



2022-23

STATE UNIVERSITY OF NEW YORK AT CANTON

PRESIDENT'S REPORT

LETTER FROM THE PRESIDENT



Our pursuit of upholding our legacy as a premier college of technology continued this year as we prepared for two significant milestones: the submission of our Middle States Accreditation Self-Study Report, and the Middle States' Review Team's site visit in April. Preparing the Self-Study Report required collaborative, inclusive, and incisive discussions across all departments and constituencies about whether and how well we are living up to our mission, vision, and values, while being guided by our Strategic Plan goals.

The collective work of our Middle States Co-Chairs, Steering Committee members, and campus community resulted in an exceptional Middle States Review Team assessment. Our comprehensive Self-Study report details where we stand as a College and provides a road map for our future.

Incorporated into this road map are significant multi-year projects that have recently begun to come into focus. In October 2022, Governor Hochul announced that the College will receive \$2.3 million toward a new on-campus childcare center. This facility will be invaluable to our students, faculty, staff, and community, and we will be working on securing the remaining funds needed to bring this project to fruition. Similarly, we have continued to make progress on a new Entrepreneurship Center in the Village of Canton, receiving more than \$2.6 million in federal funding thanks to Senate Majority Leader Schumer and Senator Gillibrand.

The many achievements in this report, along with the findings from our Self-Study and the Review Team, reflect our commitment to student success and provide the foundation that will keep SUNY Canton moving forward.





SUNY Canton does not discriminate on the basis of race, color, creed, age, national origin, sex, gender, or disability.

STRONG FOUNDATIONS

Strategic Plan Goal 1: Promote Academic Excellence

The cornerstone of SUNY Canton's strategic plan is to provide the resources, environment, and faculty expertise students need to think critically and excel academically.



Cyber Smart

This Spring, the National Security Agency designated the Center for Criminal Justice, Intelligence and Cybersecurity as a “National Center of Academic Excellence in Cyber Defense.” This prestigious endorsement signifies that students are receiving the most current training in the Cybersecurity bachelor's degree, which has enjoyed more than a 1,400% increase in enrollment since its start in 2018.

Road Test

Assistant Professor Dr. Aksel Seitllari is implementing a new procedure to help paved surfaces withstand the tortures of traffic. He has developed a cyclic three-point bending test to measure the material properties of asphalt and predetermine how the pavement will react before it is used to surface roadways. Seitllari, who teaches in the Canino School of Engineering Technology, has received \$130,000 in funding from the National Cooperative Highway Research Program's “Innovations Deserving Exploratory Analysis” to aid in the research.



Transparency Matters

Associate Professor Dr. Phillip James published the article “Does Corporate Governance Score Affect Stock Price? Evidence from a Developing Country” in the International Journal of Business and Social Research. His research sheds light on the importance of effective governance structures in mitigating costs and promoting transparency and accountability in companies listed on the Jamaican Stock Exchange.

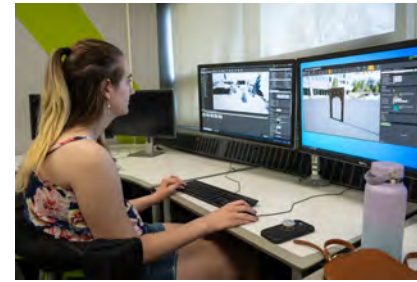
Sim2Grow

The Nursing Department acquired a medication administration and charting training system, called Sim2Grow, which teaches safe medication dispensing in a simulated environment. Other simulated training methods are being incorporated into the curriculum as the College prepares to implement New York State guidelines regarding the use of simulation as part of clinical experience.



College to Career

The second year of the Presidential Internship Program placed more than 30 students in 14 positions on campus to strengthen the core competencies of critical thinking, problem solving, professionalism, collaboration, and communication skills. These paid positions add value to the College's hands-on curriculum and prepare graduates for the work force.

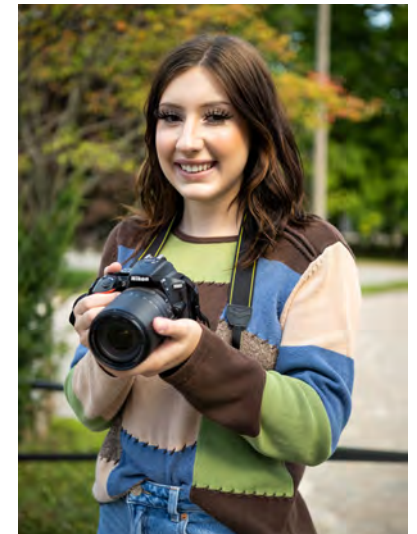


Game On

Five Game Design and Development program students worked with College librarians to design an interactive game that teaches information literacy by challenging players to identify and sort news articles into reliable and unreliable sources.

