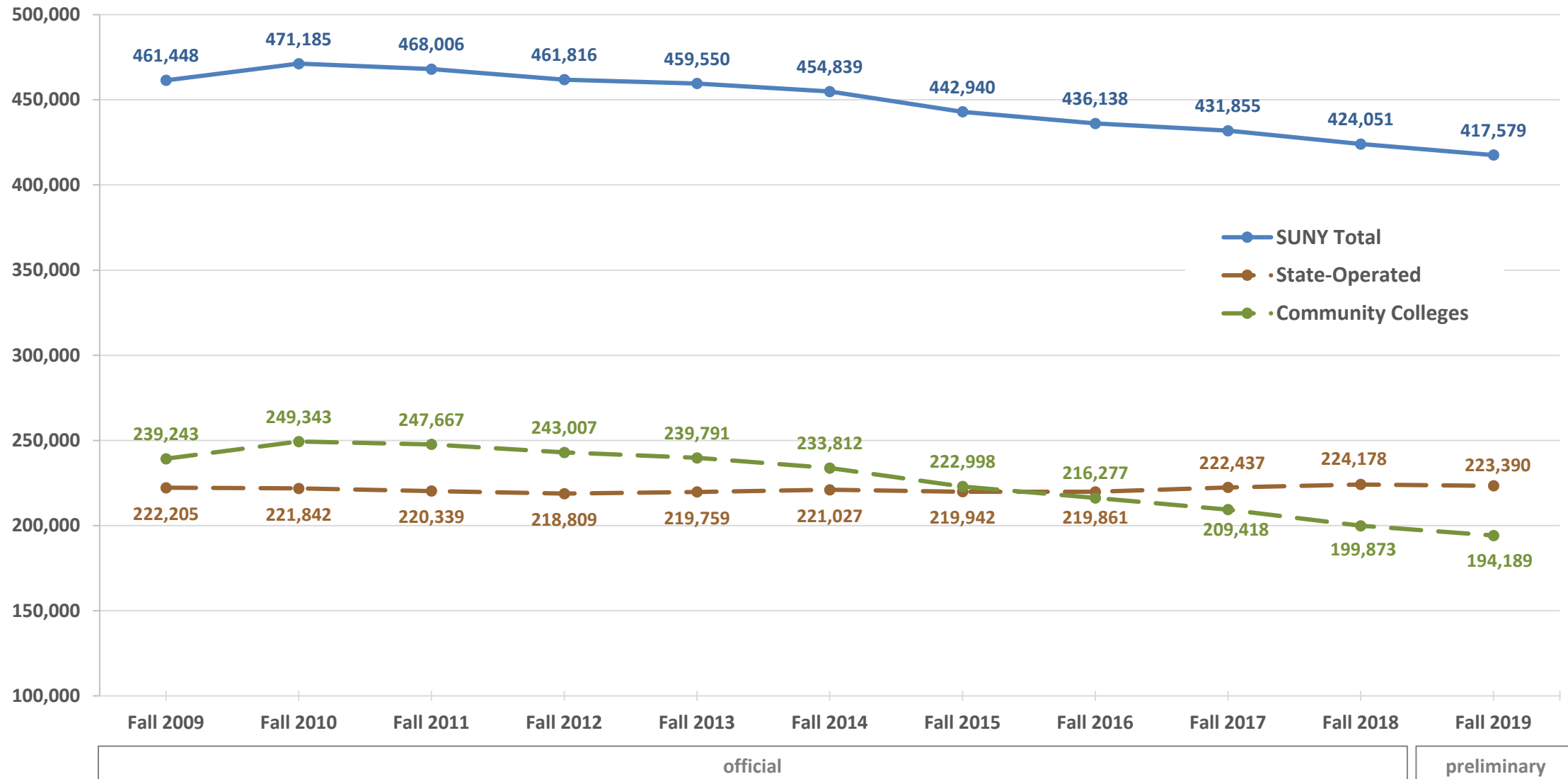
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Fall Enrollment / Enrollment Management

- Preliminary enrollment data; official fall census date is October 15
- Enrollment management good news:
 - On time (2 year) graduation rate for Excelsior students at SUNY community colleges is 30% compared to the non-Excelsior graduation rate of 11%.
 - Full-time SUNY freshmen taking 15 course credits or more in their first semester increased from 54% to 58%

SUNY Overall Enrollment Trend: Official F09-F18 and Preliminary F19 (includes FT and PT, Undergraduate and Graduate)

