

PERSE- VER- ANCE

IN AN EXCEPTIONAL YEAR



GENESEO



A MESSAGE FROM

President Denise A. Battles, PhD

PRESIDENT'S MESSAGE

PERSEVERANCE IN AN EXCEPTIONAL YEAR

Just like at every higher education institution in the country, Geneseo's 2019–20 academic year changed shape unexpectedly, presenting both challenges and opportunities for everyone focused on providing the best possible experience for our students.

Last fall began as usual with the excitement of welcoming the Class of 2023 to campus, followed by the wonderful hustle and bustle of teaching and learning, arts performances, athletic competitions, and other curricular and co-curricular activities. The beginning of the second semester, however, took an abrupt and unforeseen turn when the discovery of asbestos issues in our main library led us to close the building and relocate library services to other parts of campus. Two months later, we joined colleges across the country in quickly responding to the coronavirus pandemic by sending students home for the remainder of the semester to receive instruction through remote learning.

Events such as these are more than just minor setbacks, and at an institution with a less dedicated spirit, they might have derailed all educational operations. But not at Geneseo. Our accomplishments during this year reflect the exceptional student, faculty, and staff achievements that consistently help define Geneseo as an exemplar of a liberal arts education. More than that, this year also illustrates how the College steadfastly responded to its unprecedented challenges. Our faculty, staff, and students deserve high praise for quickly adapting to this year's shifting circumstances. It's indicative of the lessons students learn at Geneseo in understanding and acclimating to a changing world. The values built into Geneseo's entire educational experience have yielded a resiliency this year that gives me tremendous optimism as we plan for the college's future.

This was the penultimate year of our *Geneseo 2021—Seeing Beyond the Horizon* strategic plan. Even as we approach closure on that five-year plan, we anticipate the development of its successor, a document that will provide the framework for what the College will look like during the next five years. That vision will undoubtedly be informed by the challenges we—and all of higher education—have faced during this exceptional year. But instead of being driven only by those challenges, our vision will be bolstered by the perseverance with which we faced them. I'm proud of what we've managed to accomplish this year, and the resilience we've honed will place us in good stead as we look toward Geneseo's future.

Sincerely,

Denise A. Battles

President







SUNY GENESEO NAMES THREE NEW VPs

Julie Buehler '89, MBA, CPA, joined Geneseo as vice president for finance and administration in July. Previously, Buehler served as an executive consultant at Mitrano and Associates, LLC, where she provided services for higher education and other not-for-profits. Prior to Mitrano, Buehler served as a vice chancellor at the University of Massachusetts Amherst and held various leadership roles over two decades at the University of Rochester. As vice president, she leads a team that oversees budgeting, campus financial planning, campus bill payment, risk management, support of hiring, employee engagement, payroll, benefits, access to resources, facilities, compliance, union relations, grant and program administration, sustainability, restaurants, and cafés.

Ellen Leverich '90, BA, began in February as vice president for college advancement and executive director of the Geneseo Foundation. Leverich brings nearly 30 years of experience in higher education and non-profit philanthropy, most recently at the Bloomsburg University Foundation in Bloomsburg, PA, where she served as associate vice president for development. Prior to Bloomsburg, Leverich worked for 17 years as director of development at the Virginia Commonwealth University School of Pharmacy in Richmond, VA. She leads the college advancement division and manages a team of professionals engaged in development and alumni relations.

Costas Solomou, EdD, started as the college's vice president for enrollment management in August. Formerly the dean of undergraduate admissions and orientation at The George Washington (GW) University, Solomou implemented new enrollment strategies that resulted in consecutive years of improved yield and academic quality of the first-year class, as well as the optimization of financial aid resources. Prior to joining GW, he served as dean of admissions at Queens University of Charlotte, NC, and led undergraduate admissions activities at the University of Rochester. As vice president, Solomou oversees the management of the college's enrollment efforts, undergraduate and graduate admissions, financial aid, and international student and scholar services.

NEW BA IN SOCIOMEDICAL SCIENCES

During Fall 2019, the Department of Anthropology introduced a new major for undergraduate students interested in the social determinants of disease and health. The sociomedical sciences major examines the social determinants of health, including how social inequality impacts health. It prepares students to pursue careers and advanced training in both



clinical and non-clinical health professions by focusing on the causes, spread, prevention, and treatment of disease and illness. The BA program is a gateway into chiropractic, dental, and physician assistant schools and programs in nursing, public health, occupational therapy, and physical therapy as well as in-demand entry-level positions in the allied health fields, such as patient navigators, health care administrators, and health policy analysts.

