



2023-24

STATE UNIVERSITY OF NEW YORK AT CANTON

**PRESIDENT'S
REPORT**

LETTER FROM THE PRESIDENT

The 2023-2024 academic year began with a defining moment when the College earned its highest-ever rankings from U.S. News & World Report.

Throughout the past 13 years, we have steadily climbed the Best Regional Colleges list to secure a prestigious *ninth* place spot. We also saw significant gains on the Top Public Regional Colleges list with a *sixth* place ranking. Our scores in the Best Value Schools, Best Regional College for Veterans, and Social Mobility categories were also our best ever.

It's important to reflect on the work that has led us here. Developing in-demand academic programs, strengthening student support services, enhancing retention efforts, and developing more economical pathways to degrees are only just a few of the ways in which we have evolved.

Investments from Governor Hochul's Transformation Fund and SUNY will allow us to continue this evolution, particularly in the pursuit of alleviating food insecurity, increasing mental health and accessibility services, and expanding paid internship opportunities. Similarly, funding also facilitated the launch of ASAP|ACE, which provided a supportive safety net to 55 students in Spring 2024. Additional financial resources from the Robin Hood Foundation will increase the impact of this program in the 2024-2025 academic year for 185 additional students.

We specialize in developing programs in high-growth areas, and with the support of state funding, we are expanding our portfolio of microcredentials in a wide range of fields, including AI, cybersecurity, data science, healthcare, and more.

Independent rankings, although valuable, are just one way of assessing our performance. The achievements from the past year detailed in this report, guided by our Strategic Plan, are tangible evidence of our status as a premier college of technology.



A stylized signature of the president, written in black ink. The signature is cursive and appears to be 'Z. J. ...'.





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.



National
Science
Foundation

Innovation Investment

The College was named a lead institution in the prestigious Enabling Partnerships to Increase Innovation Capacity, or EPIIC, Grant, funded by the National Science Foundation. The investment of \$400,000 over a three-year period will support and expand a variety of applied research activities in the College's three academic schools.

Research Shows

Seven students presented their research findings at the 2024 SUNY Undergraduate Research Conference. Oral and poster presentations focused on topics related to post-pandemic impacts on academic outcomes of university students, mental health challenges among student-athletes, marijuana use among student-athletes, and microaggressions and unconscious bias in the classroom. They were mentored by Associate Professor Dr. Barat Wolfe, who teaches in the Applied Psychology program, and supported by the Presidential Internship Program.



Popular Mechanic

Associate Professor Brandon J. Baldwin was named Tomorrow's Technician Instructor of the Year (2023-2024). He has taught in the Automotive Technology program since 2006 and has played a pivotal role in the program's continuing success, most recently developing new courses to mirror the industry's integration of electric and hybrid vehicles.



Cyber Shield

With assistance from the SUNY Research Foundation, Associate Professor Dr. Kambiz Ghazinour received a patent for his web-based cybersecurity safety training model called DigitalPASS, a game-based learning platform that teaches users how to mitigate security threats online.

Character Study

Associate Professor Dr. Emily Hamilton-Honey was an editor/contributor for the recently-released book "Beyond Nancy Drew: U.S. Girls' Series Fiction in the Twentieth Century." The book examines the narratives of series heroines that preceded and followed Nancy Drew, each in relation to their social, historical, and economic environments. Dr. Hamilton-Honey teaches English and Humanities and is one of the College's Co-Chief Diversity Officer.



Data Dynamics

Assistant Professor Dr. Mehdi Ghayoumi published the book "Generative Adversarial Networks in Practice," which provides an in-depth exploration of the topic, blending both foundational theory and practical applications.

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.



Smart Printing

To meet sustainability goals and reduce costs, the transition to larger, shared student-access printing stations was completed in Fall 2024. Similarly, a reduction in desktop printing devices and paper processes reduces the College's environmental footprint.