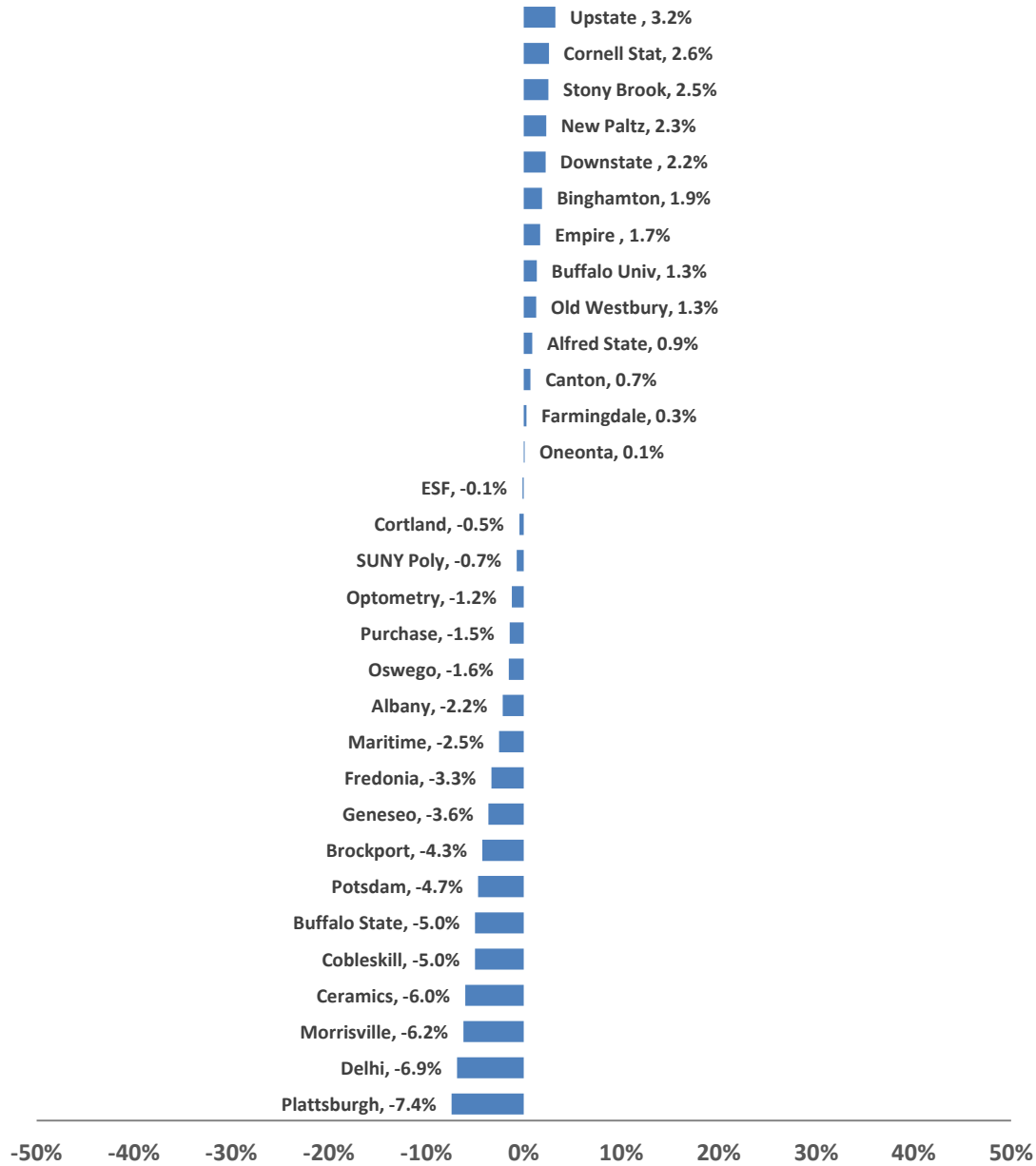


SUNY State-Operated Enrollment by Sector: Official F09-F18 and Preliminary F19

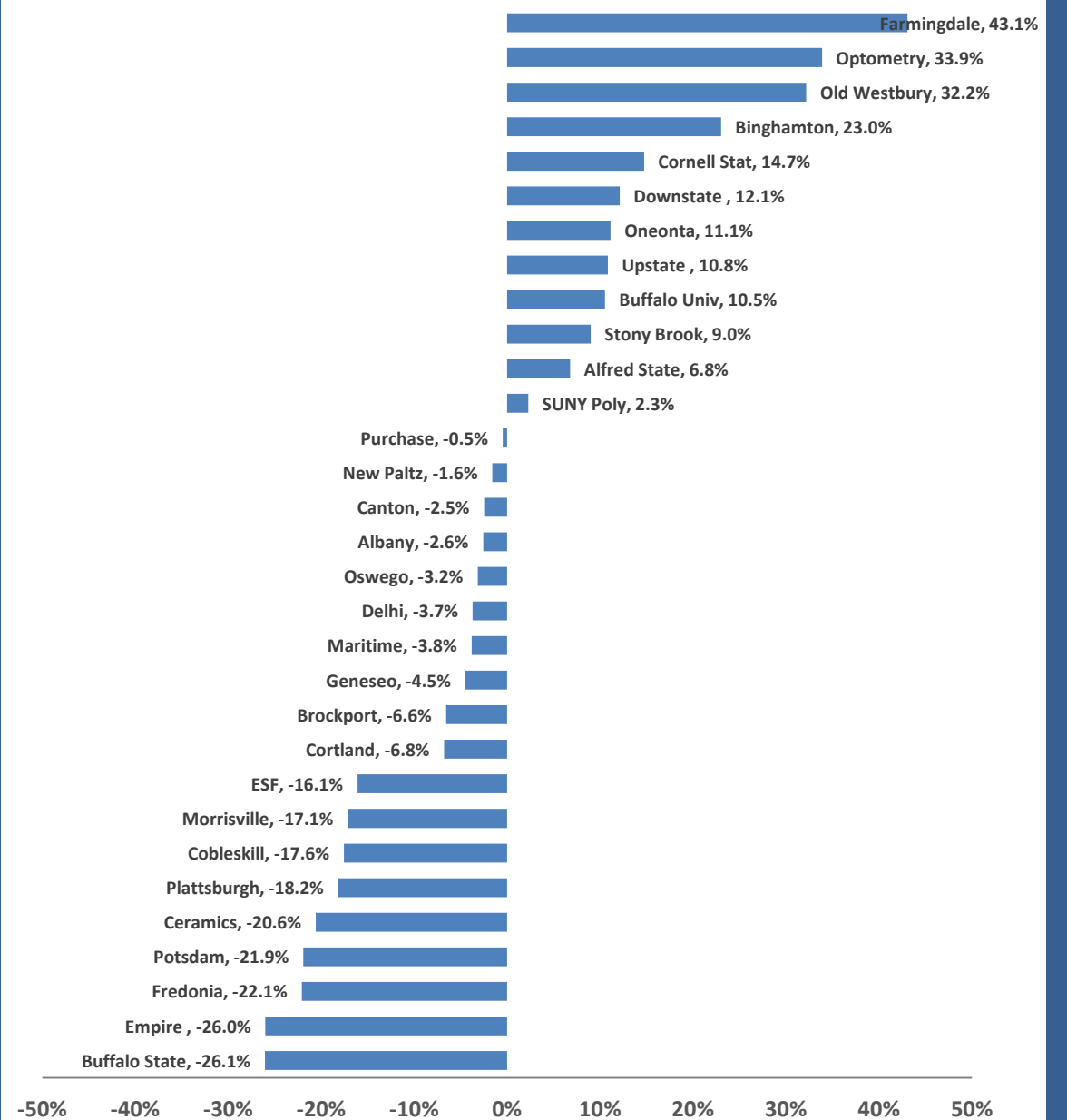
