SUNY Online Summit

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The State University of New York (SUNY) is the largest comprehensive system of public higher education in the United States

Comprised of 64 campuses (community colleges, comprehensive colleges, technology colleges, doctoral degree granting institutions)

More than 95 percent of all New Yorkers live within 30 miles of a SUNY campus

Agenda

- State of the State: SUNY Response
- Completing/Scaling Key Initiatives
- Initiative Highlights:
  - Enrollment Marketing
  - Open Educational Resources
  - Microcredentials
  - SUNY Online

NY State of the State: 2022

SUNY THE STATE UNIVERSITY OF NEW YORK

I am outlining a vision to make SUNY the BEST statewide public higher education system in the nation…Increasing enrollment to 500,000 students by 2030, making SUNY a national leader on equity, increasing the number and diversity of people in every community with degrees and credentials that launch middle class careers and ensuring that SUNY campuses spur economic growth in their surrounding communities

- Governor Hochul

State of the State Response

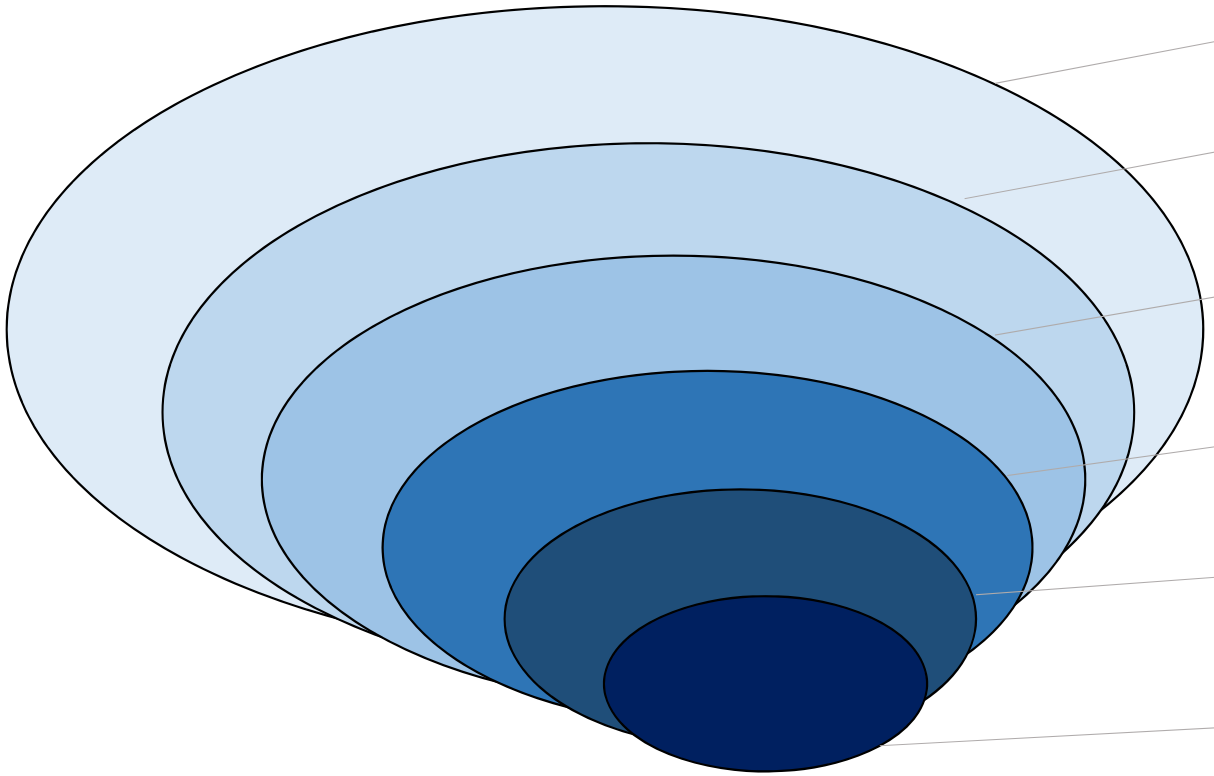
- Updated Strategic Planning
- Early Actions:
  - SUNY Trustees have ended the policy of withholding transcripts for non-payment of fees
  - A working group is reviewing other related laws, rules, regulations, and policies necessary to achieve goals
    - ➢ Multi-year capital investment advocacy; and
    - ➢ Multi-year operational costs proposal
  - Support of Part-Time TAP revisions

