

## **President's Annual Report to the SUNY Board of Trustees**

2023-24: President Milagros "Milly" Peña  
Campus: Purchase College

### **Coming together in a challenging year:**

In the 2023-24 academic year, like many colleges across the country, Purchase faced challenges related to global politics and the ripple effects of the pandemic which continue to impact the budget and enrollment picture. However, there is much to be proud of and many reasons for optimism as outlined in this report.

One of the major highlights of the year was the college receiving significant grants in several key areas such as sustainability, humanities, and student support.

Purchase received two grants to study invasive species in the area including a major grant from DEC for Allyson Jackson, Associate Professor of Environmental Studies, to empower students to help protect the environment. The grant will provide three years of funding to help combat invasive species in the Blind Brook Forest on the eastern side of the campus. The majority of the funding will allow Professor Jackson to hire students as full-time technicians in the summer and paid interns during the academic year for the next three years. Two members of the Environmental Studies department, Professor George Kraemer, and junior Maura Vander Putten (Environmental Studies, Biology minor) have been awarded a separate grant to map the presence and abundance of invasive plants along Catskills hiking trails.

Exciting momentum related to recent grants for the college's work as an HSI (Hispanic Serving Institution) are discussed in detail later in the report.

Another highlight of the year was the 52<sup>nd</sup> Annual Commencement in May. After careful planning to ensure the safety of graduating students and their guests, this year's uplifting event at the Westchester County Center, featured inspiring remarks by Distinguished alumni award recipients Dr. Robert Herman '79 and former President of Film at Lincoln Center Lesli Klainberg '85.

This academic year, Broadview, Senior Living at Purchase College, finally opened on campus after decades in the planning. The senior community is already having an incredibly positive effect on the campus through intergenerational learning opportunities such as formal and informal event, mentorships, and an influx of enthusiastic residents who are highly engaged in a number of activities with each other and the campus. The project is also providing transformative scholarship funds for students and funding faculty salaries. More information about these activities is discussed in detail in this report.

## **Planning for Purchase's Financial Future**

Fiscal Year (FY) 2023-24 closed as of June 30, 2024 with a deficit of approximately \$146K, funded from college reserves. This reflects one-time funding of approximately \$2.3M received in FY 2023-24, making the immediate deficit smaller. The college has approximately \$19M in reserves (both IFR and DIFR) going into FY 2024-25.

For FY 2024-25, the campus projects an operating deficit of approximately \$290K. This reflects additional operating state support included in the Enacted Budget and tuition/fee dollars over the last fiscal year due to enrollment. This also includes significant one-time revenues projected to be received and funding of a turf field project in Athletics.

Moving forward, the campus will continue to focus on finding ways of generating new income from rentals, along with other initiatives related to advancement and enrollment to help create a sustainable budget, as discussed below.

## **Academic Program Planning for the Future**

Plan Wide Open, a campus-wide academic portfolio optimization initiative, entered its final phase last academic year. Phase III focused on revising or creating new programs in areas where Purchase College has a comparative advantage. As part of this initiative, a track in Illustration within the Graphic Design program was developed and is currently going through SUNY's Academic Program Proposal Processes. In addition, a new Bachelor of Arts program in Animation is being introduced, and the Arts Management program is undergoing a significant revision, both of which will be finalized this fall. The Passage Gallery, an exhibition space dedicated to digital and immersive technologies, was relocated and remodeled to better showcase technology-centered art.

The recently remodeled gallery space, along with the new programs in Illustration and Animation, is in line with Purchase's vision to become a center for technology and the arts. With the help of a \$500,000 Arts & Technology grant from the Sherman Fairchild Foundation, Purchase College will be able to launch its TAPROOT initiative. The goal of TAPROOT (Technology in the Arts Project: Reinvent, Originate, Open, Transform) is to foster a creative culture where emerging technologies are strategically integrated across the arts. The grant will support activities including the collaboration of 3 cohorts of 4 faculty fellows, the integration of emerging technologies into courses, the establishment of Interactive Media Arts Computer Lab and Interactive Media Arts Creation Lab located in the library, faculty peer workshops, course development, grants to support senior projects growing out of TAPROOT work, and an annual symposium showcasing the work resulting from the TAPROOT project.

## **Maintaining Enrollment in a Challenging Environment**

In March 2024, State Comptroller Thomas P. DiNapoli released a report highlighting the significant challenges facing New York’s higher education sector. These challenges include a looming enrollment cliff, growing costs of attendance, and rising student debt. The report emphasized several critical points. Since 2010, attracting potential students has become increasingly competitive. The national decline in the college-aged population and the rising number of students choosing to study out-of-state have intensified this competition. Additionally, the proportion of the college-aged population has been dropping nationally, with a precipitous drop forecasted to begin in 2025—an “enrollment cliff” that poses a substantial threat to postsecondary institutions. Moreover, completion rates at community colleges remain significantly lower than at four-year institutions. Less than half of the students who began at public two-year colleges in Fall 2016 completed their coursework by June 2022. This has resulted in a 3.4% decrease in associate degrees awarded in AY 2020-21 compared to AY 2009-10, complicating the recruitment of transfer students. These issues underscore the critical need for strategic responses to ensure the sustainability and growth of higher education institutions in New York.

### **Impact of the COVID-19 Pandemic**

The COVID-19 pandemic exacerbated these existing enrollment challenges in several ways. Unlike previous recessions, enrollment declined in 2020 and 2021 due to social distancing restrictions and a strong job market as the economy recovered. The pandemic spurred a rise in student transfers and withdrawals, or “stop-outs,” as well as declines in the upward transfer of community college students to higher degree programs, particularly among disadvantaged students. The smaller classes that started during the pandemic are still progressing through college, with the last group expected to be seniors in the 2024-25 academic year.

### **Current Enrollment Trends at Purchase College**

Despite these challenges, Purchase College has managed to welcome a robust incoming class of 1,054 students as of September 17, 2024, comprising of first-year, transfer, and graduate students. With strong continuing student enrollment, the total enrollment landed at 3,344, up from 3,239 in 23-24 and 3,213 in 22-23. This year’s record number of applications of 11,743—for fall undergraduate admission—can be attributed to the efforts of Purchase’s admissions team and SUNY’s initiatives, including marketing support and free application days. However, overall student enrollment remains significantly lower than the peak in 2018.

### **Strategic Responses to Demographic Trends**

Academic Affairs realizes the key to stabilizing Purchase’s enrollment will take more than strategic marketing. Instead, it will require Academic Affairs to offer programs and experiential learning opportunities that are responsive to workforce trends and student

interests while leaning into the college's areas of comparative strength. Plan Wide Open was an opportunity to engage the campus in a portfolio review process that has led to program revisions and the development of new programs. Additionally, programs are being (re-)designed to appeal to diverse student populations, including transfer students, out-of-state students, international students, and adult learners. To address the interest in online education, the institution is engaged in an Online Readiness Assessment process led by SUNY Online to help the institution reach a student population it has not traditionally served. Finally, Academic Affairs collaborates with the Office of Admissions and Enrollment Management to establish enrollment targets to sustain the institution fiscally.

### **Academic Program Development**

Building upon Purchase's reputation as the cultural gem of the SUNY system, Academic Affairs is advancing its program development with a focus on the Arts, Audio/Visual Technology, and Communications career cluster. This strategic initiative aims to create innovative programs and experiential learning opportunities that prepare students for a diverse range of careers in visual and performing arts, writing, journalism, entertainment services, artificial intelligence, and multimedia content creation. The TAPROOT project, generously funded by the Sherman Fairchild Foundation, will be the catalyst for the following:

- 1. Interdisciplinary Collaboration**

Foster collaboration between arts and technology departments to develop groundbreaking courses, projects, and research initiatives. This interdisciplinary approach encourages students to think wide open and challenge conventional boundaries between disciplines.