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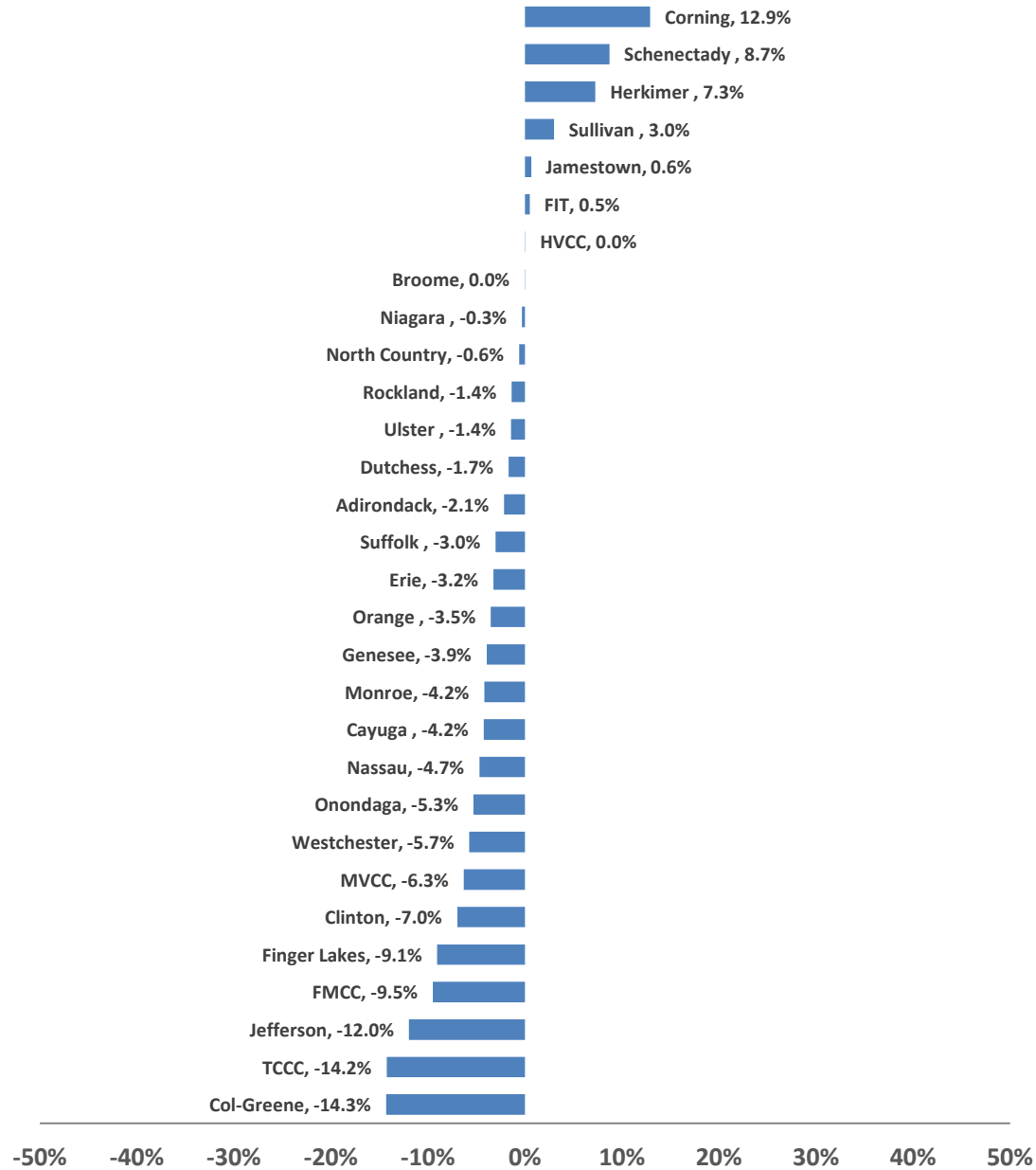
State-Operated 1-Year Enrollment Changes: Official Fall 2018 to Preliminary Fall 2019