Completion of Current Priorities/Scaling Successful Programs

- Implementation of SUNY's New General Education Requirement
- Implementation of the new SUNY Digital Learning Environment
- Implementation of SUNY's Electronic and Information Technology (EIT) Accessibility Policy
- Implementation of SUNY's 25-point Diversity, Equity & Inclusion Plan
- Continuation of our efforts to re-imagine enrollment and recruitment
- Continuing to support broad use of OER (Open Educational Resources)
- Maximizing access to SUNY through SUNY Online Degrees at Scale and continued growth of SUNY's Microcredential Program

SYSTEM'S ROLE IN THE ENROLLMENT "FUNNEL"

At System level, the goal of the enrollment function is to increase applications to SUNY via targeted marketing and outreach efforts. Primary audiences are prospective students, parents, school counselors, and partners.



Lead generation

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Inquiries

↓

Application

System is the "switchboard" to help our leads identify campuses, understand options across SUNY, and apply

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Admission & Financial Aid
[Campus-level function – but System sets policy, offers services, workshops etc.]

↓

Deposit
[Campus-level function]

↓

Enrollment
[Campus-level function]

FULL-FUNNEL OVERHAUL

GOAL: Make it easier for prospective students to discover, explore, and apply to SUNY

Branding

Enhance SUNY brand awareness and favorability

First systemwide brand campaigns

PROSPECT KNOWS SUNY VALUE PROPOSITION

Marketing

Centralized, targeted enrollment campaigns

Partner outreach to leverage relatively small budgets

Recruiting

Expanded use of CRM; new recruitment campaigns

PROSPECT ENGAGES WITH SUNY AT THE RIGHT TIME

Front Door

Single digital front door for exploring and applying to SUNY

Interim steps for short-term improvements to SUNY websites

PROSPECT FINDS THEIR "BEST FIT" AT SUNY

Contact Center

Central contact center to support all SUNY-level marketing and recruiting activities.

Fast, friendly contact to move the prospective student toward application.

PROSPECT DEEPENS ENGAGEMENT

Application

Application reforms to automatically apply to multiple campuses, ensure prospect has a place at SUNY.

PROSPECT APPLIES

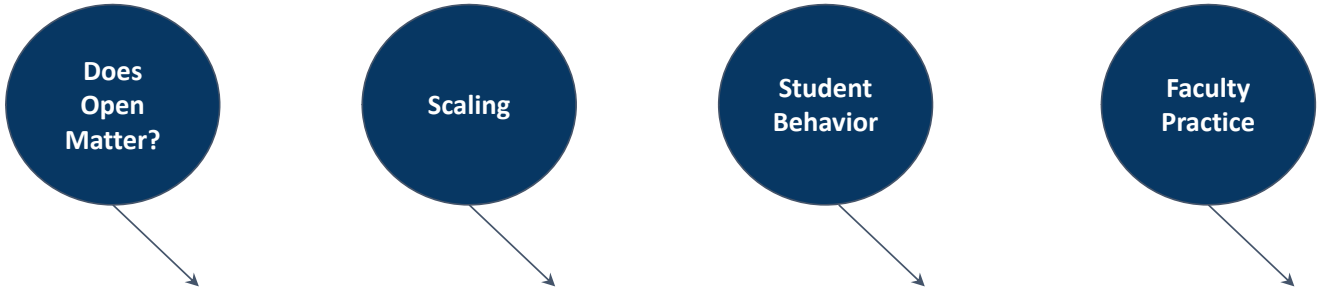
SUNY

SUNY OER services

https://oer.suny.edu/

SUNY: Lumen Partnership Evolution

2015	2019	2022
2,200 students 37 faculty	30,000 students 505 faculty	89,000 students/courseware 902 courseware faculty 353 Circles faculty

