Student Affairs and International Programs

Presented by:
Jeffrey Philpott, Ph.D.
MISSION

The Office of Student Affairs and International Programs (OSAIP) partners with Academic Affairs and Clinical Affairs to enhance student learning, personal development, international education, and student satisfaction at the College. The OSAIP includes staff members who are experts on students, their environments, and leadership and career development.
Future Goals: Office of Student Affairs and International Programs

2013-2018 Strategic Plan
Creating a Legacy of Leadership
Student Affairs and International Programs

As of July 1st, 2013, International Programs is under the purview of the Office of Student Affairs

• Rationale:
  – Consolidate and share resources, increasing divisional effectiveness
  – Support admissions goals
  – Strengthen student learning and development by broadening the scope of extra-curricular programs
Strategic Goal VIII. Create a vibrant sense of community that promotes student engagement, academic success and the development of personal and professional competencies
Strategic Goal VIII. Create a vibrant sense of community that promotes student engagement, academic success and the development of personal and professional competencies

- Identify factors that influence academic and clinical success and implement programs to address these
  - A pilot project entitled *Who is Successful at SUNY and Why* is currently underway and the first results were presented during Orientation for the Class of 2017
- Strengthen academic support programs in tutoring, personal counseling, financial aid counseling, orientation and mentoring
  - Tutoring program: program is currently under evaluation
  - Counseling provided by members of the OSAIP
  - Orientation: Orientation has been revamped to better serve Strategic Goal VIII; a session on entitled “Being a member of a vibrant community” has been added to the program.

Assessment: Admissions data used to conduct statistical analysis; Interviews and focus groups with students; Engagement literature
Strategic Goal VIII. Create a vibrant sense of community that promotes student engagement, academic success and the development of personal and professional competencies

- Continue to encourage and support student involvement in organized optometry
  - Boost campus presence of AOA-PAC; ensure high participation on lobby day; continue to communicate the importance of organized optometry in flagship programs (i.e., orientation, symposium)
- Develop comprehensive student life policies and procedures
  - Revise and update Student Handbook
Strategic Goal VIII. Create a vibrant sense of community that promotes student engagement, academic success and the development of personal and professional competencies

• Support and facilitate student involvement in service learning projects and international mission trips
  • International mission trips: Funds from OCNY will help sponsor missions trips

• Provide additional learning opportunities for students to develop personal and professional competencies including those related to time management, reflective thinking, interpersonal skills and civic engagement
  • This goal will be accomplished through learning initiatives developed by the various specialists in student success members of the student affairs team
Strategic Goal IX. Enroll a highly qualified and diverse student body
Admission: Professional OD Program

Graph 6: SUNY T. Science OAT

Graph 7: SUNY Admissions GPA
Admission: Professional OD Program

**Graph 8: SUNY Admissions**

- **Year of Admission**
  - 2006: 589
  - 2007: 578
  - 2008: 601
  - 2009: 602
  - 2010: 758
  - 2011: 708
  - 2012: 598
  - 2013: 582

- **Number of Students**
  - Applicants
  - Accepted
  - Enrolled

**Graph 9: SUNY Yield (Enrolled/Accepted)**

- **Entering Year**
  - 2006-2013
  - 2003-2013

- **Yield Percentages**
  - 40%
  - 42%
  - 44%
  - 46%
  - 48%
  - 50%
  - 52%
  - 54%
  - 56%
  - 58%
### Class of 2018

**SUNY College of Optometry**  
Office for Student Affairs  
Admissions 5-Year Report (YTD)

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**ASCO Mailed Applicant Numbers (April 15)**

- Cycle 1 (09-10): 2442
- Cycle 2 (10-11): 2450
- Cycle 3 (11-12): 2480
- Cycle 4 (12-13): 2560
- Cycle 5 (13-14): 2520
## SUNY College of Optometry - Office of Student Affairs
### Entering Class FACTS and FIGURES

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4/21/2014
Assessment

• Data Collected:
  - Acceptance rate/Funnel management
    - Historic applicant data
    - Yield
  - Predicting success
    - Class profile
      - OAT scores
      - General and Science GPAs
      - Interview rating, quality of undergraduate experience
  - Recruitment
    - Top feeder schools/states
    - Conferences: e.g., Explore
    - Anecdotes
  - Satisfaction with admissions process and strategies to increase yield
    - Admissions Satisfaction Survey with students who did and did not choose SUNY Optometry
  - Constant environmental scanning (e.g., Zipcar)
• SAT & GRE Lists
• Search Engine Optimization
• Visits to pre-health clubs and fairs
• Engage Pre-health advisors/Career Counselors

• OAT Lists
• Visit to pre-optometry programs
• Webinars (Oregon, BYU, Miami Ohio, U of Wisconsin, Villanova)
• High yield states and schools
• Increased presence in Up State NY
Email blasts
- Open House
- Admissions Camp
- Shadowing
- Idea articles
Out in the wild
Looking elsewhere
Inquired
Applied
Accepted
Enrolled
Alumni
Out in the wild
Looking elsewhere
Inquired
Applied
Accepted
Enrolled
Alumni