Social Media Savvy

A Technological Communications program student, Erin Stickney, scripted and starred in the College's annual Mascot Madness video as part of a SUNY-wide competition. She also photographed the spring concert featuring Grammy-nominated recording artist Flo Rida.



AI + Online

Professor Dr. Eunjyu Yu published "Intelligent Enough? Artificial Intelligence for Online Learners" in the January 2023 edition of the Journal of Educators Online. The article discusses the increasing use of AI in education, particularly in providing feedback for student writing in online learning environments.



Shifting Gears

Eric Armstrong, an Army veteran and Automotive Technology major, was an intern in the College's Automotive Lab assisting with maintaining, organizing, and arranging the shop's equipment. His goal is to open his own repair shop in the North Country.

STREAMLINE & SIMPLIFY

Strategic Plan Goal 2: Improve Operational Effectiveness

Examining processes and procedures across campus to identify efficiency opportunities, while aligning the budget with strategic initiatives and seeking out external funding sources, will increase our effectiveness, keep us competitive, and improve the student experience.



Live the Single Life

To increase revenue and optimize residence hall occupancy, the Office of Residence Life has begun offering a single room housing option to first-year and continuing students for the 2023-2024 academic year. This new model has the potential to generate up to \$500,000 annually.

Open Access

Faculty continue to seek out opportunities to expand access to open educational resources (OERs). This year alone, OER adoptions saved students nearly \$370,000.

STUDENT SAVINGS FROM OER ADOPTIONS

 **FALL 2022**
\$109,187

 **SPRING 2023**
\$168,419

 **WINTER 2022-23**
\$91,926

RICHARD W. MILLER
CAMPUS CENTER



Career Ready

With financial support from the Canton College Foundation, the Career Services Office has purchased an AI software platform, Quinnia, which assists students with interview skills and resume building. This service dramatically increases the Career Services team's productivity, allowing them to reach up to an additional 400 students annually.

Smart Path

The completion of the New York Power Authority's Smart Path clean energy transmission infrastructure project included the re-routing of power lines away from the Roos House Athletic Center grounds, allowing for a more efficient configuration of the area.



GROWTH OPPORTUNITIES

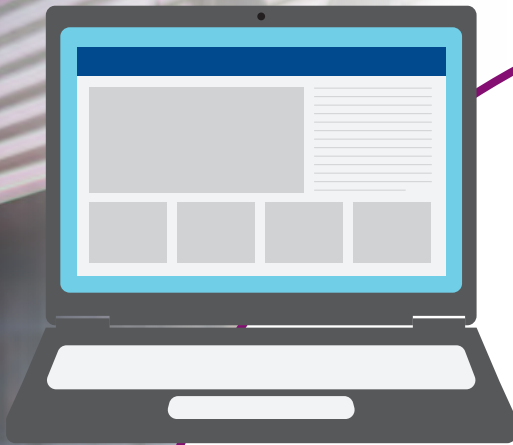
Strategic Plan Goal 3: Optimize Enrollment

Ensuring a SUNY Canton education remains accessible to the broadest range of learners — from traditional college-age students to working professionals — is accomplished by developing and refining innovative, in-demand, and flexible programs. Focusing on the best practices that attract and retain successful students of all backgrounds and life stages keeps the College competitive.



Summer Start

The full implementation of an online Summer semester start policy for the Healthcare Management bachelor's degree is underway in 2023. In addition to providing more financial aid opportunities for students, this convenient alternative to a traditional Spring or Fall start offers maximum flexibility for non-traditional learners and allows continuous enrollment for military-connected students. This model will serve as a blueprint as the College expands this policy to additional programs.



Skill Sets

The College has expanded its microcredential offerings this year to 15 programs, which are designed to add value to an existing traditional degree or used alone to increase skills in a convenient, short-term learning option. Topics are developed to meet job market requirements and industry standards.

Medical Coding

Composed of 12 credit hours of online instruction, this microcredential focuses on the basics of human anatomy and physiology, medical terminology, coding, insurance and reimbursements, and health-care information technology.

Child Care

This microcredential consists of three courses offered online or on campus that focus on the stages of growth and development of children from birth to five years, as well as state regulations and policies related to health and safety issues in childcare settings.

Data Science

A pair of courses offered online, on campus, hybrid or flex format provides the skills needed to collect, mine, and process data using machine learning and data mining techniques, particularly in the finance and healthcare fields.

Network Security

The distinct phases of network intrusion, detection, prevention, control, and countermeasures are explored as well as comparing methodologies in incident response and disaster recovery. Two courses are offered online, on campus, hybrid, or flex format.