Support Systems

With assistance from the SUNY Incentive Fund, the Renzi Food Pantry was expanded and relocated to a larger space. Approximately 270 students used this resource during 2023-2024, a 55% increase in demand from the year prior. To augment the pantry's supply of canned food and other nonperishables, nearby Riverview Correctional Facility provides fresh fruits and vegetables grown in their facility garden.

SUNY Incentive funding also allowed the Counseling Center to expand its wellness programming, hire additional staff, and purchase supplies. Among the new programming is more on-campus dog therapy sessions in partnership with Studley Hill Golden, a local golden retriever breeding organization.



The Southworth Library's Textbook Reserve Collection

More than
600 physical and
e-textbooks
were used approximately
85,000
times during the past year

Open Access

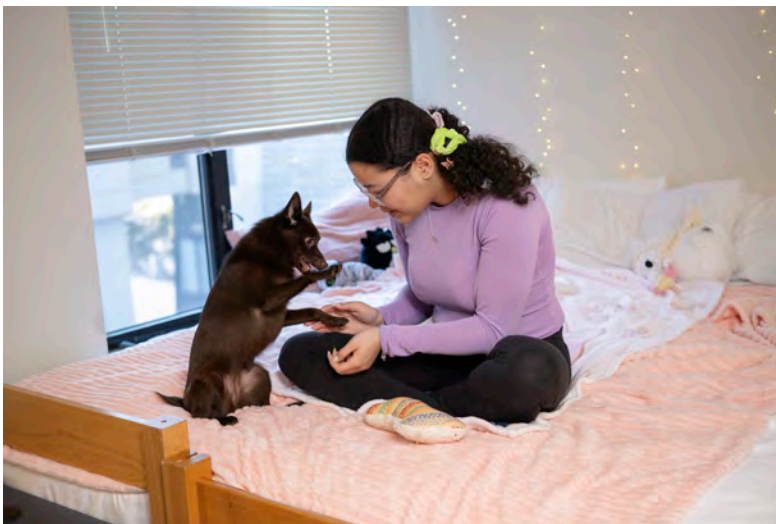
Faculty continue to seek out opportunities to expand access to open educational resources (OER), and the College now has more than 200 course sections of OERs. The program has saved students more than \$1.5 million since 2017.

The Southworth Library's textbook reserve collection of more than 600 physical and e-textbooks was used approximately 85,000 times during the past year and represents thousands of dollars in cost savings for students.



Living Single

The Residence Life Office implemented a single-occupancy housing plan in 2023-2024 to optimize space, improve student life, and generate more than \$500,000 in additional revenue. Other efficiency initiatives such as staff restructuring and housing policy revisions have the potential to create approximately \$300,000 in added revenue for the upcoming year.



GROWTH OPPORTUNITIES

Strategic Plan Goal 3: Optimize Enrollment

SUNY Canton ensures that educational opportunities remain accessible to the broadest range of learners – from traditional college-age students to working professionals – 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.

Brilliant Pathways

For the second consecutive year, more than 250 students visited the campus for the College For Every Student Brilliant Pathways “Explore Day.” Students learned about academic programs and received hands-on instruction in the College’s labs, including how to take vitals, bandage limbs, build a model car, and how to stay safe online.

ASAP|ACE

The implementation of the Advancing Success in Associate Pathways | Advancing Completion through Engagement (ASAP|ACE) supported 55 students in Spring 2023 and 185 students in Fall 2024.



College in High School

The College’s Center for Workforce, Community and Industry Partnerships (CWCIP) has expanded its dual enrollment program in St. Lawrence County and established agreements with 15 school districts. Nearly 500 high school students will take advantage of this opportunity in 2024-2025 to earn college credit, as well as visit campus for a personalized experience.

Learning Experience

The CWCIP launched four new youth summer day camps in 2024 to connect kids with peers and allow them to explore shared interests. Designed for a variety of grade levels, these themed camps aligned with some of the College’s most popular STEM-related degrees.