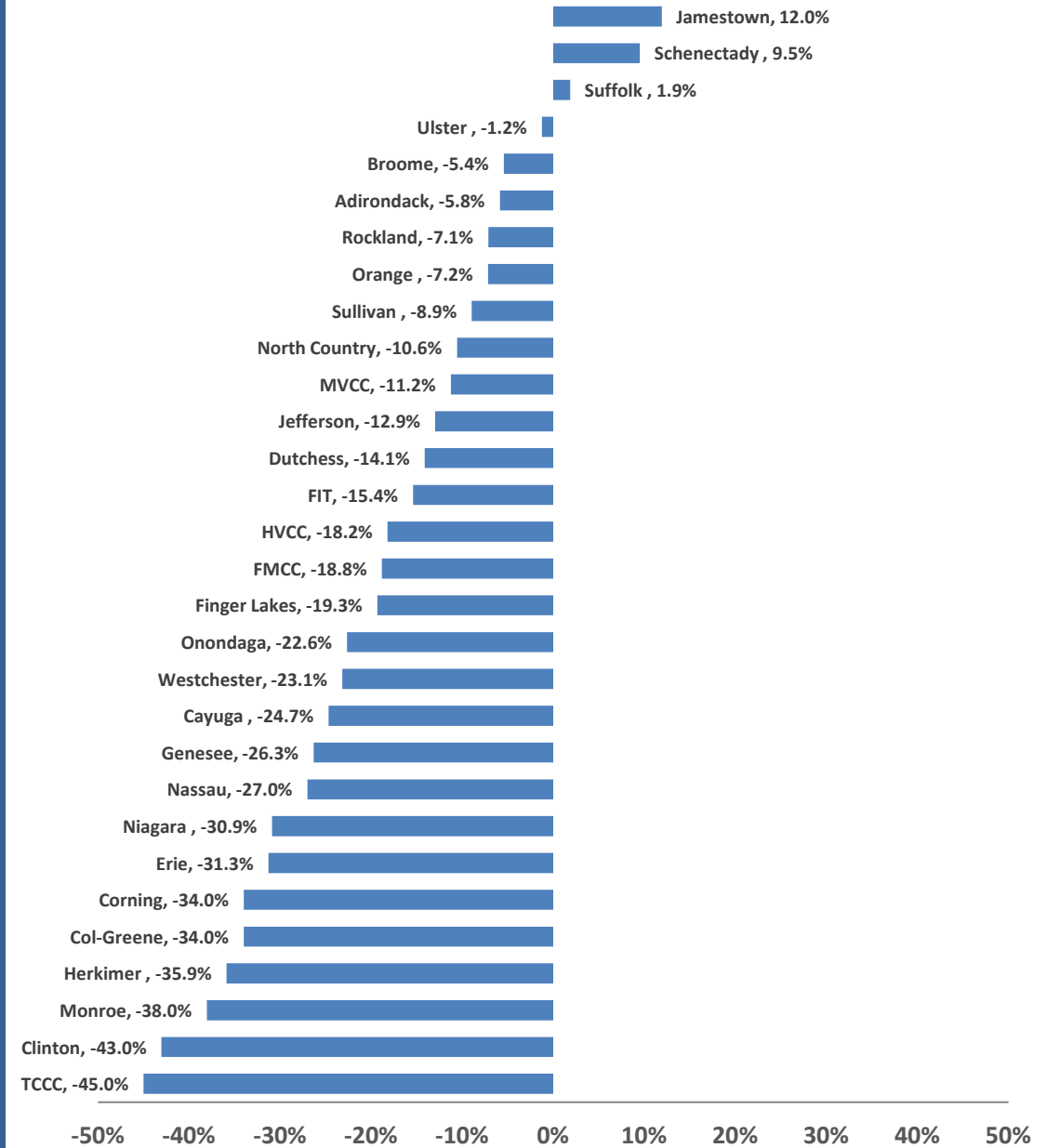
State-Operated 10-Year Enrollment Changes: Official Fall 2009 to Preliminary Fall 2019



Community College 1-Year Enrollment Changes: Official Fall 2018 to Preliminary Fall 2019