- 2. Innovation Hubs and Makerspaces**

Establish dedicated spaces that bring together students and faculty from diverse backgrounds. These hubs will serve as incubators for creativity, experimentation, and problem-solving, reflecting Purchase College's commitment to fostering a creative and inclusive community.

- 3. Industry Partnerships**

Cultivate strategic partnerships with industry leaders in both arts and technology sectors. These collaborations will provide students with unparalleled opportunities for internships, mentorships, and real-world project experience, ensuring that their education remains relevant and aligned with industry needs.

### **Recent Program Developments**

Purchase College has already made significant strides in expanding its academic offerings including:

- An Illustration track within the BFA in Graphic Design
- A BA in Animation

- A revised BA in Arts Management

### **Future Program Development**

Looking ahead, Purchase College is committed to further expanding its academic portfolio. Future program development will focus on cutting-edge fields that complement the college's existing strengths including:

- Computer Science
- Artificial Intelligence
- Immersive and Interactive Technologies

These new programs will be designed to equip students with the skills and knowledge necessary to thrive in rapidly evolving industries while maintaining Purchase College's commitment to its legacy programs.

### **Housing Merit Scholarships**

The college has developed a scholarship strategy to increase yield and revenue by awarding scholarships designed to attract high-achieving students and encourage them to live on campus.

### **Enhanced Outreach and Events**

The college has increased on-campus events for visitors and continued outreach via phone, text, mail, and email. With SUNY's support, Purchase offered additional yield events, including regional accepted student receptions in Nassau and Suffolk Counties and on-campus events for accepted students.

### **Strategic Enrollment Plan**

Developed with various stakeholders on campus, the strategic enrollment plan aims to increase enrollment through several key strategies.

First, the college aims to optimize the use of recruitment and prospect-building technologies to increase the number of undergraduate applications. This involves updating messaging through Slate and vendor sites to enhance responsiveness to college choice characteristics obtained from accepted student questionnaires and other market research. The marketing drip campaign is being updated to tailor messaging per market segments, and new academic graduate program drip campaigns are being created to focus on targeted communication. Current students and successful Purchase outcomes are showcased through social media and updated web content to engage prospects and parents, and a formalized call back process guides prospects through next steps leading to application. Personalized communications from Athletics coaching staff engage appropriate prospects with targeted messaging.

Second, the college plans to intensify recruitment programming targeting traditional freshman and transfer students. Purchase will invite students and parents to campus by updating visit sites, websites, and vendor sites to increase attendance at admissions events. Large admissions events, such as Open House and Accepted Students Day (ASD), will be offered on weekends (ASD will also have a weekday option). The Admissions team will register for Hispanic fairs throughout NYC and continue hosting Spanish-speaking post-fair webinars for families and students. Formalized campus experiences will enable prospects and applicants to sit in on classes and interact with faculty, and faculty presence at admissions events will be increased to enhance engagement with prospective students.

Admissions will create fall transfer events to increase transfer applications and yield, establish EOP prospects and applicant events in NYC utilizing SUNY Global Center for targeted events, and host an Arts NYC session at SUNY Global Center to engage arts-focused students. Attendance at athletic events will build interest in athletic programs through visibility at tournaments, showcases, camps, high school games, and practices. Specialized financial aid events will be led to promote merit housing and Broadview scholarship opportunities and eligibility requirements. Purchase will also continue efforts to engage adult learners in the area promoting the fully remote General Studies degree.

Third, the college will seek to establish a compelling and deliverable “Purchase Promise” message to ensure marketing and recruitment efforts target students suited for a Purchase College education. Select student focus group sessions will help to gather feedback on the student experience, and combined with other relevant data, will be reviewed to provide better support for at-risk students. Activities and messaging will also be updated based on student and school counselor feedback and data analysis. Special attention will be paid to attracting right-fit graduate and out-of-state students.

Fourth, the college will aim to increase acceptance to enrollment yield through conversion activities and tactics. Accepted student targets will be established for each program and corresponding accepted student timelines will be developed. Robust accepted student and scholarship events will be created January through April, and the receipt of the Student Affairs monthly newsletter and Purchase magazine will be expanded to promote career outcome-related stories to parents of accepted students. The scholarship awarding strategy will be reviewed and revised to yield the desired student mix and scholarship awarding messaging will be updated to ensure timeliness and parent receipt of messages.

### **Marketing Goals**

The college’s marketing goals include increasing the visibility of the institution and improving its perception. Measurement metrics will monitor application and inquiry

numbers from targeted regions, track click-through rates of campaigns to adjust strategies, align marketing strategies with student feedback, and maintain a competitive brand position through effective messaging.

To develop compelling marketing campaigns, targeted marketing strategies focusing on different segments will be created, analytics will drive decisions and adjust campaigns based on performance data, and student success stories will be highlighted to enhance content on web and social platforms.

To strengthen the institutional brand, Purchase will engage in rebranding initiatives to refresh the institutional image, collaborate with stakeholders to ensure consistent messaging, and leverage alumni networks to showcase successful alumni.

By implementing these comprehensive strategies, Purchase College aims to navigate the current demographic trends and maintain its enrollment numbers, ensuring sustained growth and success in the challenging higher education landscape.

### **Supporting Student Success**

When students are engaged in educational experiences that include elements such as collaboration, shared experiences, learning outside the classroom, and critical inquiry into big ideas that matter, they are more likely to persist to graduation. Purchase continues to expand and increase internships and service-learning opportunities for students, especially paid internships, as well as various types of programs that can provide at-risk students with additional support. This support includes summer residential programs, peer mentor support, dedicated advisors, and additional funds to support financial needs.

At Purchase, high impact activities begin in the first year at orientation and continue with first year seminar programs and carry on through to the senior project. The benefits of these activities cut across demographics and increase retention, engagement, and graduation rates for all students.

Purchase received SUNY Transformational funds and Incremental Funds to support the needs and development of Purchase students through additional program offerings, paid internship opportunities, additional mental health support, and some additional staff hires. Brief highlights of the programs, services, and support provided to increase student success are outlined below:

#### **Internship support and development**

- Number of students with internships (by field and student demographics) (to the extent data is currently collected) is 266 (registered-credit bearing only)

- Number of students with paid internships (by field and student demographics) (to the extent data is currently collected) is 93
- Number of professionals hired to support internships and career development opportunities: 1 full-time and at 1 part time/25% hrs
- Number of students indirectly served by the increase in resources: 2,931

### **Office of Disability Resources**

The Chancellor funds have provided the Office of Disability Resources with the opportunity to hire an Assistant Director for the first time. This new position will support office initiatives to increase student retention. One of the main goals with this added position is to be able to put together different events to provide students with the opportunity to engage with ODR staff in a relaxed setting and make more meaningful connections. Students have indicated that in the past, they have felt uneasy and stressed about coming to the office, and the hope is that building connections through these different social events will support students in feeling comfortable and confident when they approach the ODR team for help. By providing the students with a more supportive disability community, we are hopeful that there will be a positive impact on retention. In addition, the funds have supported the continued utilization of Glean note software, Read and Write, and Equatio. These software systems provide students with tools to help build their skill sets and increase their independence within the academic setting. Having the tools to support comprehensive notetaking will allow students to access course information in a more accessible format, and in turn, the goal is to increase success rates within their classes, which also supports retention efforts. Having the funding to support professional development opportunities for the team also helps to ensure that ODR is up-to-date with best practices and can streamline processes to afford students with smooth interactions, which we also hope will help to keep them at Purchase College.

