

President's Annual Report to the SUNY Board of Trustees

Interim President 2019-20: Dennis Craig
Campus: Purchase College

An Unprecedented Time:

This academic year started off steady under the helm of Interim President, Dennis Craig, who, along with other campus stakeholders and shared governance, made progress on a draft strategic plan, the presidential search, and on planning for enrollment and budget challenges coming down the pike due to upcoming demographic shifts.

As the campus finished its role in the presidential search, a new, unprecedented challenge emerged in the form of the COVID-19 pandemic. In mid-March, the college sent students home and transitioned to remote delivery for all courses.

While the virus disrupted the semester in unforeseen ways, the faculty, staff, and administration worked together to focus on what Purchase does best, serve our students in a personal, engaging, academic and social setting while focusing on two priorities, the health and safety of our students and their ability to continue and complete their educations.

Unfortunately, between COVID-19 and the nation wide protests of the murder of George Floyd, it became clear that many of our students were impacted by the grief, fear, and inequities in their home communities and in their families. To that end, the 2019-20 academic year can also be noted as one when the college has redoubled its efforts to educate our community about our responsibilities as an academic community to take a stand and take action against racism.

During the summer, our CPS (Continuity of Programs and Services) task force and six working groups from across campus examined public health and safety, facilities management, academics, student services, work force, and communications issues related to planning for a safe reopening that prioritized the health of the entire campus community. A thoughtful, detailed plan emerged to bring back only those students who needed face-to-face instruction for their learning outcomes, along with those who had extenuating circumstances. In order to lower density on campus, approximately 24 percent of students will have one or more in person class, with the rest of the classes being delivered remotely. While our annual report touches on many issues related to the pandemic, the full plan for the fall can be seen on our website.

[\(https://www.purchase.edu/covid-19-updates-and-plans/\)](https://www.purchase.edu/covid-19-updates-and-plans/)

Thanks to the leadership of the Chancellor and the SUNY Board of Trustees, the presidential search was concluded in June. The college community is very pleased with

the naming of Dr. Milagros Pena as the 6th president of Purchase College. The campus community looks forward to welcoming her to Purchase in the fall and continuing the work on the strategic plan.

As it is critical to continue to invest in a culture of assessment to support our mission of student learning and success, this year the president's office named a newly appointed Director of Institutional Research, Planning, and Assessment. The launch and implementation of a strategic plan, and the preparation of our Middle States Self-Study document, will require building an assessment infrastructure that encompasses and supports each sector of the college. In this expanded role, Barbara Moore is tasked with overseeing institutional planning by working with the college officers and campus governance to ensure that we are on course to collect and interpret meaningful data and make informed decisions that best serve our students, faculty, and staff.

Institutional Strengths and Challenges Before and During COVID:

Enrollment and Retention Efforts in a Challenging Time:

Purchase College's goals are to increase enrollment by expanding our recruitment outreach, improve retention rates, and meet completion objectives.

Purchase College's new enrollment declined slightly for the 19-20 academic year. This was due primarily to demographic changes in the college age population. Enrollment declines occurred in the School of the Arts but were more pronounced in the School of Liberal Arts and Sciences. The college continued to see strong transfer numbers but achieving a financially sustainable enrollment mix of both in-state and out-of-state students remains a challenge.

The college continues to enroll an incoming cohort of students that adhere to our high academic standards. The average GPA for incoming freshman remained steady at a 3.4 and the overall average SAT score is 1189, a slight increase from the previous year.

Purchase has continued to focus on improving student diversity. Between Fall 2016 and Fall 2019 the number of degree-seeking undergraduates in underserved populations continued to grow steadily. The number of black or African American students grew by 11% and the number of Hispanic students grew by 23%. At the time of this writing, more than 25% of the overall population of students identifies as Hispanic, which makes Purchase eligible to become a Hispanic Serving Institution.

Purchase College's one-year retention rate is 80.7% while the three-year retention rate is 67.5%. Four-year graduation rates remain within a steady range of 53-57%, with a six-year rate between 61-68%.

During the recruitment cycle for fall '20 admission the COVID pandemic occurred and greatly impacted the number of student deposits we received. The pandemic created financial strains and uncertainties for much of our student body and as a result we experienced lower enrollment and fewer new deposits. Freshmen deposits decreased by roughly 12% and transfer student numbers decreased substantially. As a result, our incoming class has decreased by roughly 15% from the previous year. As of this writing, 679 freshmen and 226 transfers will be enrolling for the fall.

In order to examine, evaluate, and collaborate on enrollment challenges, we have the Strategic Enrollment and Planning Workgroup, co-chaired by the Vice President of Student Affairs and Enrollment Management and the Provost. This group will focus on rebuilding enrollment in the year ahead.

Individualized Education and Services Continue to Make a Difference:

Although the 2019-20 academic year ended in a virtual, remote environment, the college was able to continue to offer most of the programs, support, and services for students that was planned for and started in fall 2019. Student Affairs offices continue to provide important support in the areas of disability resources, counseling, wellness, health services, academic advising, career advising, and tutoring. These critical resources, as well as a focus on collaboration with academic affairs, helped to ensure Purchase is a healthy and safe educational environment and can provide for the needs of all students.

