

COLLEGE OF STATEN ISLAND
THE CITY UNIVERSITY OF NEW YORK

CONVOCATION

OCTOBER 16, 2008

ACADEMIC AFFAIRS

Twenty-seven new faculty were appointed to the College.

•

The Center for the Study of Staten Island held a very successful conference entitled "Smart Growth: The Staten Island Housing - Transportation Nexus" in spring 2008. Also, the Center, in collaboration with Wagner College and St. John's University, helped organize the Three College Lecture Series: *"The 2008 Presidential Election and the Future of the Nation"* (fall 2008).

•

In May 2008, the Modern China Studies Program hosted the Chinese Language Teachers Association of Greater New York's annual Chinese language conference on the CSI campus. Over 250 instructors of Chinese attended the event.

•

The Psychology Department completed a proposal for a new Master's degree in Mental Health Counseling, which has been approved by CUNY and shortly will be approved by New York State. The first class of students will be admitted for fall 2009.

•

The Accounting program at CSI received approval from New York State for its 150 Program, in an effort to keep abreast of changing requirements for Accounting majors to sit for the New York State Certified Public Accountant examination.

•

Dr. Cate Marvin, English Department, was the recipient of the prestigious Whiting Writers' Award for her poetry (only 12 poets in the entire country receive this annual award of \$50,000). Dr. Gerry Milligan, Modern Languages, was awarded a prestigious Harvard Villa I Tatti One-Year Fellowship (\$61,000).

•

On April 19, 2008 the College was officially notified that NCATE's Unit Accreditation Board met and had granted CSI's Education Department full NCATE accreditation.

•

The STEAM grant, nearly \$1 million from the National Science Foundation to support undergraduate students in science, technology, engineering and mathematics, was awarded to the College. In the first year of the grant, it has supported over 50 students on scholarships for study and research.

•

In fall 2008, the CSI High School for International Studies moved to brand new state-of-the-art facilities on Marsh Avenue. The College's partnership with the school continues to strengthen.

•

New scientific research equipment—a new transmission electron microscope and a SAXS/WAXS X-ray scattering system, the only one of its kind in CUNY—was acquired through funding support from CUNY central and the National Science Foundation.

•

The CSI Undergraduate Conference on Research, Scholarship, and Performance was held with a record-number 75 poster presentations, representing the collaborative work of 130 students and 42 faculty members. The event also included theatrical productions, student recitals, and visual arts presentations. The Conference reflects the student-faculty collaboration, which is a hallmark of the College of Staten Island.

•

The College of Staten Island graduated its last class of Master of Physical Therapy students, and will graduate its first class of Doctor of Physical Therapy students this coming spring.

•

The Nursing AAS and MS degrees were successfully reaccredited by the National League for Nursing; the AAS, BS, and MS degrees were re-registered by the State.

•

The first CSI Honors Convocation was held.

•

The nursing simulation lab, a state-of-the-art facility for pre-clinical instruction using the latest in computing technology and video recording, was completed with funding from Senator Lanza.

•

The renovation of the Macaulay Honors suite (1A-206) was completed and permanent space was established for The Verrazano School (5N-113). Both spaces were finished and furnished commensurate with the “branding” of the respective programs.

•

Macaulay Honors College student Michael Young was designated as a Jeannette K. Watson Fellow.

•

The Teachers on Sabbatical Program was revised, with 11 students in the spring 2008 cohort taking graduate-level courses and 44 students in the fall 2008-spring 2009 cohort.

•

Summer in the City/Summer at CSI had a concerted program for the summer term, which involved a survey last fall to ascertain student course demand. Survey results were used to inform the course schedule. A marketing campaign involving direct mail and advertising in different media was launched. Student Activities events were organized on campus. Enrollment was up 19% over last summer.

•

Thirty-one faculty participated in several days of Winter and Summer Online Academies, featuring peer-instruction on designing online courses, converting face-to-face curriculum to the online venue, software use, and Camtasia Studio screen video capture capabilities. Each faculty member was trained on and given the use of a tablet computer.