### **ACE program**

Purchase launched the ACE program, which provides a unique blend of financial, academic, and personal assistance, in Spring of 2024 with a goal of having 195 students participate in the program by Fall 2024. The college enrolled 52 students in the program in spring and another 143 in the fall, meeting the overall goal of 195 students enrolled in the ACE program, which is partially funded by a Robin Hood grant.

While there was a slight attrition to the spring 24 ACE cohort, the retention rate is 88%, well above the retention college wide, which is at 81% from first to second year retention at this point in time.

### **Cornerstone Connect**



Cornerstone Connect just completed its first year under its new structural form. For 2024-2025, the college will be adding a third cohort of students who will be supported through the LISTO grant (Title V grant) to receive this service at no cost. Students have been identified based on Pell eligibility and outreach was done to incoming students who met this requirement and to students who expressed interest in having this support during the Spring 2024 semester. A third Learning Specialist has been hired under the LISTO grant for this cohort.

Cornerstone Connect served 45 students for Fall 2023. This number dropped to 41 students for the Spring 2024 semester. This decrease between semesters was primarily due to mental health concerns and students choosing to take medical leaves.

GPA's have been tracked over the course of the year and the results are as follows:

- Fall 2023
  - Average Term GPA: 3.14
  - Average Cumulative GPA: 3.15
- Spring 2024:
  - Average Term GPA: 3.24
  - Average Cumulative GPA: 3.21

Moving into the Fall 2024 semester, Cornerstone Connect has retained 81% of students to the program and 92% to Purchase College. The students not continuing with the program are for the following reasons:

- Graduation: 5
- Mental Health Concerns: 1
- Transfers: 2
- Feeling Independent (ready to navigate college without Cornerstone Connect support): 4

As of 7/5/2023, Cornerstone Connect has 40 students enrolled for the Fall 2024 semester and a waitlist has been started. For the LISTO grant, Purchase is in the process of working with 15 students who have expressed interest or are in the process of intake and enrollment.

### **Supporting Students' Health and Wellbeing 2023-24**

Counseling and Behavioral Health Services offers rapid help for a wide range of student needs. In a comprehensive approach that supports student retention to graduation, CBHS staff provide both developmental and clinical services: outreach and prevention programming, therapeutic interventions, crisis response, and educational activities for sustainable health and well-being.

CBHS creates a student safety net through walk-in crisis support, after hours counselor on call coverage, victim advocacy services, and individual outreach (239 outreach requests in 2023-24 by faculty/staff). CBHS staff are accessible 24/7 as emergency consults or to interact with students on request. Clinical services were provided to 23% of enrolled students this year, with increases in the number of emergency contacts to 29% of clients. Clinical staff provided 743 students with 4,088 appointments. Individual participation in non-clinical stress reduction group meetings and classes continued to grow to include 274 individuals this year compared to 200 students in 2022-23. The Health Promotion Coordinator, leading Certified Peer Educators as Health Promotion Interns, worked with the clinical staff to provide 90 events or programs with a total of 4,271 participants (not individuals). The Chancellor's Incremental Funds supported innovations in peer programming, an improved NASPA Peer Educator curriculum and paid undergraduate internships, peer-led after-hours programming, additional programming by clinical staff to underrepresented students after hours, increased mental and behavioral health outreach activities, promotions, stress reduction materials, and the hire of a new clinician. The information and activities provided are designed to connect the most vulnerable and underrepresented students to reliable support in difficult times. The prevention campaigns reflect retention goals: increase all Purchase students' awareness of the assistance and resources readily available to them on campus to prevent crises and obtain help in a timely fashion for needs involving their mental and behavioral health.

#### **LISTO: Leveraging Impactful Strategies and Transforming Outcomes for Student Success (Dept. of Education Title V Grant)**

A significant number of activities have taken place during the first 10 months of the grant, from October 1, 2023 – July 31, 2024, guided by an Advisory Committee composed of representatives from throughout the college, the Project Director who has been on board since December 2023, and the Vice President of Student Affairs who is the Principal Investigator. The following are highlights of completed and ongoing activities:

- In the Fall of 2023, the grant reimbursed the college for the cost of housing for two diverse faculty members who taught courses on Hispanic topics as part of the **Residential Learning Communities**. These faculty will teach the same courses in Fall 2024, on Exploring Latinx identity and Language and identity.
- Seven students were hired to provide tutoring services in the Learning Center and the Economics Department under the Peer Mentorship program for the Spring 2024 semester, and will continue in Fall 2024. A faculty member is also developing a training course that will be available for all peer mentors on campus in Spring 2025.
- Three trips to Hispanic cultural activities, namely museums, were carried out in Spring 2024 under the Purchase in the City program. Additional trips will be planned for Fall 2024, including those sponsored by faculty.

- The LISTO Sophomore Summer Quest welcomed 24 students for a five-day, intensive, residential program from June 16-20, 2024, where they engaged with faculty, learned more about campus resources, explored options for majors, and received advisory services, all while having fun and building a sense of community.
- A Digital Assessment Platform (HelioCampus) to assist with collecting, analyzing and assessing student data has been procured, and initial training of campus users is underway, aided by the onboarding of a new Assessment Coordinator in June 2024.
- A new Learning Specialist has been hired as of July 2024 who will be providing academic support and assistance to Pell-eligible students under the Cornerstone Connect program.
- Planning is underway for celebrations to commemorate Hispanic Heritage Month from September 15 – October 15, 2024, with highlights including the “Photography Is” festival, on photography as identity, and activities sponsored by the Multicultural Center and Residence Life.
- Online training platforms have been launched to provide training in Cultural Competency, focusing on anti-discrimination and Diversity, Equity and Inclusion, through KnowBe4 for faculty and staff and through Vector Solutions for students.
- Approval from the Department of Education has been received to use grant funds to support various admissions activities intended to attract more Hispanic students to Purchase College.
- Brockport Research Institute has been engaged to conduct an evaluation of the grant.  
Two faculty advisors are on board who can provide outreach to Hispanic students, coordinate with other faculty, and offer advice and suggestions on grant activities.

### **Embracing Inclusion and Belonging Through Diversity and Compliance Initiatives and Programs**

The focus for 2023-2024 was to educate and uplift even in the midst of tension and turmoil. The programming highlighted below was intended to give the community time to learn, reflect, get involved, and to decompress.

#### **Anti-Bias Training:**

Anti-Bias training for faculty and staff was launched in May 2024. The campaign will continue into the fall 2024 semester. The campaign which is hosted on the Knowbe4 platform was funded through a Title V grant. The focus is defining, understanding, and interrupting unconscious bias. The modules are beginning level and are intended to

provide a foundational starting point on which to create a common language and build on the conversation through various other training modalities.

### **Healing Circle:**

On April 3, 2024, the Office of Diversity and Compliance, Andrew Salomon, chair of senate/FPO, Betsy Aldredge, president of the professional staff council/co-chair of senate, and Me'ilani Nelson, former president of the Purchase Student Government Association/co-chair of Senate, hosted a Healing Circle to provide a moment of connection and reflection for the campus community. Imam Shafieq Chace of the Westchester Muslim Center in Mount Vernon and Rabbi Shira Milgrom, who is the author of articles on Jewish spirituality, education, and healing, and who has served as Rabbi for Congregation Kol Ami, White Plains, led the healing circle.