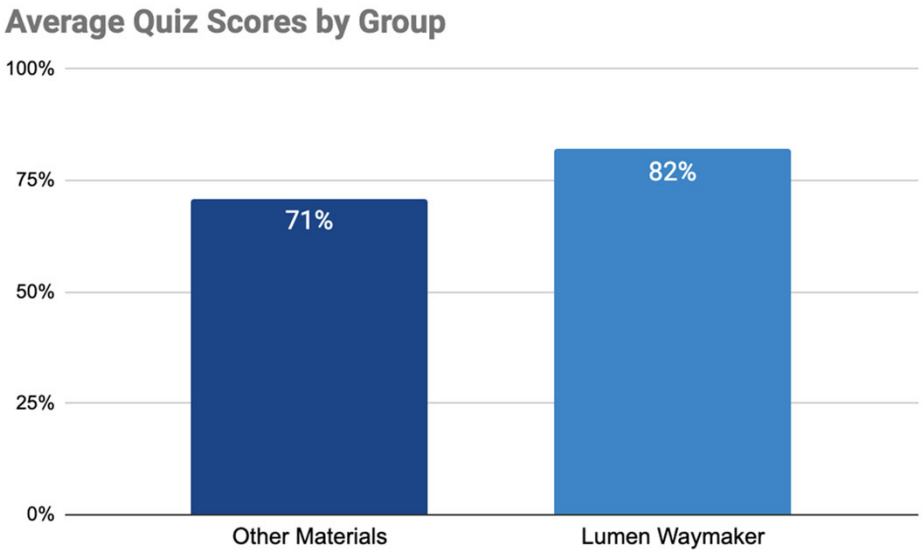


	Does Open Matter?	Scaling	Student Behavior	Faculty Practice
CREATED	Access Savings Ownership	Awareness Sharing Quality Control Partnerships	Faculty Engagement Research Base	Learning Community Research Base Innovation Partners
NEEDED		Infrastructure Accessibility	Digital Supports Equity-centered Design	Scaling Strategies Strategic Integration

Student Success with Lumen Courseware

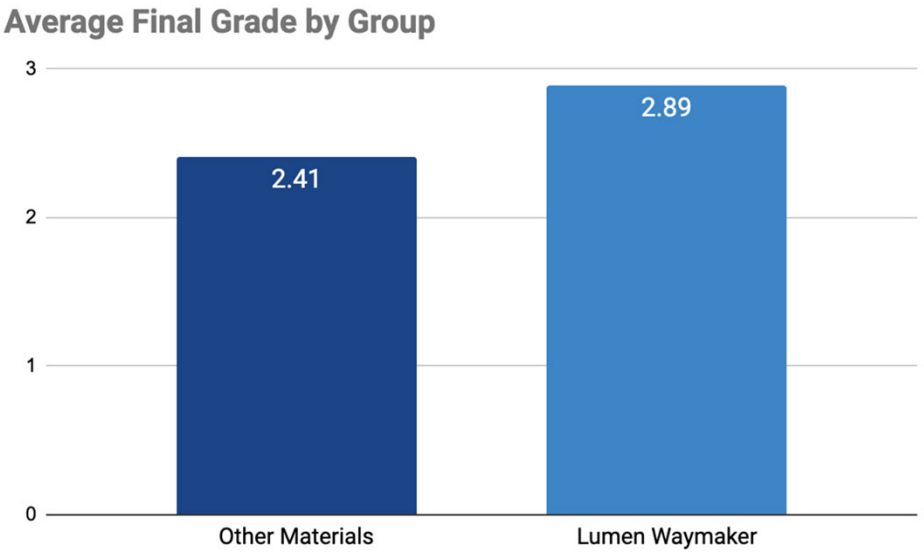
Nassau Community College

Research conducted jointly by Nassau Community College and Lumen Learning, including 298 NCC students.