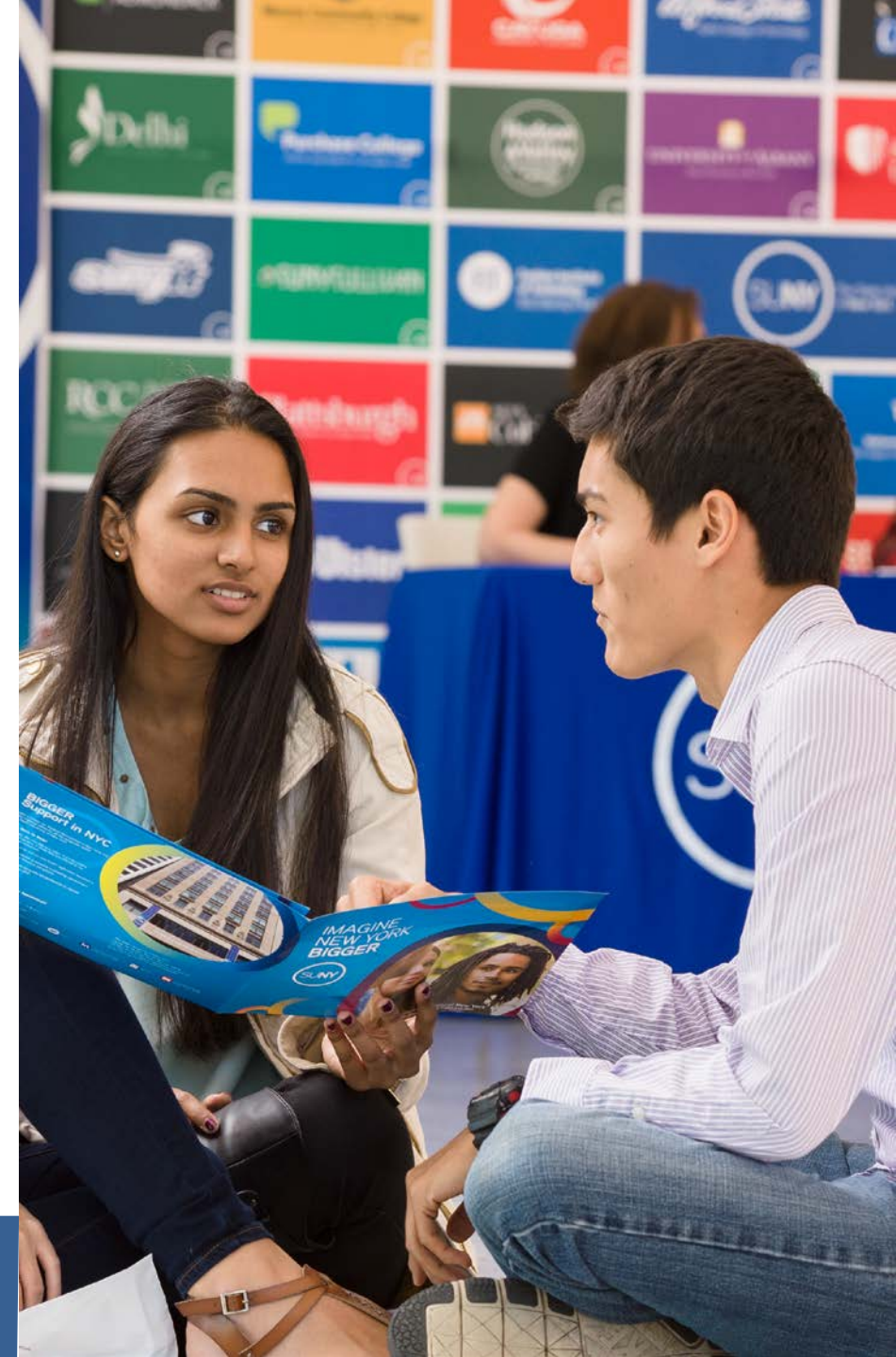


Community College 10-Year Enrollment Changes: Official Fall 2009 to Preliminary Fall 2019



Fall Enrollment/Enrollment Management

- New Vice Provost for Strategy and Planning will increase emphasis on enrollment planning, management and strategies
- Continuing efforts focused on student retention will continue:
 - Re-enroll to complete (Financial Aid)
 - Applied learning and internships (Academic Affairs and Student Success)
 - Components of SUNYAchieve: Early warning systems, Degree Planning & Audit (Academic Affairs)



Assessment of General Education and U-wide Task Force

- General Education Task Force
 - White and Green papers distributed to CAOs (spring and summer)
 - Task Force to be appointed this fall to recommend policy revisions and develop implementation guidelines
 - Target date for completion end of AY 20-21 but with intermediate reporting (and some intermediate actions) due end of AY 19-20

Selected Items for Consideration from General Education Green Paper

- U-wide Task Force to streamline and consolidate revisions of Gen Ed recommendations in order to ease the workload on campus faculty and staff
 - To review and revise the Information Management Competency
 - To review and revise the nomenclature for the “Other World Civilizations”
 - Consider a framework for the language of General education for the 21st century global citizen
 - Consider how General Education should more clearly enable the fulfillment of general education competencies as required for Middle States accreditation
 - Discuss the number of content categories and the number of required categories for all SUNY students
 - Consider a reduction of the number of General Education credit hours required in the first two years of study



The State University
of New York

International Education Strategic Review

- Internationalization and global programs review to be conducted this year under the direction of Associate Vice Chancellor Sally Crimmins Villela and newly appointed Associate Provost Daniel Lincoln
- Inventory international opportunities students
- Inventory system partnerships for dual degrees, collaborations, etc.
- Policy review
- Develop strategy for moving forward





The State University
of New York

Leadership

Co-Chairs

Dr. Wayne Riley, President SUNY
Downstate Health Sciences
University

Dr. Deborah Stanley, President
SUNY Oswego

New Appointment

Dr. Leah Wentworth, Director of
Student Wellness

www.suny.edu



Student Health and Wellness Task Force

LEADERSHIP

Deborah Stanley, SUNY Oswego
Wayne Riley, SUNY Downstate

Leah Wentworth, SUNY
Administration

GOAL

Provide comprehensive recommendations that will be comprised of all concerns related to health and wellness, to inform system-wide strategic decisions and best practices.

CHARGE

Announced by Provost Laursen in May Board of Trustees meeting, 2019. The work of the task force is up to one academic year.