### **Atrocities of the Red Dress:**

On March 6, 2024, the Office of Diversity and Compliance, Liberal Arts Studies, and the Multi-Cultural Center collaborated to invite Oleana Whispering Dove to campus to curate an exhibit entitled "Atrocities of the Red Dress." Oleana Whispering Dove is a Keeper of Cultural Lifeways of the Ramapo Lenape Nation. The Ramapo were the northern neighbors of the Siwanoy, the First Nation of Purchase, NY. This curated display of diversiform red dresses was presented to create a safe space for reflection, reverence, remembrance, and cultural exchange. The artful images created a pictorial that focused on the pressing subject of murdered, missing Indigenous women and girls on Native American reservations as an extension of inclusive outreach and ongoing social justice through art that inspired and urged viewers to take a pledge of action.

In addition to the exhibit, Oleana gave a brief talk on history of the Native Nation peoples who were indigenous to the tri-state area.

The connection to Oleana is important for Purchase College. Oleana has reviewed the college's Land Acknowledgement and has agreed to continue to work with Purchase to create a meaningful relationship between the college and neighboring Native Nation's people.

### **Diversity Survey:**

A diversity survey was launched in March, 2024. The survey was designed to provide information on the perception of the state of DEI on campus, and provide information about how those perceptions may differ between demographic groups. This information will help the college align its Diversity Plan goals, policies, communication efforts, and programs to meet the needs of the campus. It will also provide a metric to track progress moving forward.

## **Moving Forward**

Plans for the coming months include continuing to strengthen the community connection with the Title IX Office including training on the newly adopted Title IX regulations.; collaborating with the DEI Committee to finalize the Diversity Strategic Plan; and creating community connections to help facilitate mediations and trainings.

### **Inspiring Giving:**

Early in 2023, the office of Institutional Advancement articulated a strategic direction to guide efforts to advance Purchase College:

#### **An enduring, long-term vision for Institutional Advancement:**

1. To increase, diversify, and steward revenue from philanthropy and grants in support of a promising future for students, for Purchase College, and for the college's unique programs
2. To build relationships that last a lifetime leading to ever-increasing support

#### **By the end of 2023-2024, Institutional Advancement sought to achieve the following goals:**

1. Sustain the level of philanthropic commitments achieved last fiscal year by securing \$2.5 million in new commitments, while working toward leveraging additional support through grants and existing funds.
2. Increase capacity for securing and stewarding revenue that, over time, will allow the college to realize the greatest return on investment in alignment with college priorities.
3. Deliver dynamic engagement opportunities for Purchase's circle of alumni, friends, and supporters, while scaling programs to suit current resources.

Guided by this framework, the team achieved these goals, exceeding expectations, as follows:

#### ***Goal 1: Achieve \$2.5 million in new commitments, while seeking additional support through grants***

The Purchase College Foundation and the Friends of the Neuberger Museum raised a combined total of \$2.87 million against a goal of \$2.5 million, representing a 23% increase over the previous fiscal period's funding. In addition, staff secured over \$100,000 in grant awards through the SUNY Research Foundation. At fiscal year-end, another \$6 million of submitted grant applications and targeted solicitations to the Purchase and Research Foundations remained in

'pending' status. Subsequently, over \$500,000 of that amount has already been awarded to Purchase.

Notable gifts and grants secured this year included:

- \$500,000 to support an Africanist and related programming at the museum;
- \$500,000 grant from the Mellon Foundation to develop the Museum's archives;
- \$140,000 for an Art & Design artist-in-residence program;
- \$100,000 to support student scholarships;
- \$90,000 for student Theater and Dance programs;
- \$80,000 from NYSCA for annual programs at the Performing Arts Center and Neuberger Museum of Art;
- \$50,000 planned gift for an endowed dance scholarship;
- \$50,000 memorial gift to support science faculty.

Also, in partnership with the SUNY Impact Foundation, Institutional Advancement encouraged and enabled sixteen households to participate in this year's tax credit initiative, through which The Purchase College Foundation received \$163,335.70 in charitable contributions.

### ***Goal 2: Build capacity***

Following a key leadership transition in 2023 that resulted in reduced staffing in Institutional Advancement there was staff reorganization, and increased efforts to hire new colleagues and build the infrastructure to support advancement efforts. Some of these changes are reflected below:

- On November 7, 2023 Jason Soto moved from his role as Executive Director of Strategic Engagement and Alumni Programs into the role of Interim Vice President of Institutional Advancement and Interim Executive Director of the Purchase College Foundation.
- On June 20, 2024, the Associate Director of Alumni Engagement and Annual Giving position was posted. The goal is to have this position filled by October 2024.

### ***Goal 3: Deliver dynamic engagement opportunities***

Activities and initiatives designed to engage constituents and donors in 2023-2024 have been wide ranging, from broadly publicized events for alumni to personalized contacts with donors and prospects capable of giving at the highest levels. The IA team hosted prospects, alumni, and donors at campus events, for campus tours, at one-on-one meetings, via Zoom and Teams, and at small

gatherings, often in partnership with colleagues and students across campus. Some of the activities and communications delivered in the last year included:

- **Neuberger Museum of Art Golden Anniversary Celebration:** Purchase College and the Foundation are actively supporting the 2024 year-long celebration of the Museum's 50th anniversary, which includes a commemorative exhibition, new public art lectures, community events, and a gala celebration.
- **#ForeverPurchase Alumni Meet Up:** This annual summer social event in midtown Manhattan fosters alumni engagement, welcomes new graduates to the alumni community, creates networking opportunities, introduces new staff to graduates, and encourages participation in the PCAA. Nearly 70 alumni participated in the July 2023 event; another 60 attended in 2024.
- **SUNY Alumni and Congressional Reception:** Dozens of alumni in the Washington, D.C. area were invited to join Jason Soto, then Executive Director of Strategic Engagement and Alumni Programs, as representatives of Purchase at the September 2023 reception where the attendees connected with SUNY Chancellor John B. King, Jr. and SUNY Board Trustee Eunice A. Lewin.
- **Hispanic Heritage Month event:** The hybrid event, Mentoring for Success, hosted by the Office of Alumni Engagement in partnership with the Purchase LatinX Alumni Network (PLXN) and the Career Development Center, discussed challenges faced by first-generation Latinx students and the importance of mentoring to success at Purchase and beyond. The nearly 60 registrants included high school students, undergraduates, alumni, and staff.
- **West Coast Alumni Film Screening:** In partnership with John G. Young '85 (Film), Chair of the BFA Film Conservatory in the Purchase College School of Film and Media Studies, nearly 20 alumni and guests in the Los Angeles area came together in late October for a screening of short films by members of the Purchase College Class of 2023.
- **Shark Tank:** On December 6, students, faculty, and distinguished alumni gathered for the annual Purchase College Shark Tank competition where students from across campus pitched their business ideas to a panel of entrepreneurs, à la ABC's hit show. Alumni served on the panel of judges and emceed the event.
- **Black History Month event:** The Fourth Annual Purchase Black Alumni Network (PBAN) Summit was a hybrid event held on February 28, at the SUNY Global Center in Manhattan and online. More than 30 attendees joined alumni panelists to discuss how Black alumni are making their voices heard and excelling in often underrepresented creative fields.
- **PCAA Alumni Awards:** The Purchase College Alumni Association introduced three new alumni award categories in 2024. Nine individuals were recognized across six award categories; presentations were made during Alumni Weekend.
- **Alumni Weekend 2024 (April 26-27):** More than 220 alumni and accompanying guests attended the weekend's events, including the annual "Night of Reunions"

on Friday and the annual picnic held on the Great Lawn on Saturday. Special recognition was given to attendees from the pioneering classes of 1973, 1974, and 1975 and the anniversary class years of 1984, 1994, 2004, 2014, and 2019. A kick-off reception honoring alumni who now work at Purchase was attended by twenty-five (25) members of the faculty and staff.

