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2025 Conversation - 4/3/2013

The College at Brockport

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College of 2025 Discussion  
April 3, 2013  
Host: Susan Orr  
Participants: Kerry Gotham, Kathy Mangione, Chris Norment, Nora Bell, Kathy Groves, Nancy O’Connor, Doug Collier

Participants & Intro

Kerry – Alumni Relations  
8 months at college  
• Access – Technologies change – curriculum changes  
  o Funding concerns/state vs. private  
  o “spread-out” scholarships

Kathy – Diversity/Academic Engagement  
3 years at college  
• Change – will we embrace or resist?  
  o Curriculum  
  o Personnel  
  o Web presence  
  o Technology

Chris Norment – Environmental Science  
20 years at college  
• Different approaches to teaching  
  o On-line – flexibility  
  o How can we be unique?  
  o Hour long classes made Brockport unique  
  o What is our “different” component?

Nora Bell – Financial Aid  
20 years at college  
• Students are changing  
  o Lots of personal “issues” – mental social concerns

Kathy Groves – Graduate School  
Many years at the college  
• Access – Hispanic population  
• Desire education – cannot fund

Nancy O’Connor – IT  
25 years at the college  
• Balance between tradition and flexibility/change  
• We have “lost” some sense of community
• Too much emphasis on vocational training
• Development of the “whole” person

Doug Collier – Kinesiology
10 years at the college
• Push for “national” recognition
• Accreditation issues are driving the curriculum
• Changes in general education

Fears regarding overemphasis an assessment and standardization
• Focus is greater on assessment in public sphere
• Accountability to tax payers – creates a demand for assessment
• 80% down to 30% state support – creates a demand for assessment
• Take a more careful/steady approach

Time – increase in administrative activity takes away from faculty/staff time
• Too many administrative layers leads to silo’s

Assessment in 2025?
• Should be faculty/staff driven
• Integration?

On-Line Education
• Need for more flexible – course schedules
• Not just recorded lectures
• Greater interaction between programs
• Return to adult education & on-line
• Is the on-line approach convenient or pedagogically helpful?

Students will be technologically savvy
• Will we have appropriate technology?
• How do we finance things?

Are we the “Academy” or are we a “Business”?
• “Idealism” vs. “Realism”
• Need to cut down majors? Prioritize what will align with employment and attract students
• “Education” and “Marketing” should be cooperative not opposed

Additional Services for a more Diverse Population?
• African American population ~ heir core
• Hispanic ~ bi-lingual
• Students with increasing needs

Student “Issues” Increasing
• Increased # of counselors needed
• Faculty training – mental health issues – recognized
• No one person can be all things to all
• Behavioral issues at high school are up and then come to our classes
• Some “education” re: behavior and consequences
• Focus on education the “whole” person (role models/student engagement)

What are we doing that is unique?
• Be seen as an institution where faculty/student connections are strong and student body is diverse
• Better “presence” in our own area → sell ourselves and overcome a more negative issue ~ local not necessarily national
• Strong connection with students and the regional leaders
  o Business/industry → government relations
  o Get more business attachments
  o Broaden our connections and presence in the region
• Decide what we want to be nationally recognized for?
• Aspire, Engage, Excel at what? What are we selling?
• Value for money and focus on undergraduate education?
  o Face-time with professors
  o What's missing from Brockport is a culture of learning at an undergraduate level
• Small class sizes dedicated faculty who are engaged in Research
• Important to keep small class sizes
• Look at making cuts in duplication of technology
• Scholarship competition

Culture Among Alumns
• Change our culture/perceptions re: public funding?
• Should we be transparent about the lack of state support?
• A B.A. is a B.A.?
• Sell ourselves as a “great value” not “affordable” or “bargain”
• How to build a “community” and “experience” among commuters?
  o Educate our students to be good “alumni”
• Do more with the diversity we have
  o Inquisitive students
• We have a humility hangover that we need to overcome
  o We need more “stories” of student success
Faculty also have an inferiority complex to overcome

- On-line across SUNY → to combine to make a degree is not a bad idea?
  - Build our sense of community/branding
- Do not let outside consultants define us ~