New Student Orientation
Personalized Attention
High Quality Student Programming
Strategic Goal IX. Enroll a highly qualified and diverse student body

- Increase the IDEA project’s ability to attract and retain minority students
  - Content will be created according to grant proposal

- Make “leadership potential” and “commitment to public service” explicit criteria for admission to the professional program
  - Admissions Interview rubric will be changed to incorporate these two criterion, and faculty members of the admissions committee will be trained to ask probing questions
Strategic Goal IX. Enroll a highly qualified and diverse student body

• Continue to develop the CSTEP program
  • Increase the number of CSTEP applicants for the Spring and Winter Internship Program and the Summer Academic Program to attract more competitive applicants to the program
  • Conduct outreach and recruitment to minority students throughout the K-16 pipeline by participating in minority recruitment events, hosting minority students at the college for tours and presentations, and collaborating with organizations serving minority students such as the Area Health Education Centers and the CUNY Black Male Initiative.
  • Collaborate with the Director of Admissions on the IDEA Project to recruit more minority students to the field of optometry using social media platforms.
  • Participate in NAMME events and activities and continue as the National Legislative Affairs Chair and NAMME Northeast Legal Affairs Chair/Legislative Affairs Chair.
Strategic Goal IX. Enroll a highly qualified and diverse student body

• Facilitate entering students’ transition into housing by providing up-to-date information on housing options, search strategies and neighborhoods.
  • Students will receive information on Housing options, neighborhoods and general information to assist students with their housing search.
  • The student affairs office will create marketing videos that provide information and communication about the housing options available to students.

Assessment: Housing Survey; Admissions Process Satisfaction Survey
Financial Aid

Graph 1: Percent of SUNY OD Students Receiving Financial Aid


Default rate: 1.4%
Graph 2: Average Indebtedness of Graduating SUNY OD Students

- Averaged Debt ($)
- Year of Graduation

- All Students
- Students who Borrowed
Strategic Goal IX. Enroll a highly qualified and diverse student body

- Maintain tuition and fees competitive with other schools and colleges of optometry
  - To limit student debt so that SUNY students remain below the national debt average for Optometry Students.
    - Each year every applicant will receive
      - 20 minute Financial Aid Session informing counseling students about borrowing, expenses and student debt.
      - 20 minute Exit interview informing them of their rights and responsibilities as borrowers as well as detailed loan information.
    - Students will not be packaged to their maximum budget without speaking to the Financial Aid Office to insure they are counseled again on debt levels and budgeting choices
    - Financial aid office will compare debt levels and produce a Dashboard with SUNY debt levels
    - SUNY debt levels will be compared to national averages from other optometry schools.
Strategic Goal IX. Enroll a highly qualified and diverse student body

• Maintain tuition and fees competitive with other schools and colleges of optometry
  • To successfully implement and manage a system for awarding, processing and disbursing Financial Aid that best serves the students and complies with Federal Regulations.
    • Director of Financial Aid will attend at least 25 hours of training to insure compliance with Federal Policies mandated by the Department of Education.
  • Every 2 years student satisfaction surveys will be given to students to determine the student satisfaction with the Financial Aid process.
  • Each year there is an audit to determine compliance with Federal and State Policies.
  • Director of Financial Aid will review all polices to determine any procedural changes that need to be made to comply with new Federal regulations.
Strategic Goal IX. Enroll a highly qualified and diverse student body

• Maintain tuition and fees competitive with other schools and colleges of optometry
  • To assist students in managing higher debt levels in this continued environment of decreased Federal and State Support.
    • Counseling sessions focusing on the importance of housing choices and budgeting
    • Counseling on available scholarship funding sources
    • Pursue any options to increase funding for Federal and State grants
Strategic Goal X. Provide students, residents and alumni with the services to succeed in their careers.
Accomplishments and Outcomes
2013-2014
Assessment:
- Feedback from CDC Advisory Board
- Satisfaction surveys conducted after each program
- Number of attendees for each program
- Information acquired through personalized career counseling sessions
- Focus groups
2013-2014 CDC Activities Timeline

- **Aug 2013:** Student Council Summit 8/23/13
- **Sep 2013:** Workshop 9/11/13
- **Oct 2013:** Externship Expo 9/20/13
- **Nov 2013:** Leadership Presentation 9/17/13
- **Dec 2013:** CV Writing Workshop 9/20/13
- **Jan 2014:** Family of Mentors Program Launch 9/16/13
- **Feb 2014:** CDC, NYSOA, SOAPP, Networking Event 1/16/13
- **Mar 2014:** Family of Mentors Orientation 1/30/14
- **Apr 2014:** The Health Center OD 12/3/13
- **May 2014:** Conn. Optometric Leg. 2/19/14
- **Jun 2014:** Vision Expo 3/29/14
- **Jul 2014:** CV Writing Workshop 4/25/14
- **Aug 2014:** Employment Contracts 3/26/14
- **Sep 2014:** Student to Doctor Transitions Presentation 4/29/14
- **Oct 2014:** Career Symposium 4/6/14
- **Nov 2014:** Family of Mentors Program Informational Session 1/15/14
- **Dec 2014:** Student to Doctor Transitions Presentation 5/13/14
- **Jan 2015:** Student to Doctor Transitions Presentation 5/20/14

**Note:** The timeline includes various workshops, presentations, and networking events relevant to the College of Optometry.
CDC Activities

Attendees

Sessions, Presentations and Events

N=1,134
CDC Activities

- Inaugural Networking with the Doctors Social Event
- Inaugural Externship Expo
- New Signature Events

Impact

1,134 student attendees at events and workshops, thus far.