Through collaboration between student affairs and academic affairs, the college offers programs and events to support and engage our students aiding in their development and helping to ensure their journey to graduation. These include:

- Peer Mentoring and Support
- Alumni Mentoring and Support
 - The Career Development Center in collaboration with Alumni Relations offer current students a vehicle to engage with alumni and connect with an alumni mentor.
- Experiential Learning
 - Launched our first Applied Learning Symposium to showcase experiential learning submissions, which included internships, senior projects, and service learning during Family Weekend.
 - Fall 2019 marked the beginning of “Purchase in the City.” The program provides opportunities for our students to experience the cultural capital of the world—New York City. Student Affairs and Enrollment Management, in partnership with the academic areas, and the Purchase College Association, sponsored weekly bus trip to New York City on Saturdays. Although this program was cut short in the

spring, we hope to continue the program in some form for the upcoming academic year.

- Faculty Student Engagement Grants offered through Student Affairs provide faculty with support for out of classroom activities, such as tickets for performances or museums as well as support for offering a guest speaker for a program.

- College Transition and Support Programs

The college has been proactive in creating initiatives to meet the changing diversity and needs of our students. Although some of the programs generally have a residential component, this year they were held virtually.

- Our Educational Opportunity Program (EOP) continues to serve about 45 new students each year.
- Merit Access Program (MAP) serves an additional 20 new students each summer with a three-day program.
- Summer Success Fellows program in 2016 to expand support to underserved students beyond EOP/MAP.
- In 2017, the Office of Disability Resources created the innovative Cornerstone Program, a fee-based program that goes above and beyond legislative mandates for students with an Autism Spectrum Disorder.

- Emergency Grants

Through two emergency grant programs, the Petrie Foundation and the college's own Make an Impact grant, the college awarded \$69,000 in grants to help support students to stay in school, continue their education, and graduate. In Spring 2020, Cares Emergency Grants were awarded. As of this report the college has awarded, \$1.6 million to 2,614 students.

- Starfish

- After spending the spring semester testing and setting up Starfish, a student support and advising platform, the college is excited to launch it this fall. Starfish will provide both faculty and staff a platform to proactively conduct outreach to students, provide intervention support, and help centralize information in order to better engage and reach out to our students.

With the disruption from the pandemic in the spring semester, the college moved all support services to a virtual delivery.

- The Advising Center's professional advisors provided additional guidance beyond faculty advising to ensure that students remain on track for graduation. They also spent significant time reaching out to students individually to see how the remote learning process was going for them.
- The Learning Center, which supports students' academic success through peer- and group-based tutoring from course-specific tutoring to broad instruction in

writing and study skills, will continue to offer those services remotely in the fall.

- The Office of Disability Resources, which assists students with disabilities to ensure equal access to all programs, services, and activities at Purchase, has been vital in ensuring that those who have disabilities have the accommodations they need for remote learning.
- Access to mental health services has been of utmost importance during this time. The college provided access to TAO, a free online tool for mental and emotional well being, along with hosting COVID related group sessions online. The Counseling Center will resume remote therapy sessions in the fall.

Professional Development Helps Faculty Pivot to Remote Learning

Due to COVID, we announced that all in-person classes would end by March 20 for the spring semester. With the support of the Provost's office, Campus Technology, and the Teaching, Learning, and Technology Center (TLTC), faculty worked tirelessly to provide a high quality and engaging education despite the change. While many of our faculty members had never used Zoom or any remote learning technology, the TLTC provided training and support needed through hands on help and workshops.

As it became clear that the pandemic would impact the following semester, the TLTC hosted weekly drop in sessions for faculty and teaching staff to come together to share their teaching experiences and course plans for the upcoming semester. Workshops and training sessions focused on how to redesign courses for higher engagement, how to design courses to build online community, and other pertinent matters related to technology and pedagogy that will help make remote learning an even better experience for students. Dozens of faculty members have taken advantage of workshops and training sessions offered through the TLTC and SUNY's Remote Teaching Institute and have reported positively about the professional development opportunities provided to them.

Fostering community:

While we couldn't physically be together to recognize commencement, we were very proud of the Class of 2020 and wanted to honor their milestone.

The commencement committee presented a series of special messages from Interim President Dennis Craig, Distinguished Alumnus Adotei Akwei '84, Senior Speaker Alfa De Jesus, SUNY Chancellor Kristina M. Johnson, Senator Charles Schumer, and other special guests, with a performance by Lucy Wijnands '20. Videos associated with each school featured directors and chairs reading the names of all graduates.

We hope to celebrate in person at a Commencement Ceremony now scheduled for December in our Performing Arts Center, if it is safe to do so at that time.

Remote learning tools such as Zoom opened up many possibilities for engagement in the spring semester and beyond. The Office of Community Engagement curated a series of events for students including Zoom workouts through the Athletics Department, crafts, and trivia which were well received, while many faculty members hosted special guest lecturers, screened films, and offered other special content for their classes and the community. The Career Development and Alumni offices presented many opportunities for students to network through panel discussions and other online workshops. Career Development also hosted its first online job fair.

A cross campus committee was formed to harness and promote these opportunities for the coming semester under the banner of Virtual Purchase. This includes special programming for students from travel advisory states who need to quarantine on or off campus.

Creating a More Diverse Community:

Diversity and inclusivity have taken on even greater meaning in the current climate. The Office of Diversity and Compliance has taken the lead in several campus wide programs and initiatives.