MEMBERSHIP

Downstate, Capitol Region, Upstate, Central, North Country, Southern Tier, Northeastern New York, and Western New York

EXPERTISE

SUNY
State Agencies
National Experts

CONVENINGS

September (teleconference)
October (in person)
November (teleconference)
December (in person)

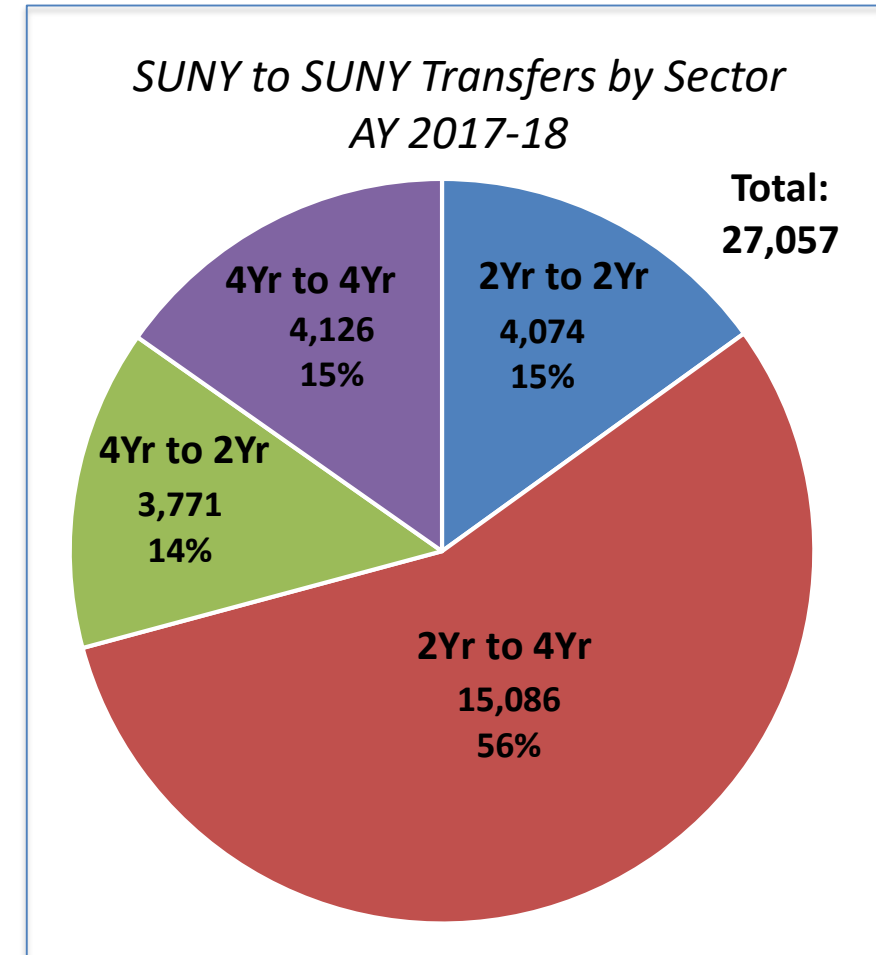
Seamless Transfer Assessment and Transfer Path Review

- *Seamless Transfer Policy adopted by the SUNY Board of Trustees in 2012 for students entering fall 2015*
- *Student-centered policy focusing on timely degree completion and reducing costs*
 - *Credit caps established: Associate = 64 credits; Baccalaureate = 126 credits*
 - *Aligned the first two years of instruction in general education and courses in the major across all campuses (this work is detailed in 59 Transfer Paths in the most popular majors that guide students)*
- *Called for improved advising, degree planning, and cyclical assessment*

Seamless Transfer Assessment and Transfer Path Review

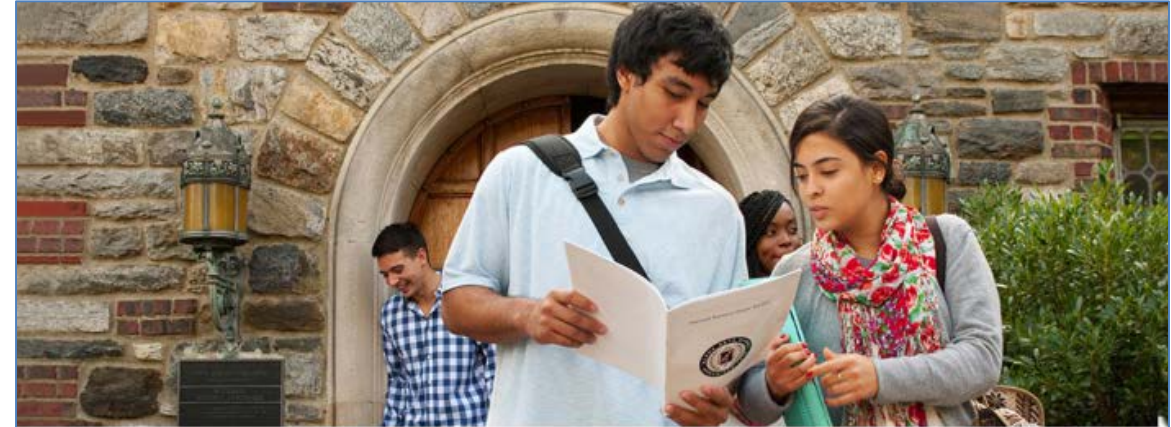
The SUNY Transfer Picture

- *In 2017-18, SUNY saw nearly 52K transfers to SUNY campuses*
 - *~27K between SUNY campuses*
 - *~24K to SUNY from non-SUNY campuses*
- *In 2017-18, transfer students earned:*
 - *48% of all baccalaureate degrees*
 - *32% of all associate degrees*
- *Since Seamless Transfer policy in 2015:*
 - *The percentage of two-year to four-year transfers increased by 7% (49% to 56%).*
 - *The percentage of students transferring with associate degrees completed increased by 2% (41% to 43%).*



Seamless Transfer: How Well is it Working?