CSI was included in the CUNY-wide iTunes University pilot involving the use of podcasts in pedagogy. A group of faculty and staff collaborated to meet the milestone assignments, demonstrate the use of podcasts in curriculum, and present to an audience of participants across the University.

A breakfast for college counselors was held at the home of President Morales in January. Directors and student representatives from Macaulay Honors College, The Verrazano School, the Teacher Academy, and STEAM were featured.

This was the fourth year of the planned five-year professional development experience to China.

The SAT scores of entering baccalaureate students rose 31 points.

The College, with CUNY assistance, committed approximately 450k in start-up funds over two years to assist new faculty in developing their scholarship and research. This enabled CSI to recruit Dr. Alan Lyons, who comes to us from Bell Labs, making him eligible for a \$500k NYSTAR faculty start-up grant, which he was awarded. [This is mentioned above.] In addition the funds will allow for three new faculty in Applied Science and Physics for a total of more than \$150,000, a second hire in Chemistry with a commitment of approximately \$200,000 over two years, and faculty start-up packages for all new faculty who have not otherwise received a start-up of \$6,500 (\$3,000 summer salary, \$1,000 student assistant, \$500 travel, \$500 software/books/materials, and \$1,500 new college standard computer).

Enrollment Management:

CSI recorded a record-high enrollment in both headcount and FTEs. The number of entering baccalaureate students increased by 17%.

The number of course offerings increased by 7%, resulting in a more seamless registration process for new and continuing students.

CSI was selected by the University for the first phase of implementation for the comprehensive Hobsons Enrollment Management Technology (EMT) system. Students can now register on the CSI Website and become a “Student VIP.” VIPs will have personalized Webpages and will be able to obtain immediate answers to their questions with our new virtual advisor, “the Dolphin.” The VIP Webpage feature is also available for parents and high school counselors.

•

For the 2008 Summer Immersion program, in a comparison of 2007 versus 2008 student testing results, the following student achievements were noted: a 9% increase in passing rates on the CUNY Assessment Test in Reading and a 6% increase in passing rates on the CUNY Assessment Test in Writing.

•

Student pass rates in the newly designed 2008 math initiative exceeded expectations and reflected virtually no decrease despite the higher cut score.

STUDENT AFFAIRS

A computerized co-curricular transcript was inaugurated. CUNY has become interested in our project and has begun discussion of a CUNY-wide co-curricular transcript.

•

Highlighting a full year of student leadership development was a major Leadership Conference with a keynote address by Dee Dee Myers. There were over 250 attendees with representatives from CSI, Wagner College, St. John’s University, and Kennesaw University, our sister institution regarding ethical leadership.

•

An open house for students, staff, and faculty was held to review plans and furnishings for residence halls. Over 200 people attended with overwhelmingly positive responses to the plans.

•

An assessment survey and a one-month pilot of the ferry shuttle operation were completed. Over 14,000 riders used the shuttle, providing helpful feedback that led to the planning of a full shuttle service this fall.

•

Using Compact funds, a Veteran’s Resource Center was established, with the goal of offering support and services to veterans. A part-time coordinator was hired.

•

The Career Academy of the Career and Scholarship Center was fully established. The Career Academy helps students to identify their strengths and weaknesses and decide on a major, create a résumé, consider internships, and by senior year prepare for a job search. The Verrazano School has made this program a requirement for all of its students.

•

Working with SEEK, the Liberty Partnerships Program, the Discovery Institute, and the Black Male Initiative, 20 students were trained and traveled with faculty and staff to Albany for the two-day Black and Puerto Rican Legislative Caucus.

•

Offering personal, couples, group, and academic counseling, the Counseling Center had over 3,900 appointments. The initial analysis of a client satisfaction survey collected for a two-week period each semester indicates a high degree of client satisfaction with services provided.