College to Career

SUNY Incremental Funding support expanded internship opportunities in 2023-2024. Nearly 100 students earned a stipend while enhancing skills in the core competencies of critical thinking, problem solving, professionalism, collaboration, and communication.



Historical Perspective

Alondra Maldonado, a Legal Studies major and History minor, completed an internship at the St. Lawrence County Center for History and Culture. She assisted the Center with sorting and cataloging the textile collection and preparing exhibits. Her goal is to pursue a career in immigration law.



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.

Artificial Intelligence

Students dive into the world of conversational AI, encompassing the nuances and advancements of ChatGPT and broader AI methodologies. This six-credit microcredential offers a holistic exploration of AI techniques that empower and refine conversational models.

Artificial Intelligence and Communication

Two online courses in writing and communication help advance students' AI literacy and help them understand the ethical and legal implications of AI.

Big Data

A duo of courses in big data fundamentals and data mining and machine learning focus on the feasibility, usefulness, effectiveness, and scalability of techniques associated with large data sets.

Campaigning and Community Advocacy

Composed of three courses, this online microcredential provides an understanding of working in the non-profit sector, specifically focusing on social justice and advocacy campaigns.

Data Mining and Machine Learning

Students earn an appreciation for advanced data mining and machine learning concepts, methods, and approaches by completing two online courses.

Data Science for Beginners

This six-credit online microcredential explores the fundamentals of data science and statistical modeling concepts.

Deep Learning

Students explore the concepts and techniques in processing gathered data or information in this six-credit online microcredential.

Direct Support Professional I, II and III

Three complementary online microcredentials help direct support professionals better serve those with developmental disabilities and advance their careers.

Diverse Perspectives

This 10-credit microcredential enhances awareness of diverse perspectives and intercultural frameworks across disciplines. Participants will develop skillsets for acting and communicating with intention to foster inclusive environments where people feel valued, respected, and included.

Fiction Writing

Students with a passion for writing can explore the short fiction genre and further their own skills by completing two online courses.

Grant Writing

A semester-long online course teaches the essential components of a well-written grant. Instruction focuses on well-written needs statements, clear goals and objectives, budget development, and evaluation tools for measuring outcomes.

Healthcare Practice Management

Three courses cover medical terminology, coding, healthcare financing, and healthcare practice management concepts.

NYS Coaching Certification

Students can progress toward earning their NYSED coaching certification with the completion of three courses delivered in a hybrid format.



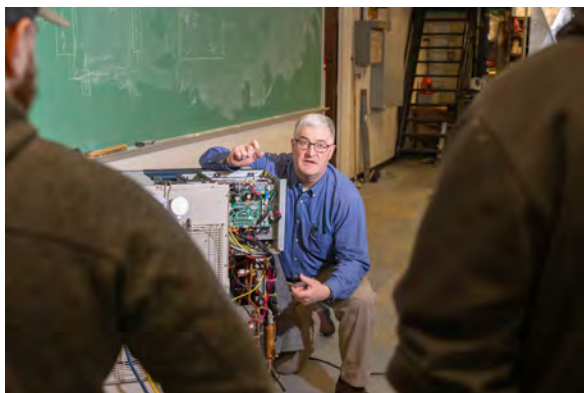
CLEARING THE AIR

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.

Energy Upgrades

The transition of French Hall's HVAC system from natural gas to geothermal is completed, reducing the building's energy use by 50,000 kilowatt hours annually. The addition of three ducted wind turbines are also offsetting the College's overall energy use.



Environmental Study

Students, faculty, staff, alumni, and the community learned more about sustainability-related topics through a series of free micro courses. Faculty experts hosted lectures on sustainable living and building, EV technology, and air- and ground-source heat pumps.