The ODC partnered with Hillels of Westchester to present a panel entitled Dismantling and Combating Hate in February. It was designed to be the first step in a campus wide initiative that was unfortunately pushed back because of COVID. The panel of distinguished speakers included Jessica Clarke of the New York State Attorney General's office, Susan Brownbill-Vega of the Westchester County District Attorney's office, Afaf Nasher, of the Council of American Islamic Relations, Rabbi Andrew Ergas, and Mayo Bartlett of the Westchester Human Rights Commission. Following the panel discussion, many students, faculty, and staff took part in interactive tabletop discussions to help develop diversity programming on campus. Groups discussed such important matters as implicit bias training, community policing, accessibility awareness, LGBTQU resilience, Multicultural Center programming, and the PRODiG grant to help diversify our faculty, among other topics.

In August 2020 before the new academic year began, the ODC launched its Stop the Clock: Time's Up for Racism campaign. The clock at the center of campus was stopped at the time of 8:46, which represents the last 8 minutes and 46 seconds of George Floyd's life.

In solidarity with the peaceful protesters and in memory of Mr. Floyd and other Black victims, stopping the clock represents the college literally and figuratively stopping the clock on racism and bias on our campus. The clock will not be restarted until a high

percentage of our campus community of faculty, staff, and students has broadened our understanding and awareness of implicit and explicit biases by completing the virtual online bias training.

In light of what's currently happening in the world this online training is only the first step and one module of bias training that we will be providing. Once we are all back on campus, in addition to the online training module, we will provide the previously planned, multi-series, multi-level in-person interactive trainings for every stakeholder group on campus.

As part of the campaign, the office is issuing these 9 calls to action.

1. The online bias training will be the first call to action.
2. The college will be submitting grant applications to acquire monies to allow us to fund diversity initiatives and provide support and resources to the campus community. Our enrollment numbers are very close to qualifying for the designation of a Hispanic Serving Institution (HSI), which would make us eligible to receive federal title monies to support student recruitment and retention efforts. Our office is also actively exploring ways to pursue endowment and scholarship funds to provide fiscal support to students with financial hardships to afford them the opportunity to pursue higher education opportunities by limiting the amount of debt they would incur.
3. We are actively moving forward with the PRODIG faculty diversity grant that will enable us to hire, support, and retain more faculty members of color to teach in our classrooms. Research shows that increased enrollment, retention, and matriculation (time to graduation) rates are directly correlated to students of color being taught, advised, and mentored by those that look like them and come from similar backgrounds. By fall 2020, the college will have hired at least 3 of the 5 grant allocated tenure track faculty hires and 1 PRODI-G faculty fellow to teach in our classrooms. These hires will teach interdisciplinarily in our Global Black Studies, Latin American studies, Biology, and School of the Arts curricula programs.
4. Immediately, starting this fall, we will be reviewing current campus admissions and employment search, recruitment, and retention policies and procedures that may inadvertently perpetuate systemic/institutional practices that are not fully equitable and inclusive. This includes an examination of the faculty tenure process. Simultaneously, we will also revise, strengthen, implement, provide training and assessment on these enhanced equitable and inclusive policies in these areas to further demonstrate the college's commitment to diversity, equity and inclusion; bringing about institutional change.
5. In the coming academic year, we will work collaboratively with our newly appointed president, Dr. Milagros "Milly" Peña, administration, the College Senate, the Diversity,

Equity, and Inclusion committee, Purchase Student Government, and other key stakeholders to compose our next College Diversity Plan. This 5 year plan will outline the college's diversity, equity, and inclusion goals, an action implementation timeline, and detail learning outcomes, performance indicators, and assessment measures that will be used to evaluate our progress.

6. While we have been doing this for some time, we further commit to doubling our efforts to prioritize working with and hiring minority owned businesses and contractors.
7. We will host and moderate frequent Town Halls between key administrators and students. These necessary forums are in response to students who have expressed feeling disconnected and/or cut off from administration. The purpose of these forums is to build a bridge of communication, engagement, and connection to encourage dialogue on the current state of affairs as it relates to diversity, equity, and inclusion matters on our campus.
8. We have launched and operationalized a Bias Response Team, to review, assess, and respond to incidents of bias that may occur.
9. When we are fully able to return to campus, we plan on resuming the search for a new assistant director for the Multicultural Center (MCC). However, in the interim we have identified temporary center leadership to oversee MCC operations to ensure that the MCC is operational as our epicenter of inclusivity and is available for use when we are able to return to campus.

Removing Barriers to Accessibility:

The college remains committed to ensuring that accessibility practices and procedures are taking place throughout the campus, including in the classrooms, offices/departments, in curriculum, in all Boards of Studies, at workshops, presentations, programs, and at all campus events. Physical, electronic, and instructional accessibility are a high priority. The college's Americans with Disabilities Act (ADA) Accessibility Team, which is a cross-departmental representative committee, is charged with streamlining and managing these goals and the campus' ADA accessibility efforts.

Over the past year, the campus continued to focus on identifying potential accessibility barriers and deploying necessary resources, including the allocation of additional funding and staff to actively address and minimize accessibility barriers. Mandated accessibility training was provided for all content managers to ensure that communications and website content is compliant. Specialized faculty training was also provided to ensure that academic curricula content and access was available and in compliance with all applicable ADA 504 regulations and requirements.

