Communitas

MVCC Faculty/Staff Newsletter November 10th, 2003

Fund-raising and Alumni Relations at the Top of the Agenda in Institutional Advancement

The Office of Institutional Advancement is always a busy place. Their highest priority is fund-raising, of course, followed closely by administration of the MVCC Foundation's many scholarship programs, and operation of the Alumni Office.

Fund-raising has become increasingly important in recent years, as the cost of providing quality educational services and facilities increases, and public resources are stretched thin. Fund-raising greatly enhances the College's ability to make higher education financially possible for many deserving students of modest means, and it helps fund value added initiatives that cannot be funded through the College's operating budget.

Fritz Barns is Executive Director of Institutional Advancement, ably assisted by **Cathy Paul**, **Debbie Geer** and **Marie Kohl**.

On behalf of the Foundation, the Office also oversees the Foundation Home at 1111 Parkway East, manages the Foundation's investment portfolio, and works closely with both the College administration and the Foundation's Board of Directors.

When the MVCC Foundation was created in 1966, its primary purpose was to receive the Parkway property as a gift, valued at that time at approximately $80,000. Today the Foundation has assets of approximately $2 million dollars, and is able to award about $150,000 in scholarships every year. It is a 501 C (3) nonprofit corporation that solicits, accepts, manages, invests and distributes contributions and communicates with donors and prospects regularly. It serves as a repository for all private, non-governmental gifts and support received on behalf of the College.

The Foundation has also supported other College initiatives, including funding the purchase of Blackboard software, the platform for our on-line courses, and the pit lift and sound system in the Information Technology/Performing Arts/Conference Center Theater.

Institutional Advancement is involved in a wide range of fund raising activities, including donor identification, annual giving, corporate giving, major gift solicitation, special campaigns, planned giving, and an ongoing employee campaign.

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Mike Parsons, right, President/CEO of First Source Federal Credit Union, presents MVCC President Mike Schafer with a check representing the Title Sponsorship for MVCC's 2003 "Jazz It Up" Gala.

Veteran's Week: A Time for Reflection and Thanks

This week is Veterans Week. In honor of all the men and women who served in the Military for us; whether it was a World War, Korea, Vietnam, Grenada, Panama, the Gulf, Afghanistan, or Iraq, we want to say "Thank You."

This Veterans Day we can all pause and reflect on what our veterans have done for us, and what life would be like in America if they had not willingly stepped forth to answer the call to duty.

If you know a veteran, thank them this week for serving our country and for serving us.

Veterans: Please stop by the Counseling Center to pick up a Thank You Flag pin.

Wear it with Pride and Gratitude this week. Then we will know who you are and who to thank.

General Education Assessment Plan Approved by SUNY

Dr. Daniel Larson, Vice-President for Instruction

It is a pleasure to announce that the MVCC General Education Assessment Plan has been approved by GEAR, the General Education Assessment Review Group. Our notification came in a recent letter from SUNY Associate Provost Donald Steven, who holds responsibility for assessment issues at the state level.

This good news is the culmination of three years of hard work by many of you, especially by the faculty in each instructional department. I appreciate the leadership of Professor Bob Jubenville of the Life Sciences Department in his role as a member of the SUNY Faculty Council. Equally important is the fine quality work of Professor Norayne Rosero of the Mathematics Department and Mark Radlowski, Director of Institutional Assessment, as representatives of the Institutional Effectiveness Committee, which is charged with leading our assessment efforts.

For many years, MVCC has been a leader in the SUNY system in general education, developing breadth and depth in student general education experience. Our multi-tier general education requirements, with curriculum-specific modifications, are well established and, by all standards, are effective. The other part of the equation, however, is assessment. SUNY and collegiate institutions throughout the Northeast have lagged behind other areas of the country and now are beginning to address this issue. In part, the attention to assessment is the result of national public demands for results and accountability in American society, including education. The Middle States Association, the SUNY system, and especially the federal Department of Education each have been pressing hard for effective assessment, asking us how do we know that our students are learning what we say they are learning. And, can we document it?

Three years ago, the State University mandated the development of a specific approach to general education assessment, with ten knowledge and skill areas to be measured, including mathematics, natural sciences, social sciences, American history, Western civilization, other world civilizations, humanities, the arts, foreign language, and basic oral and written communication. There are also two competency areas: critical thinking and information management.

SUNY has required that all graduates with bachelor degrees must be measurably competent in each of these twelve areas by the time of graduation. In the community colleges, students in A.A. or A.S. programs must be competent in seven of these areas by graduation. SUNY asked each institution to develop a 3-year plan for doing this assessment.

In the first year, we chose to address assessment in mathematics, natural sciences, other world civilizations, and foreign language. In the second year, we chose social sciences, American history, Western civilization, and humanities. In the third year, the focus will be on the arts, basic communication, critical thinking, and information management.

The department heads and faculty, working closely with Norayne Rosero and Mark Radlowski, have developed appropriate assessment strategies across the curriculum that meet the SUNY mandates. In his role as Director of Institutional Assessment, Mark submits an annual report to SUNY each spring describing the success at MVCC with regard to the assessment of student general education competencies.