- **Alumni News:** Readership of the bi-monthly Alumni e-Newsletter continues to grow with impressive open rates that hover between 50% and 60%. And the semiannual Purchase Magazine underwent a facelift, re-emerging in late 2023 as *proof* magazine. Under the direction of the college's Communications and Creative Services team, the re-design was led by a Purchase alumnus.
- **Endowment Impact Reporting:** Donors of endowed funds now receive an annual, formal written report that provides a snapshot of their economic performance of the fund(s) and answers to frequently asked questions about endowments. Development officers use these reports as part of their toolkit for ongoing outreach with individual donors and corporate or foundation partners.

## **Purchase College Foundation**

### ***Investment management and impact***

As of the end of June 2024, Bank of America had completed the transition of the college's investments from the previous investment managers to steward the PCF endowment into the future.

### ***Strengthening governance and recruitment***

To further strengthen governance, the newly elected PCF Board Chair and the Director of Finance for the PCF attended the Association of Governing Boards of Universities and Colleges (AGB) Foundation Leadership Forum in January, a national conference for foundation board members and foundation executives on governance, stewardship of philanthropic resources, and trends in philanthropy.

## **Facilities, Sustainability, and Capital Planning:**

### **Residential Program**

With the residential population not yet at capacity, the revenue necessary to complete larger scale improvements to the state-owned residence halls will not be available until the budget deficit is addressed and stabilized and the residence halls are closer to capacity. The campus is in frequent communication with DASNY and is planning for a start-up when the time is appropriate. In the meantime, the campus has been able to organize the vacancies into clusters so that strategic and targeted minor renovations and cosmetic improvements can be completed. These improvements when completed will enhance the on campus living experience for students.



## **Energy/Sustainability**

In support of Executive Order 22, the college has made strides in both waste reduction and energy initiatives.

### *Waste:*

In early 2024, the Purchase College Association (PCA) in partnership with the Office of Sustainability (OS) released a vending machine bid which the winning contractor over this summer has implemented new vending machines where more than 95 percent of beverages being dispensed are aluminum cans thus decreasing single use plastics. The PCA and OS also partnered on another waste reduction initiative, whereby the winning garbage and recycling bidder will not only manage both waste streams but also divert food waste from two main dining halls on campus. The food waste will be processed offsite into compost. Although the NYS DEC exempted the college from mandatory participation due to being under the weight generation limit, the college's voluntary action promotes sustainable behaviors while it expects the initiative to be cost neutral.

### *Energy:*

In response to a statewide initiative entitled Utility Thermal Energy Network & Jobs Act (UTENJA), the college submitted a proposal to Con Edison to provide a district geothermal project which would be phased in over time benefitting not only the college but also two major local neighbors to the college, PepsiCo and the Westchester County Airport. As envisioned, the college would be able to reduce its greenhouse gas emissions by over 65 percent. The project could also be integrated into the college's curriculum in several courses. Unfortunately, Con Ed chose other projects for UTENJA's first round of projects. If additional funding is provided, Con Ed is still interested in this project. Simultaneously, the college also worked with several environmental lobbyists to petition \$40 million in funding in this year's budget to provide design and construction funding. While there was support for the project, it failed to make this year's final budget. The project had some strong support and positive feedback from legislators, so efforts will continue next year.

## **Capital Planning**

### **Dining Hall Project:**

In the first of three planned projects that will focus on student engagement, recruitment, and retention, this project will transform the existing Main Dining Hall into a new student union-type building, with new spaces to act as a bridge between new Freshmen students and their upperclassman. This redesign will create opportunities for social and learning engagement which will positively impact the student experience and help foster a larger sense of community and belonging. The college has hired the design firm PFS Projects Architecture as the lead on the project, and has already begun the programming phase. The current project schedule has programming being completed by the end of

January 2025. It will then move into concepts through schematic design ending in October of 2025.

Anticipated construction bidding is scheduled for July of 2026, with a construction start of Fall 2026. The logistical challenge will be maintaining food services operation in the building while renovations occur in the other parts of the building. Construction completion is targeted for winter 2029.

#### **ADA Site Improvements for Accessibility - Phase 2:**

In a continued effort to consistently improve overall accessibility on campus, this project builds upon a successful first phase which focused on visitor parking lots, and providing pathways from parking lots to academic buildings. The second phase expands upon this and addresses a number of additional residential and academic parking lots along the Lincoln Avenue corridor of the campus. This includes the relocation of a bus stop on Lincoln Avenue with a pull-off area for buses to more safely discharge their passengers, and then extending new pathways from the new bus stop to the adjoining Academic buildings. This portion of the project also received generous grant money from Senator Shelly Mayer and Assemblyman Buchwald.

Additionally work includes a new accessible entrance into the Campus Center North building, upgrades at the entrances of the Natural Science and Dance buildings, expanding access to the East 4 parking lot, to student apartments, and enhancing pathways from the main residence halls to the campus Main Plaza.

Construction began in the summer of 2023 and is scheduled to be completed this early Fall (2024).

#### **Campus Master Plan:**

The campus is in the early stages of updating its campus master plan. The current master plan is 10 years old. This process will allow for a realignment of the campus physical infrastructure plan with the strategic vision and plan for the college. This will be a yearlong (plus) process with many opportunities for focus groups, shared governance, student, faculty, and staff opportunities to provide input. A consultant has been selected and is waiting for approval.

#### **Thinking and Acting Globally**

In academic year 23-24, the Office for Global Education has been busy supporting global education on campus and abroad.

#### **International Student Recruitment Strategy:**

Led by Dean for Global Strategy and International Programs Anne Kern, the international student recruitment sub-committee of the Strategic Enrollment Planning Work Group (SEPW) worked in 2023-24 to take immediate action toward increased enrollment of international students as well as to develop a multi-year international student recruitment strategy. The multi-year plan will build on the college's success in recruiting international students for fall 2024, where the number of incoming international students is the highest it has been in more than six years. Actions underway include identifying majors at Purchase whose students are eligible for extended Optional Practical Training (OPT) in the U.S. following graduation in STEM disciplines; development of a summer residential program in 2025 for Japanese high school students; the establishment of Memoranda of Agreement with international high schools; and outreach to local high schools in New York where international students are enrolled. Recruitment visits will begin in fall 2024 to New York area high schools and community colleges with a significant number of international students, as well as in Japan.

#### **Outbound Education Abroad, Summer 2024:**

Three short-term faculty-led programs featuring courses in Italy, Benin, West Africa, and Northern Ireland will run in summer 2024: Landscape Photography, Staging Italian Stories: Devising Theatre for a Community, and Intensive Beginning, Intermediate, or Advanced Italian in Pisciotta, Italy; Socio-Cultural Studies of Food and Cultural Psychology in Benin; and Socially Engaged Art Making in Belfast, Northern Ireland.

Student participation in these programs is supported by the International Study Assistance Scholarship, the Durst International Endowment, the SUNY Global Learning for All Stimulus Scholarship, and the Petrillo Family Fund. The summer 2024 Benin program is notable for its inclusion of the first Broadview resident in one of the college's study abroad programs.