•

With a developed curriculum and course of study for training, staff from the Multimedia Regional Center helped to recruit and screen prospective captionists for a summer 2008 training program. CSI staff traveled to five CUNY campuses and to each borough to share our model and resources.

•

Student Government allocated over \$90,000 in funds for college/student purposes. These funds helped to fund scholarships, purchase Library textbooks, and support leadership activities and other student-oriented initiatives.

•

The College accounted for a pair of City University of New York Athletic Conference championships in women's soccer and men's baseball, adding a Hudson Valley Women's Athletic Conference championship in women's soccer.

•

The College earned four berths in the ECAC Metro NY/NJ Postseason Tournament in four sports (women's soccer, men's and women's basketball, and men's swimming).

•

Freshman swimmer Pavel Buyanov, a CSI international student, took the gold at the NCAA Division III National Championship in the 100- and 200-yard breaststroke events, the first national championship for CSI in any sport since the school became a four-year chartered institution participating in the NCAA.

•

CSI boasted 46 scholar-athletes among its 12 varsity sports in 2007-2008, with two athletes receiving CUNYAC Scholar-Athlete of the Year honorable mentions.

•

In the summer of 2008, the College secured a Women and Ethnic Minority two-year Internship Grant via the NCAA, one of only 19 schools in the nation to be awarded with this grant. CSI has used this grant to obtain a position in Marketing and Operations, helping to secure fundraising dollars and promotional support at athletic events.

•

The Wellness & Health Promotion program and the Health Center partnered with the New York State Department of Health to advance a smoking cessation program, which includes the distribution of nicotine-replacement therapy products. In addition, a quarterly stipend is provided to the College to support these and other prevention efforts.

•

The Wellness & Health Promotion program and the Department of Nursing received a \$2,000 award from the March of Dimes to fund the first CSI Women's Health Fair, which will be held in December 2008.

•

The Office of Disability Services created and launched "Freshman Connections," an academic support program for first-year students that aims to connect students with faculty, staff, and one another, providing a web of comprehensive support.

FINANCE AND ADMINISTRATION

For CUNYfirst, the implementation of the General Ledger went live on July 1, 2008. The Business Office and some of their related entities have undergone training in utilizing this portion of CUNYfirst.

•

The CSI/St. George ferry shuttle recorded ridership of over 26,500 (a/o 9-26-08) among students, faculty, and staff utilizing this service. CSI has been recommended for a NYMTC Job Access and Reverse Commute Grant of \$411,000 to provide funding for the operation of the shuttle bus service to the ferry.

•

The Sustainability Task Force was established. This is an important initiative within CUNY and all of the colleges have been charged with creating unique and measurable plans to reduce emissions on their campuses.

•

Projects addressing critical maintenance issues based on CUNY's State of Good Repair initiative are funded and underway. The work performed by the Office of Campus Planning and Facilities Management will begin to address some of the campus' structural and health and safety issues.

TECHNOLOGY SYSTEMS

High-Performance Computing:

This past year saw the installation of CUNY's first high-performance computer in a newly refurbished computer center in Building 1M. The new CUNY High-Performance Computing Center is designed to support the activities of researchers and students throughout the CUNY system. It is a significant milestone for CUNY and for CSI. Later this year, we expect to more than triple the amount of available computing power at the Center.



In conjunction with the opening of the High-Performance Computing Center, we are providing training in the use of these systems. Last year, CSI held two classes at the Graduate Center and both were oversubscribed. Additional classes are scheduled for the coming academic year.



The CUNY Research Foundation has agreed to provide funding to start a colloquium series on the use of high-performance computing and funding for a four-week workshop next summer on the use of high-performance computing in computational economics and finance.



NVIDIA, a manufacturer of high-speed computational processors, donated one of their new "Tesla" systems to the Computer Center for use in research and software development.