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Institutional Advancement, cont.

The Office is also involved in numerous special events, including an annual golf tournament, the Ted Moore Memorial Run and Walk, the Gala, the Hall of Fame Banquet and others. A current activity is the annual alumni phonathon, when student callers contact many of the College's 20,000 alumni. The phonathon actually takes place twice a year, in October and February.

Through the years, the Office has received several major gifts on behalf of the Foundation and the College, including a $250,000 bequest from Arthur Salvetti, an Electrical Technology graduate from Solvay, a gift of fiber optic equipment from GNNettest valued at approximately $600,000, and a gift of stock from Retail Business Management graduate Michael Briggs with an estimated value of $400,000.

MVCC alumni also have access to a special insurance program through Liberty Mutual Insurance, with a percentage of transactions (currently about $8,000 annually) coming to the MVCC Foundation.

Fritz Barns has been Executive Director of Institutional Advancement for four years, serving previously as Development Director at St. Luke's-Memorial Hospital Center for six years, and as a Trust Officer at Fleet Bank for three years. He also served as a member of the Oneida County Board of Legislators for 9 1/2 years, representing the Westmoreland area. He graduated from Allegheny College in 1977 with a B.A. degree.

Debbie Geer, a senior stenographer, has been employed at the College since her graduation from the Office Technologies program in 1982. She serves as office administrator and is involved in many of the Office's activities and projects, as well as assisting in scholarship administration. Before coming to the Institutional Advancement Office, she worked in the Social Sciences Department and in Facilities & Operations.

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General Ed. Assessment, cont.

The challenge of assessment represents a real, substantive paradigm shift in post-secondary education. For generations, we relied on grades to measure student learning. However, in many cases this was not entirely accurate, since grades fail to recognize differences among individual faculty grading standards. We also have been doing assessment for many years, although it may not have been organized as such. Objective assessment goes to the heart of the educational process, using multiple measures to tell whether we are successful in teaching our students what we think we are teaching them. Some of those measures are formal, including tests and papers. Others are informal, off the cuff, and not graded. A favorite across the country is the "one-minute paper," where students are asked to write down what they do not understand, the so-called "muddiest point," and what is the most important thing they have learned in class that day. Whether the student passes or fails our courses is no longer the measure of our effectiveness or of their learning.

It is important to remember that the underlying purpose of assessment is to help us improve, both as individual instructors and as an institution. Although assessment is easier in career-technical programs with their "hands-on" curricula and experiences, and a greater challenge in fields like sociology that tend to be more subjective, it can be done in all disciplines and, for that matter, in all areas of the institution. We are working hard to make that happen.

Although we still are new at this process and have more to learn, I am gratified by the progress we have made and commend those who have labored long and hard to make it happen. In the end, we will become a better community college, our students will receive a better education, and we will have a better story to tell to all of our constituent stakeholders.

Institutional Advancement, cont.

Marie Kohl is observing her 10th anniversary year at MVCC as Alumni Assistant. An MVCC 1988 graduate in Business Administration, she works closely with the Alumni Association, helping to coordinate reunions, the phonathon and other alumni-related projects - including the alumni art and design exhibit, and the annual basketball game pizza night as a way of introducing current students to the Alumni Association. Marie and the Alumni Association also coordinate several scholarships, including the Class of 53 Scholarship and the Alumni Association Scholarship. Marie, who also holds a Bachelor's degree in Business Administration from SUNY Albany, also teams up with Cathy Paul to coordinate the annual Hall of Fame.

Cathy Paul, Assistant to the Executive Director, joined the Institutional Advancement Office approximately 3 1/2 years ago. She oversees publications work in the Office, especially the Alumni News. She is also special events coordinator, directing on the Ted Moore Run & Walk, and joining force with Marie Kohl on the Hall of Fame effort. She came to MVCC from the Utica College Development Office, where she worked in alumni affairs. She holds a B.S. degree from Utica College.

2002 Gala

There are several groups that work closely with the Institutional Advancement Office and should be recognized. They include:

- **The Employee Giving Committee** for annual giving and special events. Membership on the Committee is open to anyone who has an interest in institutional advancement. Current members include Kate Barefoot, Fritz Barns, Gary Broadhurst, Sarah Coleman, Eileen Dailey, Denise DiGiorgio, Debbie Geer, Jim Gifford, Paul Halko, Jeanne Litz, Sam Russo, Cathy Paul, Dan Yoxall and George Zook.
- **The Alumni Association Board of Directors**, headed by Trustee David Mathis, Class of 1970, Retail Business Management.

Janet Biernat of Frankfort, Class of 1994, Human Services, is Secretary, and Teddie Kowalczyk of Utica, Class of 1983, Individual Studies, is Treasurer.

The Association's Historian is Dorothy Burke of West Winfield, a 1949 graduate in Textile Technology.