Cybersecurity Principles

Two courses offered online, on campus, or a hybrid or flex format delivery offer valuable knowledge about the distinct phases of information security and assurance from both technical and business aspects.

Forensic Accounting

A combination of two courses in Forensic Accounting and Accounting Information Systems offers insight into fraud prevention, detection, and correction. These are offered online, on campus, hybrid, or flex format.

Nursing Home Administration

Online courses in Gerontology, Legal Issues in Healthcare, Healthcare Finance, Nursing Home Administration, and Human Resources Management satisfy the educational portion of the Department of Health's requirement to complete the Nursing Home Administrator Licensure Program in New York State.

Cybersecurity and Recovery in Healthcare

Students learn about health information systems, strategies to increase resilience for disasters, and the role of cybersecurity in healthcare. Two online courses are designed particularly for healthcare professionals who lack formal cybersecurity training.

Forensic Drug Testing

Courses explore the tools and methods used in, and the issues involved with, drug investigations and forensic analyses. Two online, on campus, hybrid or flex format courses provide students with hands-on skills at the field testing level and valuable knowledge of testing at the forensic laboratory level.

True Crime Investigation

Students take a deep dive into criminal investigations situated within a contemporary, real-world context, with a focus on homicide and serial crime. Three courses are offered online, on campus, or in hybrid or flex format.

CLEARING THE AIR

Strategic Plan Goal 4: Focus on Sustainability

Incorporating energy-efficient systems into campus operations, as well as prioritizing sustainability in our curriculum, aim to reduce our environmental footprint and prepare students to be eco-friendly citizens.

Clean and Green

The transition to geothermal energy is underway in French Hall, which will replace natural gas as a heating source. When the project is complete, estimates indicate French Hall will use approximately 50,000 less kilowatt hours annually.



Green Machines

Associate Professor Brandon J. Baldwin created an Introduction to Hybrid and Electric Vehicles course for students and professionals interested in learning more about the future of clean energy. It meets the increasing demand for knowledgeable, high-quality technicians who can service these new vehicles.

Power Up

EDF Renewables, an independent power production company, has pledged \$68,000 to fund four annual scholarships and maintenance costs related to the Solar Mock Roof Training Simulator. Beginning in 2024, selected students enrolled in the Electrical Construction and Maintenance program will each receive \$3,500 each to offset their educational costs.



Solar School

In partnership with the Adirondack North Country Association and funding support from NYSERDA, the College's CREST Center hosted a free Solar Training course in September open to anyone looking to learn more about alternative energy. Students learned the fundamentals of photovoltaic systems and how to safely handle and install them in a hands-on environment.



Waste Not

The College Association (CA) prioritizes implementing environmentally-friendly practices into their operations. During the 2022-23 academic year, CA:

- Prevented 8,300 lbs of food waste from going to the landfill through dehydration
- Reduced single-use plastics and eliminated plastic straw usage
- Utilized food recovery initiatives in menu design and planning

EVERYONE IS WELCOME HERE

Strategic Plan Goal 5: Enhance Diversity & Welcome

Every member of the College community is responsible for upholding the campus ethos, “Everyone is Welcome Here.” An ongoing commitment to diverse programming, coupled with implementing more inclusive policies and supporting students from under represented backgrounds, helps create and maintain an environment where everyone can succeed.



Celebrating Diverse Voices

The College's Center for Diversities and Inclusion, the Early Childhood program, and the Southworth Library teamed up to add 145 new book titles with a specific focus on diversity. From children's books to the latest award-winning adult fiction and non-fiction novels, the growing collection amplifies and celebrates diverse voices in literature.

International Flavor

Chaney Dining Center offered more than 10 meals this year that featured traditional foods from around the globe to promote inclusion and honor various cultures. Muslim students observing Ramadan were offered late-night and pre-order meal service that accommodated their fasting schedule.



Safe Spaces

In an effort to enhance diversity and expand already established gender-inclusive housing, the Office of Residence Life has begun offering a designated LGBTQIA+ living option that can accommodate up to 24 residents. It will feature programming and supportive resources to affirm student belonging and provide opportunities to empower critical thinking.

A VIBRANT CAMPUS

Strategic Plan Goal 6: Create a Robust, Active, and Enriching Campus Life

We are committed to creating the best student-life experience possible by investing in our infrastructure and continuing to enhance relationship- and community-building opportunities that make SUNY Canton feel like home.