Sociomedical sciences has been a minor at Geneseo since 2014. The new major reflects Geneseo's response to emerging career opportunities, evolving student needs, and increasing emphasis on integrative learning.

GENESEO AWARDED \$884K NSF GRANT

The National Science Foundation (NSF) awarded an \$883,754 grant to Geneseo in August 2019 to support women faculty in STEM (science, technology, engineering, and mathematics). The ADVANCE PLAN project is led by Wendy Pogozelski, SUNY distinguished teaching professor of chemistry, and Karleen West, associate professor of political science and international relations. The project provides opportunities for Geneseo and the 28 additional institutions that make up the highly regarded organization COPLAC (Council of Public Liberal Arts Colleges) to bring research-based training in gender equity issues to administrators and to provide networking opportunities for women faculty and faculty from underrepresented groups.

The ADVANCE PLAN is co-directed by faculty from the College of Arts and Sciences at Georgia College, University of Virginia's College at Wise, and the University of North Carolina Asheville, all three COPLAC institutions. Assessment and expertise are provided by the Center for Evaluation and Research for STEM Equity (CERSE) at the University of Washington.

NEW SUPPORT PROGRAM ENHANCES RETENTION

In November 2019, Geneseo launched Geneseo Points of Support (GPS), a program that helps students address critical problems by providing them with guides who assist with navigating unfamiliar institutional processes. Spurred by the college's committed retention efforts, the program is especially geared toward students who lack experience or support in understanding how colleges and college offices work.

Faculty and staff use a GPS Referral Form to recommend students to the program. The program trains volunteers from the Geneseo campus community as guides to help students articulate their needs, develop problem-solving skills, talk to the right people in the right offices, and commit to finding a solution.

HOWE NAMED SUNY DISTINGUISHED TEACHING PROFESSOR

Harry Howe, professor of accounting in Geneseo's School of Business, was named to a distinguished teaching professorship by the State University

of New York Board of Trustees in November 2019. The distinguished rank recognizes and honors mastery of teaching. Candidates must have demonstrated consistently superior mastery of teaching; outstanding service to students and commitment to their ongoing intellectual growth; scholarship and professional development; and adherence to rigorous academic standards and requirements.

The board noted that Howe creates a highly interactive classroom setting where students develop essential proficiencies for their future profession. They also recognized him for his student-centered pedagogical approach, constant improvement of student outcomes, and extensive student support and mentorship that has fostered beneficial relationships with alumni, who support students through guest lectures, networking, and internships.

PHILANTHROPIC GIVING EXCEEDS \$3 MILLION

The Office of College Advancement builds partnerships with alumni, faculty, staff, parents, emeriti, and friends who are passionate about Geneseo. Each year, gifts from generous donors help students discover their dreams, support faculty initiatives, and enrich program opportunities. In FY20, philanthropic giving to the College through The Geneseo Foundation, Inc., totaled \$3,380,060 (including outright gifts, commitments, and bequests), representing 5,382 donors and organizations, which include 3,645 alums. This past year, donor support provided \$906,901 for 575 student scholarships and \$306,204 for 337 awards, which include 161 undergraduate travel, research, and creativity (TRAC) grants, 139 faculty travel and incentive grants, as well as a variety of research awards, fellowships, and assistantships.

GENESEO NAMED TOP FULBRIGHT PRODUCER

For the third time in the college's history and the third consecutive year, Geneseo was named a Top Producer of U.S. Student Fulbright awards, the State Department's Bureau of Educational and Cultural Affairs announced in its annual article in *The Chronicle of Higher Education*. Geneseo has finished in the top three nationally for the past three years, among the over 740 Carnegie Master's degree institutions, and was the only dedicated SUNY institution recognized as a Top Producer.

A record eight Geneseo students or alumni won U.S. Student Fulbright awards for 2020–21: Rachel Britton '18 (Iceland), Anna Charny '19 (Spain), Elizabeth Cirulli '19 (Colombia), Bizzy Coy '06 (Ireland), Sean McAneny '20 (Czech Republic), Rickie Nixon '20 (Vietnam), Sean Welch '19 (Taiwan), and Connor Widmaier '20 (Germany). Six other Geneseo alumni and seniors were named alternates and may receive awards if funding becomes available. The program provides grants for individually designed study or research programs, or English-teaching-assistant programs, in many foreign countries.