Due to the insurgence and impact of the coronavirus pandemic, our newly adopted Electronic Information Technology Accessibility (EITA) policy that ensures the availability and delivery of equal and effective electronic and information technology access across the college, has been the guidance policy used by the campus and accessibility committee to effectively transition to the remote online delivery environment. Campus collaborations and funding have been allocated to purchase capability and captioning technologies, software and hardware to ensure all campus community members have equitable usage and access abilities to allow for their full participation in all College activities, programs and services.

As we continue to navigate the challenges of COVID-19 campus renovations to our facilities and construction of our pathways, parking lots and buildings will continue. The accessibility committee will continue to meet review and assess overall campus compliance as well as consider any new or ongoing campus initiatives as it relates to ADA accessibility. Members of the accessibility committee also serve on various task force and committees across campus to ensure that the commitment accessibility compliance and the accommodations and needs of our campus community members with disabilities are always included, considered, prioritized and in campus decision making.

Celebrating Diverse Cultures Around the Globe:

The college presented the 2nd annual (T)HERE: A Global Festival of Arts, Culture & Ideas in November 2019, which focused this year on Haiti. The festival included events at The Performing Arts Center, the Neuberger Museum of Art, and other venues across campus, and welcomed hundreds of guests, including visiting artists and pathbreaking activists such as filmmaker Guetty Felin, Engels the Artist, as well as MacArthur Genius Grant and National Book Critics Circle Award-winning author Edwidge Danticat.

2020 also marks the debut of the Purchase College Global Scholars Program, a four-year co-curricular program designed to bring together like-minded students from across academic areas to develop skills in intercultural communication and create a forum for globally focused, interdisciplinary collaboration. The 36 Global Scholars in the 2020 inaugural cohort are awarded a \$4,000 scholarship to study abroad on the Purchase College winter, summer, or semester-long program of their choice; they also receive customized advising to connect them with opportunities related to global learning, international internships, and post-graduation global career pathways; invitations to participate in a number of off-campus opportunities in New York City and/or Washington D.C. to visit organizations and people working in international fields; and opportunities to participate and collaborate in on-campus events, such as master classes and workshops during Purchase's annual global festival, as well as seminars, talks and other events related to global topics. Finally, the SUNY Chancellor awarded Assistant Professor of Liberal Studies Ragnhild Utheim and Distinguished Professor of Sociology and Gender Studies Lisa Jean Moore a grant for creating a study abroad

opportunity that addresses climate change. The Chancellor's Grant for Innovative Study Abroad Programs (ISAP Grant) is a competitive award providing financial support to unique study abroad programs and opportunities to increase student mobility overseas. Conceived of as a partnership between Purchase College and the University of Oslo, "Politics and Practices of Climate Change in Cross-Cultural Perspective in Norway" is an innovative and interdisciplinary program planned for summer 2021 to address global environmental challenges by studying them locally. The Office of International Programs and Services will pilot the program in summer 2021 with space open to 10 to 20 students. That number will grow to 20 to 30 in subsequent years. The Chancellor's Award lowers financial barriers for students to participate, allowing Purchase to move one step closer to meeting the goal shared by Purchase and SUNY of providing global learning that is truly accessible to all.

Prudent Fiscal Management:

The college prides itself on its open and transparent budget planning process, and its ability to be prudent in both the short and long terms. This has paid off time and again, but a crisis like COVID-19 has significant budgetary impact.

In March of 2020 we were dealing with a net budget gap of approximately \$1.7 million dollars which was predominately due to reduced enrollment as well as a reduced number of out of state students. The net gap was after applying a variety of budget cuts and also took into account some one-time savings from not yet appointing a permanent president.

When the pandemic hit our area in mid March, we were quickly faced with the immediate need to transition classes from face to face to remote delivery, and except for special circumstances, move all residential students off campus. The fiscal consequence was a hit of approximately 8.5 million dollars for refunds for housing, broad based fees, course fees, and meals; and lost potential revenue from rentals of our Performing Arts Center and our fields. In addition, we did not receive the full amount of state tax support. Needless to say, FYE 2020 took a major hit to revenue, however we reacted to the situation immediately. By the first week of April we required cabinet to approve any and all expenditures, including those expended from related entities. We were quick to shut buildings to reduce energy consumption, which saved us approximately one million dollars through year's end. We also instituted a soft hiring freeze. In other words, cabinet reviews all requests to hire and/or renew contracts. We saw a large number of retirements, which has allowed us to focus on redistribution of certain job functions, efficiencies, as well as to focus on what we can do differently or without.

As we plan for fall 2020, the unknown and fiscal issues will continue. With a focus on health and safety for our entire community, we have limited the number of allowable residential students. This has a further negative impact on our overall enrollment

(tuition), housing, meals, and fees, as well as our facility to rent out our facilities. In addition, we've been informed to plan for a 20% state tax support reduction. All in, we are anticipating a 9.8 million dollar shortfall. We will therefore continue our strict review of all expenditures, hiring, and existing contracts to ensure any expenditure is necessary within this phase and also to ensure we continue to deliver our high quality experience and education.

The College has been successful in fiscal management and ensuring appropriate levels of reserves in all funds. It will be necessary to use some of those reserves while we move through this very challenging time.