- *1,073 SUNY faculty representatives in 52 Academic disciplines were surveyed about the effectiveness of the Transfer Paths in their discipline*
 - *Overall, the majority of respondents (72%) believed that the Transfer Path in their discipline did not need to be reviewed at this time*
 - *Faculty from the thirteen academic disciplines who indicated that the paths needed updating will begin the work in October 2019 and complete by Spring 2020*



[ATTEND SUNY](#) / [GET STARTED](#) / [TRANSFER STUDENTS](#) / [SUNY TRANSFER PATHS](#)

SUNY Transfer Paths

SUNY has created Transfer Paths that summarize the common lower division requirements shared by all SUNY campuses for similar majors within most disciplines. If you want to prepare for as many SUNY campuses as possible, the SUNY Transfer Paths will help you identify core coursework that will prepare you for multiple SUNY campuses.

Click the discipline that is closest to your intended area of study to view your path. It is very important to consult your academic advisor for guidance before following these paths.

- [Adolescence Education](#)
- [Adolescence Education: Inclusive Generalist Track](#)
- [Anthropology](#)
- [Art Education](#)
- [Art Studio](#)
- [Biology](#)
- [Business](#)
- [Chemistry](#)

Seamless Transfer: Key Student Outcomes Analyzed

- *Average active terms-to-degree for all students decreased by .15 terms*
 - *Average active terms-to-degree for URM students decreased .20 terms*
- *Average credits-at-completion for all students decreased by 1.16 credits*
 - *Average credits-at-completion for URM students decreased by 1.40 credits*
 - *Collective credit reduction estimated at over 9,000 credits*
- *Completion rates for all students increased by 1.5%*
 - *Completion rates for URM students increased by 2.6%*
- *All results were statistically significant*

The total credit reduction for the cohort estimated at over 9,000 credits results in an approximate savings of over \$1.7 million in tuition and fees for the students.

What does this improved efficiency in time to degree mean for students? Considering the average community college tuition and fees, completing a degree one term sooner would save a student approximately \$2,800.

Transfer Information for Students

The SUNY Office of Enrollment Management Services maintains comprehensive information for transfer students on transfer policies, programs, course equivalencies, and web-based tools for academic planning.

In an effort to improve Student Mobility, the Office of the Provost is continually developing policies, procedures, systems and services to make SUNY the most transfer friendly higher education system in the country. This web page is intended to provide campus staff and administrators with information pertinent to student mobility and transfer.

Transfer Paths

Course Information

Policies

Student Appeals Process

Campus Appeals

Contacts

Report an Issue

Cross-Registration Resources

Seamless Transfer: Next Steps

- *Convene faculty groups for 13 high priority disciplines*
- *Analyze fourth year of post-implementation student outcomes data*
 - *Four-year baccalaureate outcomes*
 - *Transfer Path course repeats*
- *Continue to monitor student and campus feedback*

- *Formal feedback channels, including student and campus appeals, are available through the SUNY Student Mobility page:*

<https://system.suny.edu/academic-affairs/student-mobility/>

- *In coordination with the SUNY Online initiative, improve data infrastructure and analytical capabilities*

SUNY Online Update

- SUNY Online initiative went live on August 21 for the Fall 2019 term
 - Developed a singular IT stack (Slate, Blackboard Ultra, Starfish)
 - Validated single-sign-in across the 7 pilot campuses; provide single view for coaches across 7 campuses
 - Established new marketing campaigns
 - Established a common LMS template and migrated all courses to the LMS with common navigation and SUNY Online/campus co-branding
 - Established new prospective student development, management and application system with dedicated staff to lead process
 - Refreshed all course instructional materials and created standardized design (graphical “look and feel”), co-branded SUNY and campus
 - Provided instructional design support for scaling
 - Working with campuses on academic readiness for Spring ‘20 & Fall ‘20

SUNY Online Advisory Committee

- Will advise the Provost, Chief Finance Officer, and the Chief Operating Officer
- Will be composed of faculty, IT, academic staff, student success, library, and chief financial officers from campuses
- Will seek student representation
- Representation from each sector
- Representation from governance bodies: UFS, FCCC, and Student Assembly
- Will convene in Fall 2019

SUNY Online – Academic Program Update

AS, Cybersecurity, Finger Lakes CC
 AS, Accounting, Monroe CC
 AS, Psychology, Monroe CC
 AS, Healthcare Studies, Finger Lakes CC
 AS, Crime & Intelligence Analysis, Herkimer
 BS, Accounting, Plattsburgh
 BS, Healthcare Mgmt., Canton
 MBA, Empire State
 MBA Healthcare Mgmt., Oswego

**Fall
2019**

AS, Digital Forensics, Herkimer CC
 AS, Math, Monroe CC
 BS, Informatics, Albany
 BS, Security Studies, Empire State
 BS, Business, Oswego
 BS, Business, Empire State
 BS, Psychology, Empire State
 BTech, Healthcare Mgmt., Alfred State
 BS, Healthcare Mgmt., Canton
 MS, Information Science, Albany
 MBA, Oswego

**Spring
2020**

BS, Cybersecurity, Canton
 BS, Crime Analysis, Canton
 BSEE, Electrical Engr, Stony Brook
 MBA, Healthcare Leadership, Empire
 MEng, Industrial Engineering Management

**Fall
2020**

RFPs allow campuses to propose programs

- Graduate degree programs at large
- Computer Science
- “Fill in the gaps”
- AI / Machine Learning
- Education
- Foreign Language
- UG Electives
- General Education
- Sustainability