#### **Global Scholars-Broadview Dialogue:**

In spring 2024, a group of students from Purchase's Global Scholars program met with Broadview residents in a session designed by the students. The dialogue was organized around two main objectives: first, students began what will be an ongoing intergenerational discussion about what other parts of the world can teach the U.S. about aging well; and second, students and residents broke into small groups to get to know one another and discuss how they might collaborate further in the future. Broadview residents and Global Scholars have already mapped out a series of events in 2024-25 to continue the collaboration.

Selection of the fifth cohort of Global Scholars took place in spring 2024.

#### **Purchase College Joined SUNY Leadership Delegation in Cuba**

President Milagros Peña and Dean for Global Strategy and International Programs Anne Kern were invited to join a SUNY Leadership delegation in Cuba at the Congreso Universidad/Cuban Higher Education Summit in Havana February 4-8, 2024. While President Peña unfortunately had to return to Purchase, Dean Kern represented the college alongside Associate Vice Chancellor Sally Crimmins-Villela, other SUNY college presidents, senior international officers, administrators, and staff from seven SUNY institutions. During her visit, Dean Kern engaged in talks with five Cuban universities and signed a Memorandum of Understanding with ISA (Instituto Superior De Las Artes/Universidad De Las Arts), the institution that is home to Cuba's highest conservatory programs in the arts.

#### **Art+Design Faculty Delegation Travels to Vienna, Austria Funded by Erasmus+:**

Funded by an Erasmus+ grant to support student mobility, project-based learning, and faculty exchange, a delegation of four Art+Design faculty representing the departments of Painting & Drawing, Printmaking, Photography, and the MFA program led by Dean Kern traveled to The Academy of Fine Arts Vienna for a week in March 2024. During their trip, they participated in a two-day [Art School Alliance](#) conference, visited classes, studios, meet with colleagues to plan a project-based collaboration for 2024-25, and participated in cultural and artistic site visits.

#### **Technos-Purchase College Relationship:**

Purchase College is proud to have a strong and longstanding partnership with Technos College in Tokyo, Japan, that brings art and cultural exchange to students at each institution, fully funded by the Tanaka Foundation.

In April 2024, Purchase welcomed a delegation of Japanese students and faculty to campus for a week of project-based learning, which culminated in the Japanese students' participation in the Conservatory of Music's Music and Technology Showcase at the Performing Arts Center. The two institutions also exchanged end of year prizes to recognize a graduating student at each institution who has advanced the cause of international understanding. In June 2024, Purchase once again participated in the annual Technos International Week, when faculty member Kerry Manzo and two students traveled to Japan for two weeks of collaboration, sightseeing, and intercultural exchange.

#### **The Fulbright-Hays Curriculum Implementation in K-12 and College Courses:**

The Purchase College Fulbright-Hays Group Projects Abroad Award, which funded six Purchase College faculty members and five K-12 teachers to participate in a four-week curriculum development and immersive foreign language program in Benin, West Africa, in summer 2023, moved in 2023-24 to the curriculum implementation phase. Fulbright-Hays fellows who have already taught units developed in Benin include teachers of third

and twelfth graders in Brooklyn as well as ninth graders in the Bronx. Two more fellows taught courses on site in Benin summer 2024, as described above. By September 1, 2024, all participants will have shared resources with other educators as open educational resources, expanding the reach of the program's impact.

#### **Purchase Signs Agreements to Facilitate Community-Based Learning in West Africa:**

Purchase College is in the process of finalizing formal agreements with two community organizations in Benin, West Africa: The International Center of Art and Music of Ouidah (CIAMO), co-founded by Sarah Dupont and Gigi Hancock (wife of Herbie Hancock); and the Batonga Foundation for girls and women, founded by Angélique Kidjo. Both partnerships will offer Purchase students and faculty the opportunity to engage in community-based learning projects that provide direct benefit to young people and organizations that serve them in Benin. These partnerships were developed as the result of highly successful workshops that took place in 2023 under the auspices of Purchase's Fulbright-Hays Group Projects Abroad grant.

#### **Purchase Named Fulbright HSI Leader for Second Consecutive Year:**

Purchase College is proud to be named a Fulbright HSI Leader for the second time by the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA). This designation recognizes the noteworthy engagement that selected Hispanic-Serving Institutions (HSIs) have achieved with the Fulbright Program, the U.S. government's flagship international educational exchange program. Acknowledged for noteworthy engagement with Fulbright programs, Purchase is one of only a handful of primarily undergraduate institutions to receive this honor.

#### **The Purchase Community: Connecting, Expanding, Engaging**

Located at the heart of Purchase College, the Neuberger Museum of Art champions those who make art, engage with art, and discover meaning through art. The Museum's renowned collection, exhibitions, and programming focus on the art of today and of the recent past to promote learning and engagement for people of all ages and backgrounds. Through group tours, talks and lectures, panel discussions, family activities, and member events, nearly 30,000 on site and online visitors of all ages have opportunities to explore and engage with the Museum's collection and special exhibitions.

In 2024, the Neuberger is celebrating its fiftieth anniversary. Its first exhibition, a 1974 project entitled *The Making of a Museum: 1*, featured many of the works of art that form the core of the Museum's current collection. In honor of the anniversary, *The*

*Making of a Museum: 50 Years* is a multi-part exhibition featuring several distinct projects that tell the compelling story of how the Neuberger became one of the country's most respected academic museums. There are four distinct parts: *The Promised Gift* tells the story of Roy R. Neuberger's 1969 grand and optimistic philanthropic contribution and features a selection of the works from his gift of 300 works of art. *1969-1974* tells the story of the conceptualization, design, and construction of the Museum, and its use in the early 1970s. *Threnody* is a 250-foot-wide site-specific painting created by American artist Cleve Gray for the opening of the Neuberger; at a time when college students across the country were demonstrating against the conflict in Vietnam, Gray saw this commission as an opportunity to express his hope for humanity's spiritual and emotional healing. *1974-2024* tells the story of the years from the time of the Museum's formal opening to the present. A multi-media installation, this project features key objects, exhibitions, programs, and transformative moments in the history of the Neuberger Museum of Art.

During a Golden Anniversary celebratory gala in mid-April, a touching program honored three leaders of the arts community, including Purchase College alumnus Fred Wilson '76, a BFA artist from the college's first graduating class and 2019 SUNY Honorary Doctoral degree recipient, as well as one of the Museum's most stalwart volunteers, Lois Bregstein, who has served continuously as a Volunteer Museum Educator (docent) since 1977.

On view in conjunction with the anniversary exhibition is *Reflection/Refraction*, a project conceptualized by alumnus and faculty member Jason Rodriguez '12 (dance) that points to the ways in which Purchase College has inspired generations of visual and performing artists.

Last fall, *Romuald Hazoumè: The Fâ Series* presented a significant body of work based on internationally renowned artist Romuald Hazoumè's dedicated study of the Fâ divination. Hazoumè, who is currently representing Benin in its first national pavilion during the Venice Biennale, spoke about his work at the exhibition opening, collaborated with students from various disciplines such as sociology and literature, and returned for an artist talk with exhibition curator Christa Clarke about his personal artistic journey.

On April 8-9, 2024, the Neuberger hosted a public virtual conference: *NEU Conversations: African Art in American Museums*. Eighteen panelists and moderators from across the US and Canada offered models for how museums can address issues of

provenance and restitution, engage and collaborate with communities locally and in Africa, reframe the institutional representation of African art, and bridge the historic past and the creative present. Over 350 participants registered from notable institutions and organizations across the country and around the globe, including the Art Institute of Chicago, Brooklyn Museum of Art, Dallas Museum of Art, Denver Art Museum, Museum of Fine Arts Boston, Harvard, Duke, Princeton University, National Gallery of Canada, Smithsonian National Museum of African Art, Sotheby's, U.S. Dept of State, UCLA, University of Michigan, and Yale University Art Gallery. During closing remarks for the event, a donor announced that she was making an endowed gift to fund the establishment of a new curator for African art position at the Neuberger.