Plans for assessment:

Middle States

Purchase College began our Middle States self-study work in fall 2019 and is scheduled for a formal accreditation review in spring 2022. This academic year we formed our Steering Committee, which met weekly throughout the spring semester. Thus far the Committee has identified institutional priorities and the intended outcomes from the process, framed the design of the self-study, closely explored all of the criteria and sub-criteria of each of the seven Standards of Accreditation and fifteen Requirements for Affiliation, identified sources of evidence for the requisite research, and identified potential members of work groups. Over the summer, the Steering Committee co-Chairs and the Accreditation Liaison Officer will draft the Self-Study Design, launch a communication plan, put together the seven work groups that will research and author the Self-Study, and build an excel file of the Evidence Inventory. In the upcoming academic year, the work groups will gather and organize data, and then begin drafting the Self-Study chapters. The College is planning a campus-wide Kick-Off of the Middle States Self-Study work this fall.

Examining and Addressing Achievement Gaps:

In recent years, educators have become increasingly concerned with the structural, institutional, and psychological forces that can negatively impact academic performance in higher education. Under the leadership of Stephen J. Flusberg, Associate Professor of Psychology and Faculty Director of Pedagogy Development, we are working on a three-year study looking at achievement gaps at Purchase College.

The preliminary report found that there are substantial achievement gaps (AGs) in academic performance at Purchase, independently affecting students who are members of underrepresented minority groups, low income students, first generation college students, and students who identify as male.

Dr. Flusberg found that AGs tend to be wider in courses that have larger enrollment and are wider in some academic areas than others—though these gaps are present across the entire campus. He observed that the AGs cannot be fully explained by base line differences in academic skill or college preparedness, as measured by high school GPA and composite SAT scores. He concluded that additional efforts are required to fully understand and address these AGs at Purchase.

The study proposes possible next steps, including professional development for faculty aimed at reducing AGs, research designed to illuminate the relationship between teaching style and AGs, and the prospect of forming a task force aimed at investigating possible institutional interventions.

Ongoing work in important areas:

Facilities and Capitol Planning:

This academic year, two new buildings have opened on campus.

The new, state-of-the-art Center for Media, Film, and Theatre, which houses black box theaters, a screening room, new media labs, and other specialized classrooms, studios and performance spaces, is now home to several interdisciplinary programs and courses.

Wayback, the college's new residence hall, housed its first students this academic year. The 300 beds are set up in suite-style arrangements. The building also includes comfortable work and study areas perfect for socializing when it is safe to do so.

Sustainability:

Continuing its pursuit of sustainability excellence, Purchase College ventured into uncharted territory this year. Though sustainability has been a cornerstone of the college for over a decade integrating academics and curriculum, operations, engagement and planning, Purchase College for the first time in its history submitted a sustainability report to the Association for the Advancement of Sustainability in Higher Education (AASHE) to benchmark Purchase's sustainability efforts and set new goals for the future.

As sustainability becomes an increasingly important topic at the local, state, national and international level, the college has embraced the United Nations 17 Sustainable Development Goals (SDGs) platform to promote interdisciplinary collaboration and partnerships to create meaningful action. The SDGs are being utilized in academic curriculum and student engagement to expose students to the interconnected concept of sustainability and further promote global citizenship.

Given the pivot to remote learning this year due to COVID 19, the Sustainability Office had to cancel and postpone some initiatives but instead used the time to plan for sustainability engagement, education and initiatives for the new academic year. Below are some initiatives and achievements that the college has engaged in this past year.

AASHE STARS Silver Rating:

Purchase College's first official Sustainability Tracking and Rating System (STARS) report was submitted in October 2019 that achieved a silver rating, joining other top performing institutions. STARS is a comprehensive report that requires collecting various sources of institutional data including metrics related to academics, operations, planning, and engagement to measure sustainability progress. The report has been presented to members of Cabinet, Admissions, Professional Staff Council and various campus groups to further advance the conversation of sustainability on campus. STARS has been used to not only communicate sustainability achievements but to help offices and departments recognize their role in campus sustainability and set goals to improve scores for future reports.

Official Food Recovery Network Chapter:

The Purchase Food Recovery Network (FRN) organization earned its official chapter status in February 2019 and is formally recognized as part of the national FRN Network. The organization seeks to fight food waste and hunger by recovering food from campus dining locations to donate to the on-campus Food Pantry. The students recovered food, biweekly, from dining locations as well as pop-up catered events on campus. To further embed FRN into the curriculum at Purchase, internships were offered to three students for the first time during the Spring semester. The students were responsible for research and communication tasks as well as creating engagement tools for future FRN leaders and interns.

RecycleMania:

Purchase formally participated in the RecycleMania competition for its second year. RecycleMania, now "Campus Race to Zero Waste", is a national initiative to divert waste from the landfill through friendly competition on college campuses. Due to COVID19 and early campus closures, the 2020 competition lasted only five weeks versus the typical eight. Purchase was able to track recycling rates and weights for five weeks and placed 14th out of 192 participating institutions in the Recycling Per Capita category with a 33% recycling rate. Next year, the focus will be on overall waste reduction rather than increasing recycling rates.