SUNY Online Update

- 7 Campuses – 9 Programs in Fall 2019
- ~3900 leads generated for Fall term, 142 applications
- ~1000 students signed up for coaching support
- 234 unique students enrolled in the new platform
- 27 unique courses offered on the platform
- Clearly attracting adult learners

| Average Applicant Age | | |
|-----------------------|--|------|
| Canton | Health Care Management | 33.4 |
| | Finger Lakes | 38.5 |
| Herkimer | Health Care Studies | 33.3 |
| | Networking & Cybersecurity | 27.0 |
| Monroe | Criminal Justice: Crime & Intelligence | 28.2 |
| | Business Admin Psychology | 25.3 |
| Plattsburgh | Accounting | 41.8 |

SUNY Online Update

- Modeling the lead funnel and call center staffing needs
 - Forecasting 66,000 leads needed to generate 2,000 enrolled students
 - Estimated lead-to-enrollment conversion scaling up from 3% in Year 1 to 8% in Year 5
- Lead-to-applicant conversion in pilot = 4.8%
- Since soft advertising campaign started in April 2019
 - **15.3%** increase of leads from the same time period the year before
 - **147%** increase in web traffic to open.suny.edu and suny.edu/online
- Waiting on OSC approval for advertising campaign through single source digital vendors

Student Success

- Invited CAOs, Academic Affairs, Student Success representatives from 10 campuses to join a conversation about student success metrics for students in online programs broadly. (Meeting October 21)
 - How are we defining “student success” for students enrolled in online programs?
 - Is there an existing framework (SUNY-wide or external) that we want to utilize?
 - Who is collecting/analyzing the data? At what frequency?
 - How is the data being reported? How is it being used for continuous improvement?
 - Are there different parameters for adult learners?
 - What are we learning from the various campus student success efforts to inform our metrics and to integrate across the system?

Feedback from Students Reported by Coaches

- *Everyone tried to sell me. No one tries to support me. Thank you for supporting me.*
- *Thank you so much for all of your help! I'm both nervous and excited for this new venture!*
- *I just want to personally thank you. I know if you didn't reach out for me I would of been completely out of luck. I just found out my job is closing Sept 6 so this is even more important to me than before. I whole heartedly thank you for being a kind person and doing a wonderful job*
- *I appreciate your help along the way. I'm super excited to once again do this school life. I'm very determined this time and plan to succeed.*
- *After speaking with you, you gave me such a boost of confidence to really finally complete my Bachelor's. Not only for myself, but for my 19 month old Daughter Savanna. I can't wait for her to see her Mother graduate...it's time. The way you were willing to dive in and help me get this started gave me a much better feeling than the other school I was trying to enroll in.*
- *Thank you so much for everything The short time that we have been in touch, your patience and guidance through this has been invaluable and has certainly revived the hope that the degree is possible. I am going to schedule an appointment so we can at least have a discussion*

Education Innovation

FACT2 Task Group: Examining Pedagogy and Learning in Online Domains (ExPLOD)

- Co-chaired by Ryan McCabe (FLCC) and Audeliz Matias (ESC)
- Charge:
 - Identify and explore next generation online pedagogies that fully embrace effective practices and supportive technologies.
 - Identify instructional design and delivery models and strategies to enhance and support high-quality online course design, the online student learning experience, training, and support for online courses including online courses with large enrollments.
 - Compare online pedagogies that work at scale with those that will work with traditional online and hybrid models.
 - Provide strategies and recommendations to relevant parties for policies, procedures, and practices regarding the adoption of effective online learning pedagogies.
 - Conduct a review of new tools and emerging technology solutions to enable scaling of online courses while maintaining quality standards for course design, student engagement, and achievement of student learning outcomes.

Education Innovation

Investigation of Artificial Intelligence Tools

- Led by Carey Hatch with team from SUNY System Admin and SUNY Online Pilot Campuses
- Charge and Scope:
 - Investigation of the use of artificial intelligence (AI) and Chatbots to support student recruitment and success
 - Series of one hour webinars from selected AI/Chatbot vendors to show how their tools can be used to support SUNY Online
 - Areas include:
 - College Access/Admissions/Registration (Phase 1)
 - Retention/Student Services/Course Supports (Phase 2)
 - Alumni Engagement/Workforce Development (Phase 3)
 - Other applications for Chatbots (input welcome)
 - Campus feedback will inform future decisions on AI tools and procurements for SUNY Online

Education Innovation

Packback Pilot - <https://www.packback.co/>

- AI technology for discussion board engagement, learning and monitoring
- Webinars open to SUNY Online Pilot campuses – communicated through Campus Leads and Instructional Designers
- Oversubscribed with faculty interest for both F2F and online classes
- 4,000 available licenses for 2019-2020
- Interest from 30 Faculty teaching 2,898 students at MCC, UA, ESC, Canton, FLCC, Oswego, Alfred, Plattsburgh
- Allocated ~1500 licenses, leaving ~2500 for Spring 2020
- Submitted IRB for research to complete a A/B testing of the pilot - Measuring:
 - Student performance through engagement, quality scores and effort, growth curve, faculty subjective assessment
 - Student sentiment
 - Faculty time
 - Faculty sentiment





Faculty Feedback on Packback Pilot

“My students come to class prepared to talk about our weekly reading, because Packback is required beforehand. This has led to far more engaging in class discussions than I’ve ever previously had.”

John Locke
Plattsburgh
CMM 233

“If we have large enrollments in any SUNY courses it will become impossible to respond and read to every single student post without Packback. I'm figuring out my levels with that now so that when we do scale this I know what it looks like. I can trust that Packback is moderating now.....Unless you can come up with something like Packback to replace it, this is what we need by Fall 2020 to scale. There's no way we can do this scaling with individual instructors. We need a tool like this.”

Marella Fiacco
Canton
MSMB 307



Questions and Discussion