Student Online Resources:

Last spring, an online application was developed to collect information from students regarding closed courses during their registration. The application allows students to input their contact information in addition to the course, section, and reason the course was either unavailable or did not fit into their schedule. The application also has an administrative piece that allows both faculty and administrators to extract and analyze course data. The application will assist in scheduling classes and opening sections. The data has been reviewed regularly by the Office of Academic Advisement as well as the deans and registrar.



Upgrades in Computer Labs and Teaching Spaces:

A total of 565 computers, used by students for classes, administration, and class assignments, was upgraded. This includes:

Area	Number of Computers
Astronomy/Physics	25
Biology	8
Career Placement	1
Chemistry	28
Computer Science	7
Disabilities	7
Education	26
Engineering	10
Geology	13
Honors College	7
Library	18
Media Culture	6
Modern Languages	31
Neuroscience	1
Open/Instructional Labs	53
Photography	6
Sculpture Lab	8
Student Life	7
Student Government	1
Student Publications	2
Total PCs Updated:	565

Area	Location
Biology	6S-009, 6S-138
Business	3N-104
Computer Science	1N-220
Education	3S-101, 3S-102, 3S-103, 3S-111, 3S-118, 3S-119
English/Modern Languages	2S-112
History/PEP	2N-004, 2N-102, 2N-112, 2N-116
Library	1L-110
Mathematics	1S-213
Neuroscience	6S-230
Nursing	5S-217, 5S-218
PCA	1P-118B
Psychology	4S-218, 4S-219, 4S-222
Sculpture	1P-107
5N	12 Teaching Spaces
Total Installations:	37

Computer Upgrades:

The Office of Information Technology (OIT) upgraded 210 faculty and staff computers.

CUNYfirst:

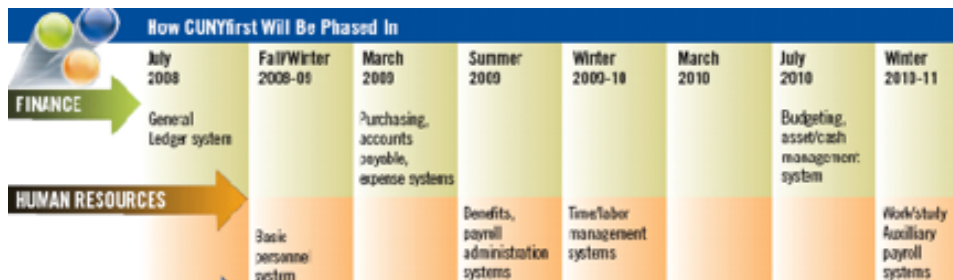
OIT has begun upgrading computers in the College's offices to ensure consistent technical readiness for the applications of CUNYfirst.

OIT developed a Website to assist in disseminating important CUNYfirst information at www.csi.cuny.edu/cunyfirst/. In addition, email communications are sent to the College community on a regular basis providing progress reports.

The OIT Helpdesk area has undergone extensive training, enabling the support of CUNYfirst end users. The training liaison actively coordinated the training of CSI staff for the General Ledger implementation.

The Human Capital Management (HCM, formerly known as Human Resources) was previewed and demonstrated in July 2008 for HCM directors. During the 2008-2009 school year, the plan is to launch Human Resources (Human Capital Management), Base Benefits administrative systems, and the Recruitment (Talent Acquisition Management) system. The plan proposes that staff members on our campus and in University offices (over 35,000 people) will be able to log onto CUNYfirst by the end of the school year to view their employee information. In addition, HR professionals will begin working in CUNYfirst, replacing The City University Personnel System (CUPS) that has been housing CUNY's personnel information for years.

Here is a preview of the upcoming CUNYfirst implementation calendar.



Faculty Technology Support:

In order to provide enhanced services to the full-time faculty of the College in support of their research, a Faculty Technology Support Hotline has been established. This service is responsible for several key areas including:

- Faculty Storage Space—initially, one Gig of weekly backed-up server space—is provided to all full-time faculty by request.

- The timely backup of office laptop/desktop computers to DVD has been implemented, in case of disaster recovery or other major computer problem, by request.