The Neuberger promotes lifelong learning by taking an accessible but critical, interdisciplinary approach to teaching in all its core activities. In addition to the Purchase College community of 3,200 students, the Museum also serves students from PK-12 schools in the community; adult groups and organizations from Westchester County NY, and Fairfield County, CT; and residents of the Broadview Senior Living.

In fall 2023, the Neuberger successfully launched the NEU Vitality Art Workshop Series for older adults 55 years+, an endeavor to create new strategies for developing creative approaches to aging and ageism. Supported by E.A. Michelson Philanthropy, the program reframes the Museum's relationship with older adults by focusing on their needs, desires, and capabilities rather than the limitations of older age. By the end of 2024, the Neuberger will have produced and run seven series of creative aging workshops. Participants connect with the Museum's collection and current exhibitions through group discussions and hands-on art projects. Each series culminates with an event showcasing the participants' work. Training sessions by the organization Lifetime Arts and Creative Aging, were offered to staff to ensure that the team is well-equipped to create meaningful and inclusive arts programs tailored to the unique interests of older adults.

Each year, the Museum welcomes approximately 45 school tours. The Neuberger seeks to make its arts education programs more accessible to students from Title 1 schools in grades Pre-K through 12. Historically, 75% of school tour participants are funded through the NEU Kids Program, which serves nearly 2,000 students by providing subsidized or fully funded tour admissions, busing to and from the museum, and student lunches. To better serve this audience, the Museum is actively recruiting Volunteer Museum Educators who speak different languages, especially Spanish.

Admission to the museum is free for all visitors.

During the 2023-2024 academic year, **The Performing Arts Center, Purchase College** presented a complete season of performing arts events that invited audiences to “join us on a creative journey.”

True to The PAC’s legacy of sharing new work alongside established virtuosity, the 2023-2024 professional presenting season was centered on the creative journey, and curated with a focus on the values of access, creativity, and collaboration. It consisted of seventeen performances by eleven artists and successfully balanced artistic excellence and innovation with educational merit and financial viability.

### **Professional Presenting Series Highlights:**

The inaugural Purchase College Latin Jazz Festival took place on February 10. This day-long event was developed in partnership with Assistant Professor of Jazz Studies David DeJesus and the Conservatory of Music. It celebrated the legacy Latin Jazz and the “passing of the torch” to a new generation of artists. During the daytime portion of the event, a select group of high school bands including: Jazz House Kids Latin Jazz Ensemble (Montclair, NJ); Celia Cruz High School (Bronx, NY); Susan Wagner High School (Staten Island, NY); All-City Jazz Orchestra (Manhattan, NY); and All-City Latin Orchestra (Manhattan, NY), performed for and received feedback from four industry guest judges. Renowned Grammy award-winning pianist, bandleader, arranger, and composer Eddie Palmieri was present at the event. Palmieri participated as a judge for the Purchase College Latin Jazz Festival during the day, gave a Masterclass to members of the Purchase Latin Jazz Orchestra, and played privately for some of the students at pre-show event in one of the music studios on campus. Plans are already in the works to make the Purchase College Latin Jazz Festival an annual event.

The 2023-2024 dance series was notable for the fact that each participating company included a Purchase alum on stage or behind the scenes. Purchase alums Alana Jones and Symara Samai dance with BODYTRAFFIC and Urban Bush Women, respectively. Choreographer Doug Varone received his BFA from Purchase College and was awarded the Presidential Distinguished Alumni Award in 2007. He is now a teaching guest artist in the Conservatory of Dance, and his company, Doug Varone and Dancers, returned to the PAC stages on March 16 to share a new work with the Purchase community. Kyle Abraham also earned his BFA in dance at Purchase; the April 6 performance by A.I.M by Kyle Abraham featured new choreography by two other Purchase alums, Rena Bulter and Keerati Jinakunwhipat, and was commissioned by The Performing Arts Center in celebration of alumni artistry.

As has been the case since the 2014-2015 season, the cornerstone of The PAC’s classical and chamber music programming was a three-concert series from the Chamber Music



Society of Lincoln Center. This season the series was expanded to include an Inside Chamber Music lecture that gave audiences the opportunity to engage with the musicians and the music more deeply.

Other season highlights included a sold-out performance by The Klezmatics, presented in partnership with the Jewish Studies Program; a well-received concert that paired audience favorite Orpheus Chamber Orchestra with jazz saxophonist Branford Marsalis; and a high-energy, family-friendly opening night performance by Step Afrika.

## **Education & Engagement**

The PAC has continued to explore new relationships with Broadview, the Neuberger Museum, and other campus units in order to broaden the opportunities for collaboration and to focus on the all aspects of The PAC's activity – student, professional, and rental events. In November, the PAC hosted a Film and Media showing of *Hannah Ha Ha* alongside a guest Q&A with the director. The Conservatory of Dance continues to collaborate with a highly popular Masterclass series with guest artists including BODYTRAFFIC, Step Afrika, Urban Bush Women, Doug Varone, and Kyle Abraham. Throughout the year, The PAC's four stages also provided vital space for Purchase College School of the Arts Conservatory performances, including Fall and Spring Dance, performances by the Purchase Symphony Orchestra, Purchase Opera, and Studio Composition. As part of the dance series, The PAC created a set of new engagement activities specifically for Broadview residents – dance workshops for residents, the opportunity to go backstage and meet the Artistic Team of each company, and post-show Q&As.

The PAC's Education and Engagement Office presented three popular school time performances for PreK-12 audiences. The line-up included the STEM-focused *The University of Wonder & Imagination*, the award-winning story of history, love, and resilience *Show Way The Musical*, and Mermaid Theatre of Nova Scotia's *The Rainbow Fish*, an introduction to the performing arts and the excitement of reading for the youngest audiences.

Large scale rental and theatrical rental activity continued to provide an important revenue stream; much of this activity also served The PAC's larger mission to engage, enlighten, and educate. For example, Purchase College's long relationship with Carnegie Hall's Weill Music Institute continued in the summer of 2023 with the National Youth Orchestra residency.

In addition, the PAC staff have given guest presentations and lectures to students in the Arts Management, Design Tech, and Communication fields, and student internships and job opportunities have grown throughout the year as PAC activity returned to fuller operations. The PAC is on track to once again be a leading employer of students on campus.

Looking ahead, the 2024-2025 professional presenting season has been announced, and tickets are on sale. Early sales indicate that it will be a strong season of continued growth for The PAC.

### **Embarking on the Intergenerational Learning Vision:**

Broadview Senior Living at Purchase College is making significant strides towards full occupancy, opening its 220 Independent Living residences on December 8, 2023. They have currently achieved 87% occupancy with 192 households now residing at Broadview and an additional 14 residences under deposit, representing more than 94 percent of available units including a section that has been set aside as affordable housing. High Point Center for Care, the health center of the community, is slated to open in August with a wait list in place for outside community members. Revenue from the land lease is being realized by the campus and going towards student scholarships and faculty support.

