

GENESEO

STATE UNIVERSITY OF NEW YORK AT GENESEO

Office of the Provost

Student Retention WIG Update

October 16, 2019

Dear Colleagues:

As we head into fall, the WIG team continues to focus efforts to increase the percentage of first-year, first-time Geneseo students who return for a second year from 86% to 88%.

Three things we've accomplished in the last month:

- The Teaching and Learning Center launched a year-long series designed to facilitate discussions of [growth mindset](#) practices based on the work of [Dr. Carol Dweck](#), an educational psychologist and leading researcher in the field of motivation. The first two sessions were held September 26 and 30; see the full schedule [here](#).
- We implemented tutor training with the Writing Learning Center, the Math Learning Center, AOP Tutoring Services, and Supplemental Instruction. More than 100 student tutors in these programs are receiving training that includes growth mindset practices, inclusive pedagogies, and professionalism.
- Members of the WIG team from the Department of Student Health and Counseling and the Office of New Student Programs collaborated to increase participation in Kognito training at the Annual Student Wellness Expo. To date, a total of 1,821 students have completed [Kognito training](#) to help recognize and respond to a friend in distress.

One thing you can do:

Plan to attend an upcoming fall Schola Brevis session designed to facilitate dialogue around issues of importance to the College. "Student Success at Geneseo" will be held Thursday, October 24 (3:00-4:30 p.m., Student Union), with a focus on the full range of the student experience including recruitment, access, residential life, wellness, academic skills and learning, advising and tutoring, and related topics that have a positive impact on student success. On Wednesday, November 13, "The College's Financial Sustainability" (9:30-11 a.m., Doty Recital Hall), will center on the changing higher education market and its impact on Geneseo, and strategic opportunities to improve our financial position such as academic innovations, improving enrollment and retention, growing select campus collaborations, finding new funding sources, and advancing fundraising campaigns.

"My Geneseo Moment"

Michael Saffran '85 (B.A., communication) gained four years of valuable work experience as DJ,

newscaster, news director, program director, and ultimately, summer co-station manager at WGSU-FM that prepared him for a career in radio, journalism and public relations. After compiling a “laundry list of station call letters” over 20 years – spanning country music to Top 40 to oldies formats – Mike joined the news and public relations office at RIT, where he also taught public relations writing. Since 2012, he has served as a lecturer in communication and faculty director for WGSU-FM at Geneseo, which operates as part of the Communication Department. He still keeps a hand in radio as [“Mike St. John”](#) on weekends at WARM 101.3-FM in Rochester.

“There were many great leaders at WGSU when I was here. Dr. Freiburger was our advisor, but when I think of the faculty, I – and many radio station alumni from the 60s, 70s, and 80s – think of Dr. Bill Berry, Dr. Bob Greene, and Dr. Ron Shaw – who, collectively, essentially founded the station. I took a few courses with Dr. Shaw, and one of the things I remember most is the notion that the spectrum belongs to the public: It’s a privilege to use the public airwaves. I can say unquestionably that over the course of my 30-plus years post-Geneseo, that point has been a focus of mine – and still is now. Many times when I’m advising students on their roles at the station, I’ll spin around in my chair, point to the tower and antenna, and remind them that WGSU is not a club. With the privilege of having an FCC license comes the obligation of serving the public interest – and the wider community beyond the campus. That’s why WGSU exists; it’s what Dr. Shaw taught us.”

All my best,

Stacey

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