- Assistance in obtaining software licensing in a timely manner, as well as help with software installation, if requested, has been established.

- Full-time faculty who are interested in any of these services are asked to contact the Faculty Technology Support Liaison at extension 3734.

- All services offered by Office Automation and Users Services can be provided remotely and securely to our users, whether they are on campus or at a different location around the world. This is an invaluable tool whose effect on our user community is twofold. First, it prevents the loss of precious time due to our users having to wait for a technician to arrive at their office. Second, it prevents our users from having to transport their hardware into their office.

- There have also been a number of HelpDesk innovations:

- ECHO (Experience CSI's Help Online) is an online database system launched last summer. The database, hosted by Right Answers, addresses students' questions regarding technology at CSI, including eSIMS, the CUNY Portal, and CIX email. It also includes information about software packages such as MS Office 2007. The link to the database can be found on the HelpDesk's Webpage. Students sitting in the computer labs can simply click on the link on the desktops of the computers. The HelpDesk will be updating this database periodically.

- A new and updated Student Technology HelpDesk Website was released in August. The Website details the services that we provide as well as downloadable instructions for the technology with which students are concerned.

The HelpDesk is currently working with Camtasia Studios on the production of online video tutorials that will assist students with their technology needs at CSI (i.e., the CUNY Portal, computer logins, storage space, etc.).

•

The HelpDesk continues to work with the CLUE office with aspects of New Student Orientation to provide incoming students with technology training.

•

The HelpDesk provides Student Technology Literacy Workshops for students regarding the CUNY Portal, CIX email, BlackBoard, eSims, and the MS Office 2007 suite. Students have the option of attending a CLUE-certified workshop. We also provide technology training to classes at the request of a professor.

•

Innovation in Transportation and Leadership in Transportation Awards:

CSI was given two Regional Commuter Choice Awards by the New York Metropolitan Transportation Council and the New York City Department of Transportation for providing innovation and leadership in commuting: the first was the Innovation in Transportation Award and the second was the very prestigious Leadership Award. The awards were earned due to the College's efforts in planning for better commuting, including a new shuttle service to the ferry, a fleet of electric cars, and extended bus service and bike facilities.

•

Telecommunication:

An Automated Speech Attendant System was installed. The cost-saving system improves productivity and offers new services to employees and customers using speech recognition and intelligent call routing. The Automated Speech Attendant is a speech-enabled auto attendant that allows callers to speak the name of a person, department, service, or location and be automatically transferred to that party, without searching for phone numbers or waiting to speak to an operator.

•

Our PBX was enhanced to provide a True Hybrid Digital /VOIP (voice-over IP) Solution. This enables the College to use its current telephones as well as more recently developed VOIP telephones.

•

Network:

The perimeter connection to CUNY with a Cisco 7200 router was upgraded. This unit can scale up to full Gigabit bandwidth. We have one ISP installed and are ready for a second ISP in the CUNY HPC. These units would provide bandwidth speeds up to one Gig and support Border Gateway Protocol, (BGP).

We have initiated a plan to upgrade layer 2 switches from 100 mbps to one Gigabit connectivity to critical services. By replacing the 2950s with the 2960 Cisco layer 2 switches we will be able to provide faster connection to the network and still maintain our security policies. Email, backup servers, FLAS, Webroot, and Library services have been migrated to the new switches with good results. We will continue to migrate critical services and look to upgrade users to the 2960s where required.

•

The Wireless Intrusion Detection System, (IDS), has been upgraded and can now scan Linux and Mac OSs for viruses and network attacks, Firewall, and malicious applications running on laptops requesting access to the Wireless Network. We continue to monitor and adjust IDS to the needs of the campus community in order to protect our systems and our computer users from malicious activities including identity theft.

•

We have updated the Cisco PIX 525 with the Cisco ASA Security System. This system complements the Cisco 7200 Router, installed at the network perimeter to provide a safe and secure computer environment.