Once on campus, Broadview Members became acclimatized to the campus and its community through multiple Orientations led by Intergenerational Learning and Program Planning (ILPP) in which they were welcomed by members of the President's Cabinet and were guided through the Broadview at Purchase College Handbook, which includes information regarding getting around campus, using their campus email, and other helpful hints and resources. Residents took campus tours student led by Admissions Ambassadors. Special orientations for the Purchase Performing Arts Center, Neuberger Museum of Arts, Library, and Athletics gave Broadview Members a full picture of the benefits of living on the Purchase College campus.

The mentorship program, created in conjunction with the Career Development Center, brought together retired doctors and pre-med club students which led to a successful shadowing program at the White Plains Hospital during AY2023-24. Additionally, retired broadcasters and editors joined Purchase College faculty on a panel in the Broadview Learning Commons in spirited conversations with journalism students around careers in media and, later, there was a Journalism Senior Project "Pitch" event. Broadview Mentors underwent Sexual Harassment Prevention Training and fall training will also include a mental health overview by Counseling and Behavioral Health Services. ILPP is planning an "Art of Networking" event partnering with the Purchase College Career Development Center, Broadview at Purchase College, and the Business Council of Westchester to be held at the Learning Commons.

When the Purchase College Institutional Review Board (IRB) needed a non-scientist community member to provide an important perspective during the IRB review process – one that represents the interests, values, and attitudes of the broader community, a Broadview mentor was chosen. In addition, two others will serve as advisors on projects involving physical risk and another was invited to serve as an advisor on projects involving sensitive interviews.

Broadview Members also enjoyed an array of Purchase College student performances, exhibits, symposia, lectures, etc. along with professional offerings at the Purchase College Performing Arts Center and at the Neuberger Museum of Art – all promoted on the newly established and curated Broadview Website Events page. Additionally, ILPP arranged unique experiences for Broadview Members which include, but are not limited to:

- A Solar Eclipse Lecture led by Dr. Fred Hamann, professor emeritus at the University of California, Riverside.
- Purchase Performing Arts Center sponsored events solely for Broadview Members: Urban Bush Women's, "A Look Behind the Curtain", Urban Bush Women's Dance workshop, and Doug Varone's "Choreographic Obstacle Course."
- An invitation for Broadview Members to join a story exchange with Purchase College students in *WRI2200 Stories We Tell: The Art and Craft of Telling Stories that Matter*. The story exchange is the core methodology of Narrative 4 that aims to highlight shared humanity through the sharing of stories and for participants to experience the power of empathy and connection. Enrolled Purchase College Students received Narrative4 virtual facilitator training certification upon successful course completion.
- Informal conversations with Global Scholars
- "Office Hours" with President Peña, giving residents the opportunity to ask questions.
- Highly popular "Freecycle" events where Broadview Members generously offered their downsized items for free to the college community.
- Reception for newly admitted students receiving scholarships – Broadview members wore nametags with their majors as conversation starters.
- EOP reception for 52 new students encouraging participation in the mentorship program and giving them an overview of the benefits from the intergenerational interactions.

Broadview Members joined the annual tradition of Champagne Toasts to the seniors and volunteered at Commencement.

These activities showcase how intergenerational learning is becoming part of the fabric of Purchase College and how the Broadview Learning Commons is beginning to become the center for engagement for lifelong learning, and the place for students of all ages to socialize and learn from each other that has long been envisioned.

Creating and polishing programs that will best serve this population and incorporate them into the college community will continue to be the focus of ILPP. As the college approaches the first full academic year of programming at Broadview, the concentration

remains on offering rich opportunities for informal and formal interactions a variety of auditing, noncredit courses, and student and faculty engagement experiences.

The ILPP team is continuing to build and solidify procedures and policies around the college's interactions with Broadview, as well as working with the academic departments, admissions, student engagement, global studies, athletics, the Purchase PAC, and the Neuberger Museum of Arts to shape a fall curriculum of strategically aligned programming in the Learning Commons and on campus. All this work has been in collaboration with Broadview leadership and informed and cultivated by community members' ideas.

### **Notable Accolades:**

Purchase College has been included on many significant ranking lists.

Purchase College is listed as one of the Top Ten Public Liberal Arts Colleges by U.S. News & World Report in the 2024 edition of their college guide. Purchase is also listed as a top performer in the nation on social mobility, which evaluates how well colleges serve low-income students. In addition, the psychology has been included among the list of top undergraduate psychology programs.

Purchase is listed as one of the "Top 390 Colleges" in the nation by The Princeton Review in the 2025 edition of their college guide. Purchase is also listed as a Best Northeastern College, and a top Green College for its commitment to sustainability. Home to the acclaimed Performing Arts Center, Purchase was also ranked on the list of Best College Theaters.

The Fiske Guide selected Purchase College as one of its 300 "best and most interesting colleges in the U.S., Canada, and U.K."

*The Hollywood Reporter* has named Purchase as one of the top 25 Acting Programs in the World for 2024 and one of the best NYC-area film schools.

*Backstage* named Purchase among the 27 Acting Colleges You Should Know.

*Money* included Purchase in their list of 745 Best Colleges, which evaluates colleges based on "graduation rates, cost of attendance, financial aid, alumni salaries, and more."

Over the past year, faculty and alumni have been nominated for and/or awarded Grammy, Tony, Peabody, BAFTA, Princess Grace, SAG, and Emmy awards. Faculty and Alumni from a wide range of programs and areas of study screened their work in various prestigious film festivals such as Cannes and Sundance, published acclaimed books, created new, groundbreaking works, been awarded grants for innovative work, been

highlighted by the *New York Times*, *Billboard*, *Rolling Stone*, among many other accolades and achievements across the sciences, arts, liberal arts, and humanities. Please see [purchase.edu/news](http://purchase.edu/news) for highlights.

### **Suggested Areas for System Administration Help:**

On behalf of the College, I thank the Chancellor for his leadership and Governor Hochul and State Legislators for their recognition of SUNY as a major asset for the State of New York as reflected in their continuing and additional support to SUNY campuses in this year's budget allocation.

Serving New York State and Westchester County's workforce, Purchase College, SUNY boasts that eighty-two (82) percent of matriculated undergraduates are New York State residents, the remainder hail from 40 states and 24 foreign countries. As well, forty-seven (47.2) percent of the college's undergraduate matriculated enrollments identify as underrepresented minority (URM) students, with Black 12.1% and Hispanic 25% students together representing 37.1%. In fact, despite the enrollment challenges we face, our student body remains highly diverse and we have the distinction of being recognized by the U.S. Department of Education as a Hispanic Serving Institution (HSI) that has gained Purchase College the recognitions you see highlighted throughout this report.

This report attests to the heart of who we are as a community and what we offer our students. It also reflects the 4 pillars (Student Success; Diversity, Equity, and Inclusion; Research and Scholarship; and Economic Development and Upward Mobility) the Chancellor identified as core to building on SUNY's strengths. Our campus conversations, the adoption of a sustainable financial plan for campus in planning for the future around Plan Wide Open, an expansion of our campus motto Think Wide Open, and our ongoing enrollment recovery efforts around programmatic innovation, are aligned with the vision and investments that the Governor and Chancellor have carved to support for building our future.

The remaining challenge for our campus is our continuing need to sustain competitive salaries for faculty and staff retention as cost of living continues to increase. For our campuses to plan and adopt a sustainable financial outlook, I ask that we continue to gain support for the funding of collective bargaining salary increases.

The Purchase College Annual Report for 2023-24 respectfully submitted to the SUNY Board of Trustees, Chancellor King, The Purchase College Council, and the faculty and staff of Purchase College on this day October 4, 2024.

Dr. Milagros Peña  
President