UCapture Partnership:

In Spring 2020, Purchase College formally announced a new partnership with UCapture, a green tech platform, to help reduce the college's carbon footprint. UCapture, a free browser extension, works with 25,000+ commonly known stores to fund carbon offsets

in Purchase's name at no cost to the college. This technology was investigated by several departments on campus to empower community members to take part in the campus' sustainability goals and is used as an educational tool for carbon emissions. As the first SUNY partner, Purchase will act as a "case study" to share best practices and information to other SUNY institutions. The carbon offsets received from UCapture will be included in Purchase's next greenhouse gas emissions report.

SAOC Senate Committee:

The Sustainability Advisory and Outreach Committee was officially voted to be recognized as a Senate Committee in Fall 2019. This designation and participation in the Senate will allow for sustainability to be more integrated into College Governance and other campus-wide decisions. The SAOC has been charged with: advising the Senate, campus administration and other departments on institutional policies and practices to encourage resource conservation, recycling, waste reduction and environmentally sensitive operations; improving environmental literacy and responsibility among faculty, staff, and students; and engaging with SUNY-led, regional or national sustainability initiatives as appropriate.

2020 Green Business Partnership Award for Energy:

Purchase College was announced the winner for the 2020 Outstanding Achievement in Energy Award at the 10th Annual Green Business Partnership (GBP) Awards Ceremony. Purchase is being recognized for its energy achievements and innovative initiatives to promote energy reduction and efficiency. The GBP, a program of the Business Council of Westchester, is a membership of businesses and organizations from all industries that focus on sustainability in operational areas. To become an official member, organizations must achieve a "Green Business Certification" through GBP. The certification requires data tracking and collection related to carbon emissions such as travel, water and energy use, waste and refrigerants. Purchase College was GBP's first certified educational institution in 2013. The college has also received awards for its efforts in Transportation and Land Use.

Empowering Healthier Choices:

The Purchase College Wellness Center(WC) offers Purchase students programming in four areas: prevention, education, substance use interventions, and recovery support. The WC is focused on preventative health topics and educational outreach to help students reduce stress, manage college demands, live mindfully and be aware how healthy lifestyles that include sleep, nutrition and exercise can impact their quality of life in a positive direction. The WC provides Alcohol, Tobacco and Other Drug (ATOD) prevention programming and social norming campaigns to promote substance use prevention, reduce substance overuse and the negative outcomes from substance use such as missed classes, class withdrawals, blackouts, physical injury, and interpersonal violence.

The Wellness staff works with the Office of Community Standards to provide educational sanctions for students found in violation of campus substance use policies. Mandated students are referred by Community Standards for ATOD Code of Conduct Violations and take a Wellness Substance Screening and Education (SSE) appointment or a Mandated Substance Use Assessment. Students seeking help with substance use concerns may also elect to work with licensed counselors to obtain short term interventions, assessments, treatment referrals and support. Through substance use counseling the WC provides support for at-risk students to receive treatment, contribute to student retention, and remain academically engaged and motivated to accomplish their academic requirements.

The Wellness Center hosts the Yoga for a Natural High program in our Yoga Lounge at no cost for students. This program offers several classes per week taught by certified yoga instructors and/or students. A variety of Yoga, Meditation and Mindfulness classes are offered for all skill levels – all students are welcome.

The Wellness Center also offers undergraduate internships for academic credits. Students enrolled in a Sociology or Psychology major can elect to have Wellness internship credits apply towards their major.

In the Fall of 2019, with the support of a two year grant from the Office of Addiction Services and Support (OASAS), the Wellness Center announced the opening of the Lighthouse Program. A supportive environment embedded in campus culture, the Lighthouse participants, allies, and events reinforce the decision to be sober. The Lighthouse program was able to hire six student Wellness Peer Mentors to program in the designated substance-free lounge in Fort Awesome known as “The Harbor.” The Harbor offers a secure space and cozy setting where all students are welcome to gather and socialize. The OASAS grant expires on September 30, 2020 but the Lighthouse Program will continue as a program under the Wellness Center.

In 2017 the Wellness Center was awarded a five year OASAS grant titled “OASAS College Environmental Prevention: Using the Strategic Prevention Framework to Prevent and Reduce Underage Drinking and Drug Use.” This grant ends June 2022 and brings in \$125,000 a year to Purchase, which includes funding a full time College Prevention Coordinator (CPC) position to provide evidence-based substance prevention strategies on campus. These strategies include, but are not limited to a monthly prevention publication called “Bathroom Talks” which gets posted in over 90 bathrooms around campus, a Red Zone prevention fall Friday’s campaign, data driven social norming campaigns to help correct misperceptions about the norms of substance use, an art submission contest called “Clearly Genius” to celebrate artists who create without the use of substances and a new (unused) Medication Return Box which has decreased the amount commonly misused prescription and over the counter medication remaining on campus for Purchase students.

The Wellness Center's initiatives at Purchase continue to complement Purchase's overall student success initiatives by focusing on the academic engagement and success of Purchase students.

Entrepreneurial Initiatives Support the College:

In the 2019-20 academic year, the college earned more than \$1.8 million in conference revenue, which is on par with the 2017-18 academic year, but less than the previous year.

While the college lost rental revenue this spring due to the pandemic, it found new ways to serve the community while generating funds, including renting out parking lots for drive through graduations. The office of conference planning also continues to make strides in providing more opportunities for students to work with film and television crews who use our campus for locations. This past year, students worked on Jennifer Lopez's new film alongside the professional crew.