Going Green

The College Association continues to make strides in sustainability, and this year it has eliminated more single-use plastics and plastic water bottles at retail locations. In addition, the implementation of the OZZI reusable to-go container system eliminates disposable take-out boxes and reduces campus waste.



Solar System

The College continued its free solar training in partnership with the Adirondack North Country Association and funding support from NYSERDA. Nearly 50 participants learned about the alternative energy option and how to safely install panels in a hands-on outdoor lab.

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 underrepresented backgrounds, helps create and maintain an environment where everyone can succeed.



Discovery and Appreciation

A celebration of Black history, art, and dance was held throughout February featuring several performances and special guests. The keynote speaker was singer and civil rights icon Bettie Mae Fikes, who is known as the “Voice of Selma.” The Kotchegna Dance Company also demonstrated traditional dances and drumming from the Ivory Coast, and 2024 Grammy nominee and poet Queen Sheba performed her unique mix of storytelling and hip-hop.



Recharge and Refocus

Students who want to escape sensory overload can now take refuge in the College’s new Sensory Room. The space is outfitted with the best lighting, activities, furniture, and sound-dampening equipment to maximize students’ comfort, concentration, and productivity.



Every Child Matters

In support of Canada’s National Day for Truth and Reconciliation (also known as Orange Shirt Day), the College community wore t-shirts with the message “Every Child Matters.” The day of remembrance is dedicated to raising awareness about the legacy of the Canadian Indian residential school system.

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.



SUNYAction

The Roos officially began competition as the 10th member of the SUNYAC in Fall 2024 and will participate in 13 of the conference's sports: baseball, men's and women's basketball, men's and women's cross country, men's and women's ice hockey, men's and women's lacrosse, men's and women's soccer, softball, and women's volleyball.

Winning Streak

For the fourth time since 2019, women's lacrosse earned a North Atlantic Conference Championship with a win over SUNY Morrisville in 2024, clinching an automatic bid to the NCAA Division III Tournament.



Rooclipse

The premier student event of the year was the total eclipse viewing party in April. The Student Affairs Division and the College Activities Board co-hosted the celebration, which included live music, refreshments, and lawn games. It was one of the most well-attended events of the year, with hundreds of students gathering on the College's athletic turf field for an unobstructed viewing experience.



ROOCLIPSE
Totality in Canton
4.8.24 → 3:23 PM



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.



Market Expansion

To increase awareness of the College's Cybersecurity bachelor's program in Canada, the College was an official exhibitor at the 2024 Cybersecurity & Identity Conference in Ottawa, Canada. The annual event is the largest of its kind in Ontario and attracts more than 500 IT, cybersecurity, risk management, and AI professionals in the public and private sector.



SBDC's Economic Impact in FY 2023-24



500 CLIENTS
COUNSELED



\$4.6+ MILLION
IN ECONOMIC INVESTMENT

AMERICA'S
SBDC
NEW YORK



To enhance diversity and inclusion, Indigenous students Karenniostha Sunny Thompson-Garrow, left, and Tsiawentonnih Elizabeth George are developing Mohawk-language pronunciation tutorials for faculty, staff, and students with assistance from Social Sciences Lecturer Daniel McLane, Ph.D. Proactive media outreach about their project resulted in coverage by the Watertown Daily Times, North Country Public Radio, and WWNY Channel 7.

Creative Edge

The Public Relations Department earned a record five SUNY Council for University Advancement awards in 2024, most notably a “Best of Category” win for the College’s campus tour video. The department also earned multiple judges’ citations for excellence in photography, writing, and strategy.

Welcome to SUNY Canton!



National News

The Chronicle of Higher Education featured Esports Management graduate Kal-El Key '24 in a documentary-style short video about the popularity of esports. Kal-El discussed his passion for competitive video gaming and how the bachelor's degree program was a natural fit for his career aspirations.





For the digital version with additional exclusive content visit: www.canton.edu/report2324/

GREAT MAJORS, GREAT CAREERS.