Other Board members include Professor Civita Allard of the Health Services Department, '76, Nursing; Professor Robert Clarke, Art Department, , Canastota, ‘70, Advertising Design & Production; Stephen Gadziola, Utica, '73, Liberal Arts & Sciences; Richard Goodney, Utica, '78, Civil Engineering Technology; James Hamer, New Hartford, '70, Retail Business Management; Instructor Doug Hyldeland, Art Department, '86, Advertising Design & Production; Barbara Jimenez, Utica, '82, Human Services; and Jacqueline Ruggiero, Utica, '98, Nursing. Fritz Barns and Marie Kohl serve as ex-officio members.

- **The MVCC Foundation Board of Directors**, including the Executive Board consisting of President Lawrence DiCesare of Sauquoit, Vice President Michael Parsons of New Hartford, Treasurer Dana Jerrard of Utica; Fritz Barns, Secretary, and Trustee David Mathis as President of the Alumni

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Institutional Advancement, cont.

Association. Other directors include Michael Austin, Utica; Timothy Birnie, Rome; Rob Clark, Clinton; Stephen Coupe, Ilion; Michael Evans, Utica; Sheila Gilroy, Utica; Anthony Garramone, Utica; Dana Higgins, Rome; William Lynch, Rome; Stephen Mandia, Utica; Paul Milograno, Utica; Robert Ranger, West Winfield; Don Reese, MVCC Center for Community & Economic Development, Waterville; President Schafer; Randolph Soggs, New Hartford; Olive Spargo, Rome; and Claudia Tenney, Utica.

Current MVCC Trustees also serve on the Foundation Board, including William S. Calli, Jr.,Warren Copeland, Elaine Falvo, John Stetson, Student Trustee Cristl Walker, Mary-Carmel Wolf, Sheila Vandeveer and N. Joseph Yagey. Former Trustee Anthony Garramone also continues to serve on the Foundation Board.

MVCC First

Dr. Deborah Perry Healy, a 1973 Liberal Arts grad, is a licensed psychologist working as a project director for a Safe Schools/Healthy Students federal grant in the Northside Independent School District in San Antonio, Texas.

Upcoming Events

Monday, 11/10

Mohawk Valley Council on Alcoholism Drinking Driver Program, 6:00pm-9:00pm, Academic Building Room 302, Rome Campus.

Tuesday, 11/11

College Senate Open Forum, "Campus Safety and Security," 3:15pm, PH 300.

Wednesday 11/12

Hospitality Programs Luncheon, theme: "Lunch with Rasputin." Seating begins at 11:45am. RA 108, Rome Campus. $9.50.

Cultural Series Event: MAGIC SHOW: "The Magic, The Mystery, The Excitement of....Leon Etienne," 7:30pm, IT Theater. Admission is $4; $2 for children and anyone with an MVCC ID.

Thursday, 11/13

Rome Adult Student Association Meeting, 2:00pm, PC 210, Rome Campus.

Friday, 11/14

Brown Bag Lunch Series, theme: "Preventing Plagiarism," Noon-1:00pm, 1:00pm-2:00pm, ACC 116.

Men's Basketball Tourney, 6:00pm, 8:00pm.

Saturday, 11/15

SUNY Cortland SAVE Workshop, 9:00am-11:15am, PC 205, Rome Campus.

Men's Basketball Tourney, Noon, 2:00pm.

Monday, 11/17

Mohawk Valley Council on Alcoholism Drinking Driver Program, 6:00pm-9:00pm, Academic Building Room 302, Rome Campus.

Tuesday, 11/18

Men's Basketball vs. Broome CC, 8:00pm.

Women's Basketball vs. Broome CC, 6:00pm.

Dept. of Defense, Syracuse Military Entrance Processing Station Armed Services Vocational Aptitude Battery Testing, 5:00pm-8:00pm, RA 309, Rome Campus.

State National Training Service Federal Civil Service Exam recruitment, 3:00pm-4:30pm, 6:00pm-7:30pm, PCA 10, Rome Campus.

Wednesday, 11/19

Hospitality Programs Luncheon, theme: "Passion for Pasta." Seating begins at 11:45am. RA 108, Rome Campus. $9.50.

Rome Adult Student Association Meeting, 2:00pm, PC 210, Rome Campus.

Oneida County Public Health Flu Clinic, 10:00am-Noon, ACC 116. Cost is $20.

Friday, 11/21

Brown Bag Lunch Series, theme: "Study Skills & Techniques," Noon-1:00pm, 1:00pm-2:00pm, ACC 116.

Cultural Series Event: PLAY: Readers Theater presentation, "Transformations," 8:00pm, IT Theater. Admission is $5, or $3 with MV ID.

Saturday, 11/22

Ice Hockey vs. Erie, Noon, Aud.

Oneida County Dept. of Traffic Safety Defensive Driving Course, 9:00am-4:00pm, PC 207, Rome Campus.

Submissions for Communitas should be emailed to Sharon Zohne (szohne@mvcc.edu), two weeks before the expected publication date

To All Classified Staff

This is a reminder to all classified staff that Article XII.2 of the contract indicates that a maximum of 15 days of vacation time may be carried from one year into the next. All vacation time beyond 15 days will be lost on January 1, 2004. Employees who may be affected by this provision and who wish to take some vacation time during the rest of 2003 should check with their supervisors early so that arrangements can be made to grant the leave at a time that is mutually agreeable.

Jerome M. Brown.