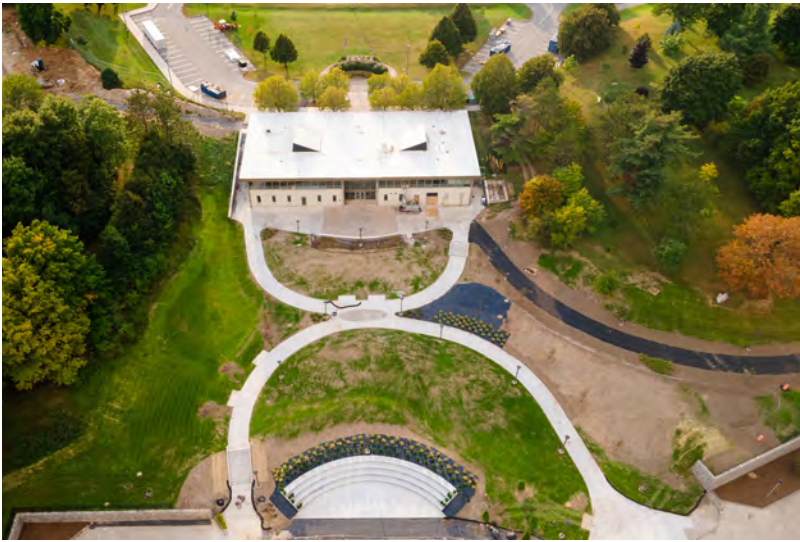
Star Power

The College continued its tradition of bringing internationally renowned recording artists to campus this year when Grammy-nominated musician Flo Rida performed in the Roos House in April. More than 1,000 fans attended to watch the acclaimed singer perform hits from his extensive catalogue, including his 2007 breakout single “Low,” as well as “My House,” “Good Feeling,” and “Wild Ones.”

Game Changer

The men’s hockey program has been selected to join SUNYAC as an associate member beginning in the 2024-2025 season. Women’s hockey has transitioned to the SUNYAC in the 2023-2024 season.





Great Outdoors

The transformation of Roselle Plaza into a modern space that capitalizes on its location in the heart of campus is underway. The addition of an amphitheater, outdoor dining, and recreation areas offer unlimited opportunities for student gatherings and entertainment.



NAC Champs

For the third time since 2019, women's lacrosse brought home a North Atlantic Conference Championship with a win over Husson University in 2023, earning an automatic bid to the NCAA Division III Tournament.

Seriously Fun

The Student Activities, Involvement, and Leadership Office hosted more than 350 meetings, gatherings, and activities to engage students and enhance the student experience. Signature events such as the Welcome Weekend "Splash" event, ComiCon, and Family and Community Weekend created opportunities for students to bond and make lasting memories.



OUT FRONT

Strategic Plan Goal 7: Build Greater Awareness of SUNY Canton

Telling the SUNY Canton story through proactive media engagement and creative marketing initiatives strengthens our reputation as a premier college of technology. Developing mutually beneficial strategic partnerships with civic and private organizations expands our visibility and provides value to the local economy.



Golden Opportunity

The College welcomed some of the most talented collegiate athletes in the world to campus for the Lake Placid 2023 FISU World Winter University Games in January. Preliminary rounds of the men's hockey competition were held at the Roos House Convocation, Athletic and Recreation Center. Countries competed for a spot in the coveted gold-medal game in Lake Placid. Media coverage included national outlets such as NHL.com and ESPN.

On Message

A new commercial to promote the Cybersecurity program's designation as a National Center of Academic Excellence in Cyber Defense was produced by the College's Public Relations Department. It is the most watched SUNY Canton video to date with nearly 600,000 YouTube views, and it received a "Best of Category" honor from the SUNY Council for University Advancement.



Think Local, Buy Local

The College Association strives to support the local and regional business community by purchasing and doing business with area companies whenever possible. In 2022-2023:

- \$59,093 of CA's total food purchases were grown or processed in NYS
- \$2,896,063 of CA's total budget was spent within NYS

Team Work

A new workforce training partnership with several local agencies aims to address the critical childcare shortage in the North Country. The SUNY Canton Small Business Development Center and the Early Childhood program have partnered with the St. Lawrence County Child Care Council and others to invest \$200,000 of American Rescue Plan Act grant funding toward free training and resources for those who want to develop in-home childcare businesses.



After the first phase of the St. Lawrence County Family Childcare Training Program, 92 new childcare slots have been created by eight new licensed providers in Canton, Colton, Gouverneur, Heuvelton, Lisbon, Ogdensburg, and Russell.

SBDC's Economic Impact in FY 2022*



*At time of publication

Next-Gen STEM

Two hands-on events at the Canino School of Engineering Technology allowed elementary through high school students to explore the wonders of STEM. The Engineer's Week Open House and Women in Engineering Day hosted more than 300 guests who hacked passwords, built remote-control cars, developed video game characters, launched rockets, and more.





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GREAT MAJORS, GREAT CAREERS.