Erie Community College

Research conducted jointly by Erie Community College and Lumen Learning, including 548 ECC students.



OER Services Provides

Digital Courseware

- Adaptive functionality
- EIT Compliant
- Integrates via LTI

Faculty Development

- Reflective Teaching Practices
- Equitable & Inclusive Pedagogy

Access & Affordability

2020/21

- $19.2M saved in AY20/21
- 179,000 + student enrolled
- 30% enrollments online

suny.edu/microcredentials

Gain New Skills, Knowledge, and Experience with Microcredentials at SUNY

Add verified skills and competencies to your resume with short, flexible microcredentials from the State University of New York. Whether you're rounding out your degree program or adding a new skill for career advancement or change, SUNY microcredentials can help you achieve your goals without slowing down.

Find Your SUNY Microcredential

The Power of Microcredentials. The Trust of SUNY.

SUNY's microcredentials are setting the standard nationally and internationally for high-quality, stackable credentials designed for today's learner. All of SUNY's microcredentials are designed to be:

HIGH QUALITY
Academic quality is paramount in the development and approval of SUNY microcredentials.

STACKABLE
Each microcredential has immediate value and, where possible, stacks together with other microcredentials or learning experiences to meet the requirements of a certificate, initial or advanced degree.

IN-DEMAND
Microcredentials are designed to meet current and emerging market needs and align with relevant industry standards.

PORTABLE
Completion of our microcredentials is recorded on your transcript and/or highlighted in a digital badge so your accomplishments travel with you.

Find a Microcredential at SUNY

What do you want to learn?

Search by keyword

Showing 426 of 426 Microcredentials

Filter results:

By Campus: | By Discipline/Cate | By Delivery Metho

Clear results

Level I Accounting and Finance

Earners of the Level I Accounting micro-credential will understand debits and credits and the tasks needed to get started in a career in accounting. Earners of this micro-credential will understand the language of business and be able to create a budget, perform financial analysis, interpret income statement, statement of owners' equity and a balance sheet

Level II Advanced Accounting and Finance

Earners of the Level II Advanced Accounting and Finance micro-credential demonstrates a working knowledge of bookkeeping and accounting that empowers them to succeed in careers including accounts receivable, accounts payable, bookkeeping, payroll and the management of the accounting function for an accounting practice or entrepreneurial

Foundations of Nonprofit Management

The Micro-Credential in Foundations of Nonprofit Management is designed for students holding or aspiring to hold leadership positions in nonprofit organizations. It consists of two courses, one on the managerial and the other on

CNC Programmer

This micro-credential consists of five courses which include Fundamental Concepts of Metrology, Geometric Dimensioning and Tolerancing, Intro to CNC Programming, CNC Operator and CAM.

Supply Chain

Earners of this micro-credential will learn supply chain management for products and services and address the impact of the global economy on the management process. Topics covered include formulating strategies for superior customer

Business Software and Communication

Earners of this badge will understand the importance of proper communication in the workplace and how to use the Microsoft Office Suite to produce business documents that communicate ideas, persuade, track, present, calculate, organize, and share information in a clear, concise, and effective method.

CAMPUS:	DISCIPLINE/CATEGORY:
FULTON-MONTGOMERY COMMUNITY COLLEGE	CAREER-ESSENTIAL CAREER SKILLS

OPEN BEYOND EXISTING STUDENTS?	FOR CREDIT?	ONLINE:
Yes	Yes	Yes

STACKABLE:	STACKABLE TO:
Yes	Accounting AS; Business: Business Administration AS, AAS; General Studies AA; Individual Studies AOS, Certificate

Credits from this micro-credential may be applied to one or more minor, certificate or degree programs at this campus.

More Info & To Register

CONTACT:
jsnyder@fmcc.edu

SUNY Online

SUNY ONLINE
SUNY Online
Learn your way with SUNY. This is your degree, on your time. 100% online!

SUNY Online Summit
Shadi Sandvik, Provost-in-Charge

Thank you!