SUNY GENESEO WELCOMES FIRST PRODiG FACULTY MEMBERS

The College received a SUNY PRODiG initiative grant to help support four newly hired faculty members at Geneseo. The initiative was launched by Gov. Andrew Cuomo to increase the representation of historically racially underrepresented faculty and women faculty of all races in STEM fields throughout SUNY. It aims to help close the gap between the racial and ethnic diversity of SUNY faculty members (8.6 percent from historically racially underrepresented groups) as compared to the diversity of the students they instruct (28.5 percent as of Fall 2018).

The four faculty members are Mackenzie Gerringer, assistant professor in the Department of Biology; Claire Gravelin, assistant professor in the Department of Psychology; Olaocha Nwadiuto Nwabara, assistant professor in the Department of English; and Alessandra Otero, research instructor librarian/liaison librarian to arts and humanities in Milne Library.

PRESIDENT BATTLES CO-CHAIRS REGIONAL ECONOMIC COUNCIL

Geneseo President Denise A. Battles was appointed as a co-chair of the Finger Lakes Regional Economic Development Council (FLREDC) in April 2020. She succeeded former Monroe Community College president Anne Kress, who served in the role from 2016 until December 2019. Battles joined co-chair Robert Duffy, former New York State lieutenant governor and current president and CEO of the Greater Rochester Chamber of Commerce, as the FLREDC continues its work to grow the economy in the nine-county Finger Lakes region, including Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties.

GENESEO MOVES TO TEST-OPTIONAL ADMISSION

In June 2020, Geneseo became test-optional, no longer requiring submission of SAT or ACT scores from students applying for undergraduate admission during the Spring 2021, Fall 2021, and Spring 2022 semesters. Believing test-optional policies promote both equity and excellence, Geneseo's Department of Admissions has a long history of evaluating students' potential for success using a holistic approach that includes grades, the program of study, exam scores (including Regents, AP, IB), academic achievements, co-curricular activities, and other measures. The College is engaging in a long-term study to measure the success and retention rates of the test-optional undergraduate students with the hope of making the move permanent.





MILNE LIBRARY RENOVATION

COLLEGE MOVES FORWARD WITH MILNE LIBRARY RENOVATION

Thanks to funding from the State University of New York's Capital Program, which is financed by the State of New York, Geneseo is moving forward with a \$35 million renovation of Milne Library. In addition to financing the renovation, the state will also pay the debt service costs incurred as a result of issuing bonds to support the renovation. The fully renovated library is expected to open during the 2024–25 school year.

Originally scheduled for several years from now, the library renovation accelerated unexpectedly in early 2020. Inspections by the Department of Environmental Health and Safety in January confirmed the presence of asbestos particles in areas of the library. Air quality testing determined the air did not pose a risk, and the presence of asbestos in a building does not necessarily constitute a health threat. Nevertheless, the College treats as paramount the health and safety of its students, employees, and visitors. After careful consideration, consultation with the State University Construction Fund (SUCF), and discussion with outside environmental experts, the College determined that moving forward now on the full renovation was the best use of resources and the safest long-term response.

The process of decontaminating and removing the library's fixtures, furnishings, equipment, and books began immediately. Asbestos abatement and demolition are scheduled to follow in Fall 2020, managed by SUCF with guidance from environmental consultants. At the same time, the campus will begin the steps that precede renovation: campus engagement and input from students, project conceptualization, architectural design, reviews and approvals, and updates to underground infrastructure and utilities.

Milne's full renovation will transform the mid-century building into a 21st-century learning and resource center. Energy efficient and ADA-compliant, it will feature additional space for staff, instruction, and quiet or group study; new video and audio production facilities; and a multipurpose room, as well as features valued by students, such as an enlarged café and improved access to electrical power.

During Milne's renovation, Fraser Hall—the campus' former library space—will serve as a hybrid library complex. In addition to quiet study spaces and food offerings, the library complex will continue to provide students with library materials and services such as a student research help center, a tutoring center, the CIT help desk for technical assistance, a computer lab, interlibrary loans, and course reserves. Updates to Fraser Hall's interior design, underway and slated for completion by Fall 2020, will align the new space with current campus needs.

Throughout the renovation process, the College is committed to ensuring that Geneseo students, faculty, and staff have access to Milne Library's award-winning services that are so vital to a liberal arts education.