COLLEGE ADVANCEMENT

In late 2007, all of CSI's external-facing functions, including government relations, philanthropy, alumni affairs, media relations, advertising, and community relations, were consolidated under a Vice President for Institutional Advancement and External Affairs. The result has been to produce synergies and cooperation among these different constituencies and has helped us to achieve the following results:

•

Government Relations:

The Office has secured more than \$42 million in legislative and executive earmarks for CSI from City and State legislators and the Borough President.

•

Philanthropy and Grants:

The Office has worked on the second largest scholarship endowment to the CSI Foundation (\$200,000 over two years) with a challenge endowment match for a total of \$400,000 by October 2009.

•

The Office has worked to set up a formal giving cycle with Richmond County Savings Foundation and the Staten Island Foundation, resulting in a \$75,000 grant from RCSF and with an invited \$188,000 proposal pending with the SI Foundation.

•

We have received a two-year grant from the NCAA, totaling approximately \$50,000. This provides funding and the first grant for athletics.

•

We have received the largest grant size (\$25,000) from the newest local foundation, Northfield Savings Foundation.

•

The Office has expanded the annual phonathon from 4,000 alumni contacted to more than 25,000, securing more than 450 first-time donors.

•

External Affairs/Alumni Affairs:

The Office conceived the Alumni Hall of Fame Memorial event on 9/10 to dovetail with infrastructure improvements, including a polished granite memorial bearing the names of those CSI Students who perished in the attack.

•

We have organized and advanced the second annual alumni dinner gala, doubling last year's attendance.

•

We have launched integrated email marketing campaigns for general institutional advancement, the Center for the Arts, and athletics and integrated these campaigns into the College homepage.

•

The Office has launched a YouTube page, setting the benchmark for the CUNY YouTube initiative. Videos currently support co-developed integrated marketing efforts across the College, from individual faculty to departmental and recruitment and admissions initiatives.

•

We have refined the Newsmakers homepage, integrating weather forecasts and Webcams, a comprehensive events calendar, original content and photography, lists of recent books by faculty, a seven-year searchable archive of *Staten Island Advance* coverage, and a CSI TV channel integrated with the YouTube page. We have also begun development of a comprehensive Web communications strategy to further integrate the *Bulletin*, faculty experts, CUNY news, and faculty homepages.

•

The Office has held a successful search for a digital assets management position.

•

We have conceived and held the first Fall Festival event, successfully attracting more than 10,000 people and raising \$10,000 for the Staten Island Breast Cancer Initiative.

•

We have developed multimedia marketing campaigns, incorporating new and traditional media.



We have initiated a broad-based ad campaign on cable television, the Staten Island ferry, outdoor advertising, and assorted print media themed on “CSI: PhD’s, Master’s, Bachelor’s; World class, right here.”



The Office has developed an interactive television campaign, setting a new benchmark for creativity at Time Warner, becoming part of their national demo reel on this groundbreaking new technology.



We have created a student recruitment video repurposed to YouTube, DVD, College Webpages, email marketing, and flash drive content.



We have developed student testimonial videos for the Business Master's program, the Cultural Competence in Nursing program, and the Macaulay Honors College. The content has been repurposed across mediums.



We have co-created a new Macaulay Honors College Website.



The Office has produced STEAM multimedia marketing materials and Web content.



We have developed a Staten Island Yankees multimedia marketing campaign.



We have launched a new partnership with WSIA for recording and repurposing of content to the Web and iTunes.



The Office has created a multimedia marketing campaign for the *Three College Lecture Series*, including print, Web, and TV ads.



We have served as best practices advocate on CUNY development committees for iTunes, YouTube, the events calendar, and the news blog.



We have participated in the development team for viewbook and residence hall marketing.



The Office has launched a news clipping and distribution plan with integration across email and Web communication channels.



COLLEGE OF STATEN ISLAND
The City University of New York
2800 Victory Boulevard
Staten Island, New York 10314