

CAYUGA COMMUNITY COLLEGE

A UNIT OF THE STATE UNIVERSITY OF NEW YORK



About Cayuga – Quick Facts



- Founded in 1953 in Auburn, New York
- Sponsored by Cayuga County, governed by 10-member Board of Trustees
- 22 degree programs for transfer or career preparation; 10 certificate programs
- More than 21,500 degrees and certificates awarded to date
- Spring 2009 FTE: 1,323
- Spring 2009 headcount: 4,200
- Fulton campus began in 1994 as an Oswego County extension site; more than 6,500 Oswego County residents have taken courses there

Upstate Mix – Rural and Small-City Communities

- Tight-knit communities – strongest form of advertising is word-of-mouth
- ‘Cheers’ HS – where everybody knows your name...for generations
- Loss of manufacturing, consolidation of dairy farms – HS diploma jobs disappearing
- Seeking new opportunities, families are sending students to college
- Cayuga students today
 - Many are first generation to attend college
 - 60/40% traditional / non-traditional
 - 60/40% female / male



Not Your Parents' Student Profile

- All students commute; Lattimore Hall offers downtown residence suites for up to 100 out-of-area students
- Most students work – many full-time
- Besides studying, responsibilities at home include keeping house, raising children, even having babies
- Most have loans – will they find jobs that can repay?
- Where are the Pell's of yesteryear?
- Books... or food?



College Academics: A Whole New World

- Transition to college-level rigor, critical thinking, abstraction, scientific method, writing, arts and culture
- High need for developmental / remedial courses – tuition and service-delivery cost with no credit earned
- The Internet is not a primary source – growing need for information literacy and course-tailored bibliography instruction
- Students' need for academic support, success strategies, study tactics, counseling – versus cost to the College
- Define “outcome”

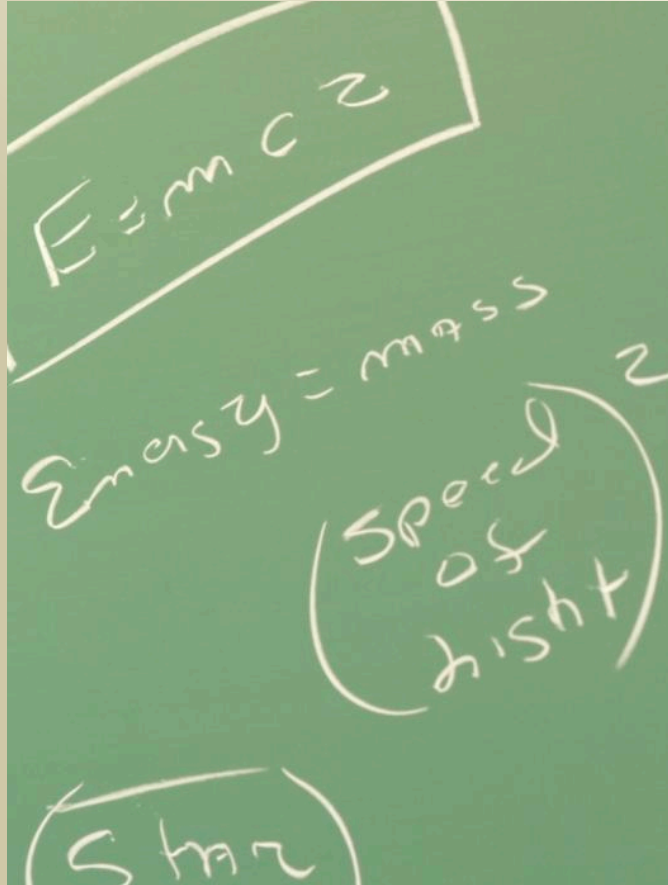


Declining Demographics



- Out-of-state migration
- The baby bust: HS population decline coming by 2010-11
- Online outreach strong – permanently?
- No residence halls...for now
- What to do when we can't cannibalize our neighbors?

Finding Answers – Close to Home



- Thinking fresh, thinking local
- Finding our unique niches
- Strengthening our strategic **community** partnerships:
 - Economic: a resource for regional development
 - Academic: baccalaureate opportunities
 - Geographic: Fulton campus expansion

A Resource for Regional Development

Institute for the Application of Geospatial Technology – a successful civic/academic partnership

- On-campus – one component of our newest building
- Assists in regional planning and development through satellite and aerial image analysis – think Google maps, only more so
- Self-funding through project contracts
- Links to our Geographic Information Systems degree program – gaining infusion across the curriculum
- Supports K-12 education with teacher training conferences



Building on Success

Workforce development

- Building on the community partnership model
- Reorganization; new Dean of Community Education and Workforce Development
- Serving corporate, municipal and nonprofit employers
- Catalog of offerings – professional certification and CEUs, job skills training, upgrading supervisory and technical skills
- Customized training programs – developed with clients
- Grant-writing support
- Outreach in both counties, Cayuga and Oswego



Reinvigorating the Regional Economy



- Kauffman Foundation Initiative grants
 - Academic-community projects
 - 6 area institutions participating
 - Infusion of entrepreneurship across the curriculum – not a “silo” degree program
 - Real-world results, e.g.
 - Student-run record label and film/video studio
 - Designing promotional items for art center
- Emerson Endowed Chair in Entrepreneurship
 - Nation’s first at a community college
- Stardust Entrepreneurial Institute
 - Seeding and supporting entrepreneurship
 - Targeted training by Cayuga faculty
 - Downtown incubator space, shared services

Baccalaureate Opportunities



For working adults, local access to a bachelor's degree

- Preserving the classroom experience
- Keeping tuition dollars local
- Targeting programs to market demand
- Empire State College – independent study and faculty mentoring
- Keuka College, Accelerated Studies for Adults Program – ASAP
- Cayuga expertise: flexible programming to meet student needs – e.g., Study on Sunday for accelerated learning, London in January for intensive international experience

More Partners in the Works



- Articulation agreements – a new concept evolving
 - Syracuse University – redefining partnership
- Creating value for students and transfer institutions
 - Affordable option for primary requirements – easing the cost for motivated students to commit to long-term programs
 - A pipeline for institutions – enhanced access increases demand for bachelor's and 5-year professional degree programs
 - Cayuga fosters student success with small classes, experienced faculty, academic support, full access to current technology

Fulton Campus Expansion

- Since 1994 opening, rising enrollment demand
- Current facility opened in 2001
- Today: 1,000 students in 50,000 sq. ft.
- 10% Oswego County unemployment – applications up sharply
- Proposed expansion: 30,000 sq. ft.
 - Classrooms
 - Faculty and service offices
 - Club and multi-use space
- New Associate VP and Dean
- Legislative support – visits by NYS Senator Aubertine and Assemblyman Barclay



Effective Partnerships Require...

- Understanding our partners' needs: academic, economic, and workforce development
- Planning initiatives jointly to meet the opportunities and challenges of tomorrow
- Quality resources – staff, faculty, facilities, technology
- Support from Cayuga County and New York State to foster mutual reward, reinvestment
- Sound fiscal stewardship
- Fresh, local thinking
- Visionary governance



Effective Partnerships Require...



- ...seeking external organizations whose interests are aligned with the College mission
- ...collaborating for mutual benefit
 - Flexibility, communication, innovation
 - Fresh thinking about funding
 - Harmonizing our processes to achieve desired outcomes
 - Walking the entrepreneurial talk – a sense of owning the enterprise
- ...keeping the **community** in our Community College

CAYUGA COMMUNITY COLLEGE

A UNIT OF THE STATE UNIVERSITY OF NEW YORK