GENESE0 RISES ABOVE PANDEMIC

Faced with the disruption caused by the COVID-19 global pandemic in Spring 2020, Geneseo rose to the challenge, successfully maintaining its educational mission and continuing to meet students' needs throughout the balance of the 2019–20 academic year. Prioritizing the health and safety of its students, faculty, staff, and campus community and guided by directives from SUNY, New York State Gov. Andrew Cuomo, the Centers for Disease Control and Prevention, and the New York State Department of Health, the College reduced campus density and pivoted to a remote learning model, all in a matter of weeks and without any significant interruption of operations.

Throughout March, in addition to augmenting its on-campus operations, Geneseo simultaneously devoted its attention and resources to its students abroad. Growing international concerns led to State Department travel advisories, and Geneseo's Study Abroad Office arranged within days for students to travel safely back to the United States from programs in Italy, Japan, and South Korea, followed less than a week later by students in programs throughout the rest of the world.

New York State directives to reduce population density on college campuses led swiftly to changes so dramatic they were unthinkable only two months before: Students moved out of the residence halls; faculty quickly adapted to a remote learning environment, delivering their courses in creative and innovative ways; and a majority of campus employees began telecommuting. After March's spring break, most students did not return to campus, with the small exception of Geneseo's international students and those who struggled with secure housing or learning environments.

Throughout the spring semester, Geneseo's physical campus looked empty and quiet. But in fact, the College was constantly active, continuing to provide the high-quality educational experience for which it's known and remaining focused on the well-being of its students.

- The Geneseo community rallied to support each other virtually, as depicted in the video *Apart, Together, One Knight*.
- Expanded student resources—from robust digital library materials to availability of mental health counselors to CIT support for remote learning—supported the campus population as it transitioned from face-to-face to online environments.
- The Class of 2020 Senior Send-off—a multimedia tribute featuring photos, videos, and stories from faculty, staff, alumni, and family—went live on May 16, the original date for Geneseo's Commencement, and garnered thousands of views from those who wished to celebrate with the graduates.
- The One Knight Student Aid Emergency Fund, created through generous donations by Geneseo alumni and friends of the College, now assists Geneseo students who are facing financial emergencies mainly related to the pandemic.
- The Admissions Office adjusted its recruitment and enrollment activities to accommodate New York State's stay-at-home directives by extending enrollment deadlines, expanding online resources, creating an array of online programs, virtual tours, information sessions, and live-chat webinars, and reconfiguring financial aid packages and increasing need-based aid.
- More frequent communication with the college's many audiences, including personal emails from President Denise Battles, helped provide a sense of connection throughout a time of uncertainty.

As of the end of June 2020, the President's Cabinet and multiple pandemic response teams continue to envision the college's future and combine their efforts into crafting the SUNY Geneseo Restart Plan for Fall 2020.

2019-2020 Budget

TOTAL CAMPUS OPERATING BUDGET BY DIVISION

EXPENSES	ACADEMIC AFFAIRS	ADMINISTRATION	ADMIN & FINANCE
Instructional FTE	261.50	-	-
Non-instructional FTE	144.50	17.50	227.10
Total FTE	406.00	17.50	227.10
PSR Instructional	20,082,280	-	-
PSR Non-instructional	9,520,707	1,582,649	10,761,891
OT, Holiday, Other	271,900	7,560	305,988
Salary Savings	(676,443)	(27,378)	(117,555)
Subtotal Personal Service (PSR)	29,198,444	1,562,831	10,950,324
Adjunct Faculty TS	1,877,853	-	-
Non-instructional TS	1,101,829	2,601	290,832
Subtotal Temporary Service (TS)	2,979,682	2,601	290,832
Supplies	990,856	19,200	881,989
Travel	269,475	32,280	46,978
Services	4,121,767	130,655	3,205,151
Equipment	1,301,262	6,250	342,143
Utilities	-	-	3,900,142
RA Waivers	-	-	-
Other	-	-	-
Subtotal Other Than Personal Service (OTPS)	6,683,360	188,385	8,376,403
Total Allocation (PSR, TS, OTPS)	38,861,486	1,753,817	19,617,559
Fringe Benefits	680,215	-	2,737,818
Overhead	733,550	-	50,638
DASNY Overhead and Insurance	-	-	295,800
Debt Service and Rehab/Repair	-	-	6,204,721
Other	-	-	-
Subtotal Fringe Benefits, Overhead, etc.	1,413,765	-	9,288,977
Total	40,275,251	1,753,817	28,906,536
	41%	2%	29%