The popular Boundless Adventures ropes course also helps generate funds for the college through rental fees. It has reopened to the public with new, social distancing measures.

Located just three miles from the Westchester County Airport, several years ago, the college launched Park 2 Fly, a shuttle service operated on the campus which brings locals to the airport for a reasonable fee. In December 2019, the contract was given to an outside vendor who operated it through the end of March when flights from the airport ceased. They plan on reopening this summer. Revenue from Boundless Adventures and Park 2 Fly and other rentals support the college.

A Center for the Arts for the Community and Beyond:

Purchase is fortunate to be home to the Neuberger Museum of Art, one of the premier teaching museums in the country. In the fall, the Museum hosted the Roy R. Neuberger Prize winner Yto Barrada and her exhibition "Yto Barrada: The Dyer Garden" addressing the issue of border, displacement and dislocation. The museum was fortunate to host Engels the Artist as part of the (T)HERE Global Festival celebrating Haiti. The exhibition, "Art Got into Me": The Work of Engels the Artist, included a studio-in-residence at the museum, where students and visitors met and chatted with the artist about his process. The museum also exhibited Cleve Gray: Threnody, an installation created for the opening of the Neuberger Museum and addressing the need for discussion and healing during the Vietnam War.

The Museum presented new shows that were scheduled to be on display from February through May. These included Isaac Julien: Western Union: Small Boats, a video installation

that focuses on journeys across the Mediterranean by so-called “clandestines” who leave Libya to escape war and famine; Pier Paolo Pasolini: Subversive Prophet, featuring the prolific poet, writer, and film director; and Calder from the Collection.

Due to restrictions on public events and gatherings, the Performing Arts Center and Neuberger Museum closed to the public in March 2020. However, both the PAC and Neuberger have done an admirable job providing online content to the community through the PAC’s Arts in Your Living Room series and the Neuberger’s lectures, discussions, wellness offerings, and family art projects.

As the preeminent professional performing arts center in the region, The Performing Arts Center hosts a wide range of performers every year. The PAC is committed to becoming a true incubator for the arts and a welcoming community hub for an increasingly diverse audience base, and this commitment is reflected in their programming and in the numerous engagement events The PAC offers.

The 2019-2020 season was like no other. It began with a re-affirmation of The PAC’s commitment to developing new audiences by crossing boundaries and blending genres, and welcoming members of the community to share stories on our stages. The season calendar included expanded offerings in family-focused programming and contemporary dance (including works by Purchase alums Kyle Abraham and Doug Varone), plus a mini-series of events celebrating the arts and culture of Mexico. Of special note were the four new works commissioned by The PAC for this season. These commissioning credits will continue to raise the profile of The PAC long after the curtain has fallen.

Throughout the season, The PAC provided a wealth of opportunities for Purchase College students to connect with working artists and perfect their skills on a professional stage. Purchase faculty member and alum Doug Varone held an extended residency on campus, developing a new work with dancers from the Conservatory of Dance. Haitian music group Chouk Bwa offered a variety of workshops and engagement opportunities. The entire campus community was invited to participate in the week-long *It Gets Better* initiative, focused on telling the stories of LGBTQ youth and allies. Master classes and talkbacks rounded out The PAC’s engagement activities.

In March, the completely unexpected happened, and due to the COVID-19 pandemic, The PAC shut its doors. Swiftly pivoting, PAC leadership and staff developed a completely new initiative, dubbed *The PAC in YOUR Living Room*. This virtual series included a broad range of events, recordings, and resources, allowing The PAC to continue to enlighten, engage, and inspire audiences throughout the final months in season. *The PAC in YOUR Living Room* will continue through Summer 2020 and beyond.

This past academic year, Purchase continued to offer opportunities for students and members of the community to meet with acclaimed academics, writers, artists, and performers, although due to the pandemic, many lectures, screenings, and discussions

were moved online.

In the School of the Humanities, the Durst Distinguished Lectures bring renowned writers to campus to read their work, share their expertise, and offer insight into their creative process. These often sold out programs are popular with Purchase students and the public. This year's Roy and Shirley Durst Distinguished Chair in Literature, Edwidge Danticat was born in Port-au-Prince, Haiti, and is the author of many books, including *Krik? Krak!* (1996), a finalist for the National Book Award; and *Claire of the Sea Light* (2013), named a book of the year by Publishers Weekly, Library Journal, National Public Radio, and The Washington Post.

Michael Spiller '84 (film) returned to campus to meet with current film students to share his career experience. The Emmy award-winning television director spoke with students about his start as a cinematographer on director and fellow alum Hal Hartley's 1984 senior thesis film.

Inspiring Giving:

The Purchase College Foundation and Board of Trustees had a robust year. Every committee conducted substantial business, including but not limited to: Substantive By-Laws revisions; recruitment and on boarding of four new board members; successfully conducting an RFP for an Offsite Chief Investment Officer and replacing former investment advisor; and the launch of an Alumni Engagement and Development Committee.