ADVANCEMENT	ENROLLMENT	STUDENT & CAMPUS LIFE	CAMPUS-WIDE	TOTAL	PERCENT OF TOTAL
-	-	-	-	261.50	
21.00	26.00	116.40	-	552.50	
21.00	26.00	116.40	-	814.00	
-	-	-	-	20,082,280	
1,564,384	1,677,185	6,741,934	1,377,177	33,225,927	
4,800	4,586	293,782	-	888,616	
(42,732)	(20,304)	(40,647)	-	(925,059)	
1,526,452	1,661,467	6,995,069	1,377,177	53,271,764	54%
-	-	-	-	1,877,853	
83,232	74,689	891,893	140,000	2,585,076	
83,232	74,689	891,893	140,000	4,462,929	5%
89,000	326,184	1,035,479	1,230,923	4,573,631	
113,500	60,990	422,125	-	945,348	
152,238	710,237	1,993,393	3,145,653	13,459,094	
5,000	1,600	204,920	750,000	2,611,175	
-	-	-	-	3,900,142	
-	-	-	-	-	
-	-	-	(213,344)	(213,344)	
359,738	1,099,011	3,655,917	4,913,232	25,276,046	26%
1,969,422	2,835,167	11,542,879	6,430,409	83,010,739	
-	-	3,368,836	47,256	6,834,125	
-	36,638	868,376	-	1,689,202	
-	-	-	-	298,800	
-	-	-	-	6,204,721	
-	-	-	-	-	
-	36,638	4,237,212	47,256	15,023,848	15%
1,969,422	2,871,805	15,780,091	6,477,665	98,034,587	100%
2%	3%	16%	7%	100%	

2019-2020 Budget

continued

TOTAL COLLEGE OPERATING BUDGET: \$98,034,587

REVENUE AND RESOURCES

STATE SUPPORT	13,184,400
Tuition, Rentals, Fees	81,640,803
Appropriated Fund Balance	5,291,242
Scholarships, Interest, Misc.	(2,081,858)
SUBTOTAL CAMPUS REVENUE	\$84,850,187
TOTAL REVENUE	\$98,034,587

OTHER RELATED FUNDS (NOT INCLUDED ABOVE)

Debt Service—Educational Facilities*	11,689,979
Fringe Benefits (State Purpose Fund)	29,081,114
Campus Auxiliary Services	12,991,400
Geneseo Foundation*	3,251,375
Sponsored Research	1,453,287
SUBTOTAL	\$58,467,155
TOTAL CAMPUS PORTFOLIO	\$156,501,742

FUNDING BY SOURCE

State Support	\$53,955,493
Campus Generated	\$102,546,249
	\$156,501,742

* estimate based on prior year

2019-20 Leadership of the College



Denise A. Battles, PhD
President



David G. Braverman, PhD
Interim Vice President for Student and Campus Life (August–June)



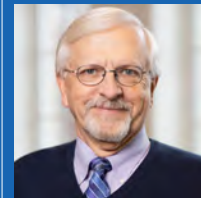
Julie Buehler '89, MBA, CPA
Vice President for Finance and Administration (July–June)



Gail Glover, MA
Chief Communications and Marketing Officer (July–January)



Kimberly A. Harvey, EdD
Interim Vice President for Enrollment Management (July–August)



David Irwin, MA
Interim Chief Communications and Marketing Officer (January–June); Officer in Charge for College Advancement (January–February)



Justin M. Johnston, MA
Interim Vice President for College Advancement (July–December)



Roxanne Johnston, BASc
Senior Advisor to the President for Advancement (July–December); Interim Vice President for College Advancement (December–January)



Wendi Kinney, MA
Senior Associate to the President; Officer in Charge for Student and Campus Life (June)



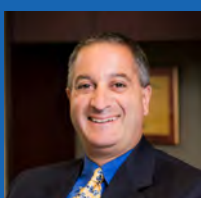
Ellen Leverich '90, BA
Vice President for College Advancement (February–June)



Stacey Robertson, PhD
Provost and Vice President for Academic Affairs



robbie routenberg '05, MA
Chief Diversity Officer



Leonard Sancilio, PhD
Officer in Charge for Student and Campus Life (July–August)



Costas Solomou, EdD
Vice President for Enrollment Management (August–June)



Stephen R. Storck, PhD
Interim Vice President for Finance and Administration (July)



GENESEO