To illustrate its belief in the Purchase credo to "Think Wide Open", The Purchase College Foundation Board of Trustees is dedicating \$100,000 of its assets to launch a fund raising effort to establish The George Perry Floyd, Jr. Trustee Scholar for Civic Engagement and Social Justice endowed fund. This scholarship will be awarded to a rising senior, who is a first-generation college student, who exemplifies activity, commitment and leadership in the areas of civic engagement and social justice. This quasi-endowed fund will also accept gifts from additional donors and will be featured in future fundraising solicitations.

The Purchase College Foundation and Charitable Entities, including The Performing Arts Center and the Friends of the Neuberger Museum of Art, raised more than \$2.6 million in new donations from over 1,000 donors during the fiscal year ending June 30, 2020. Total raised includes more than \$1.0 million in student scholarships and awards. Nearly 30% of the total raised is to support public art at the Neuberger Museum, and 10% of the total to support public performances of music and dance at the PAC. Recent and innovative donor-driven programs include a competitive award for entrepreneurial

start-up initiatives, scholarships for students in the environmental sciences, and funding for resources for substance-free student housing and living.

One of the main highlights of the year was the generosity of alumni, faculty, staff, and foundation trustees who collectively contributed \$50,424.00 in response to the student emergency funds match challenge made possible by an anonymous donor to the SUNY Impact Foundation. Purchase now has an additional \$100,424.00 available to assist students in addressing their changed financial circumstances caused by the COVID-19 situation.

An Alumni Mentor Network was launched in fall 2019. Accessed through an online platform, 294 alumni volunteers representing a multitude of industries mentored recent graduates and current students. Alumni in the Classroom, Admissions Ambassadors and Alumni Postcards programs, which was initiated last year, engaged 41 alumni this year and also serves as pipeline for future leadership volunteers and donors. In FY20 alumni generously contributed more than \$400,000 to Purchase.

In collaboration with the Purchase College Alumni Association and campus partners, Alumni Engagement completed 106 in person and virtual events with 1246 participants and 65 volunteer speakers. These Zoom events, created for alumni and students, covered a wide variety of topics including managing stress, finding a job during COVID, financial series to include navigating through a bear/bull market, entertainment industry series covering different career tracks, several writing workshops, former athletes' panel, mental health, and virtual networking. Alumni Engagement sent 228,618 emails to alumni disseminating college updates related to the COVID-19 crisis; college news; alumni stories; and marketing events, alumni and department programs. The Alumni Association and Alumni Engagement are working to create a Purchase Women Leadership Network (PWLN), a Purchase Black Alumni Network (PBAN), and a Purchase LGBTQ+ Alumni Network (PLAN) which are preparing to launch in the fall of 2020 (FY21).

Notable Accolades:

Purchase is proud to be ranked in many of the most prestigious publications for its academic excellence, strong faculty, and wide range of programs.

Purchase College was ranked as a best National Liberal Arts College by U.S. News & World Report, who also included Purchase on the list of best performing colleges in terms of social mobility, which ranks how well colleges serve low-income students.

In 2019, The Princeton Review included Purchase in its list of Top 385 Colleges, praising the college for its excellent academic programs in the liberal arts and sciences and performing and visual arts.

Kiplinger's Personal Finance named Purchase College to its 2019 list of "Top 100 Best Values in Public Colleges," while *The Fiske Guide to Colleges* praised Purchase in its 2020 edition, calling it "a perfect place to study the arts and still be able to indulge in academics of all kinds, or vice versa."

Purchase frequently receives positive press in print, digital, and broadcast outlets across the country and beyond. Recent press includes features about alumni, faculty, programs, and students in a wide range of publications including *New York Times*, *Wall Street Journal*, *News 12*, *Journal News*, and *Westchester Magazine*.

Future Initiatives

Strategic Plan:

The college is continuing to work on a new strategic plan and will look forward to working with our new president to finish this work in collaboration with governing bodies on campus.

Senior Living Community:

Broadview: Senior Living at Purchase College is making significant strides, having received 93 deposits, which represents more than 35 percent of available units. They are halfway to the benchmark they need to meet before breaking ground.

The innovative plan will serve the needs of a growing senior population in the greater Westchester County area while providing unique opportunities for intergenerational learning, creativity, and mentoring all while raising money to support student scholarships and faculty salaries. The first phase of the project will include 220 apartments and villas for independent living, with assisted living apartments and private memory care suites also available.

At the center of Broadview's mission will be the Learning Commons. Open to the entire Purchase College community, the Learning Commons will be a center for engagement, for lifelong learning, and a place for students of all ages to socialize and learn from each other. The space will have a dining venue, multimedia seminar rooms, a computer lab, and studios for art and movement. The space will be designed as a hub where residents will be encouraged to engage in meaningful conversation over lunch with a professor or student; where students will be encouraged to collaborate with residents for projects; and where students and professors can lead classes or create work side by side with residences.

The sales team has moved all their presentations online and are reporting that future residents are excited to come join our community.

Construction on Broadview, Senior Living at Purchase College is scheduled to begin in 2021-22. Meanwhile, many meetings are being held to discuss how the college can create curriculum for the residents and incorporate Broadview into the campus community in order to foster intergenerational learning.

The Purchase College Annual Report for 2019-20 respectfully submitted to the SUNY Board of Trustees, Chancellor Jim Malatras, The Purchase College Council, and the faculty and staff of Purchase College on this day August 31, 2020.

Dennis Craig,
Interim President