47% increase in attendance from 2012-2013

10 to 15 Increase in the number of events from 2012-2013
Family of Mentors Program

**Mentee Class Distribution**

- Residents
  - 2017: 14
  - 2016: 15
  - 2015: 13
  - 2014: 6

**Mentee Gender Distribution**

- Female: 40
- Male: 10

**50** student/resident one-to-one matches for 2013-2014 academic year

Projected growth to **100** student/resident one-to-one matches for 2014-2015 academic year

*STATE UNIVERSITY OF NEW YORK COLLEGE OF OPTOMETRY*
Career Symposium

159 attendees.

20 guest speakers from China, Puerto Rico, California, Florida, Upstate New York, Massachusetts, and other parts of the U.S.

8 Industry and private sponsors including two new sponsors: Luxottica and the Confucius Institute.

85% of attendees reported being satisfied to very satisfied with sessions attended.
Partnered with NYSOA and Vision Expo East (VEE) to create and implement Student Lunch Program–Optometry Games–for 330+ students at VEE on Saturday, March 29, 2014.

5 doctors representing various modes of practice: 1) Academia; 2) VA Hospital; 3) Private Practice; 4) Retail/Commercial; 5) OD/MD Practice
Career Counseling

2012-2013 (N=171)

2013-2014 (N=117)
The CDC Career Portal is a career services management website with features to:

- Allow employers to list job and internship opportunities
- Enable Administrators to capture counseling notes
- Provide online space for students to save/create their CV
- Monitor user hires

Launch Date
April 29, 2014
# Learning Objectives

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<th>Learning Goals</th>
<th>Questions Explored</th>
<th>Learning Outcomes</th>
<th>Program Outcomes</th>
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<td>Meet the Residents Showcase</td>
<td>Year 1 Year 3</td>
<td>Is a residency right for me?</td>
<td>To use personal and educational goals to guide the career decision making process.</td>
<td>62% of survey respondents reported they are more interested in pursuing a residency as a result of attending the Showcase.</td>
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<tr>
<td></td>
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<td>To develop a thorough understanding of the career options available to the O.D. graduate.</td>
<td>80% of survey respondents reported the Showcase was helpful toward meeting their career goals.</td>
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<tr>
<td>The Global Optometrists</td>
<td>Year 1 Year 2 Year 3</td>
<td>What role do optometrists play in providing international optometric care? What is the experience like providing optometric care to the less fortunate around the world?</td>
<td>To set and articulate a personal career philosophy. To use personal and educational goals to guide the career decision making process. To understand the effect of one’s personal and educational goals on others. To assess and relate personal interests, competencies, needs, and expectations, education, experience, personal background and desired lifestyle to the employment market. To demonstrate commitment to a personally and professionally satisfying career path.</td>
<td>85% of survey respondents reported that the presentation was helpful in having them understand the role optometrists can/do play in providing international optometric care. 86% of survey respondents reported that they are more interested in providing international care as a result of attending the presentation. 82% of survey respondents reported that presentation was helpful toward meeting their career goals.</td>
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International Programs
Center for International Programs

• Mission
  – The Center for International Programs was created to advance the institutional goal of increasing SUNY Optometry’s international presence. It serves to promote, support and centralize SUNY College of Optometry activities that relate to international students and faculty attending SUNY as well as SUNY students and faculty engaged in educational, research or service activities outside the United States.
Student Affairs and International Programs

Objectives of the New International Programs:

– Augment the College’s admissions objectives to enroll a more diverse and international student community
  • Increase enrollment of international students into professional OD program (direct enrollment)
  • Support enrollment of international students into PhD programs
  • Develop a degree completion program (accelerated program) in partnership with Academic Affairs
  • Develop dual-degree programs (Wenzhou Model)
  • Continue to determine which countries have interest in higher level education and can benefit from course or completion programs
    – France: Negotiations are currently underway with ISO in France to establish a summer program for 5 qualified students
Objectives of the New International Programs (Cont’d):

• Make international programs more relevant to current students
  – Proposed project:
    • Culture and the Doctor-Patient Relationship
      – Create and deliver workshop on the effect of culture on the doctor-patient relationship
      – Workshop will be delivered in person at SUNY Optometry and via webinar to other schools and colleges of optometry
Objectives of the New International Programs (Cont’d):

- Improve healthcare internationally by bringing eye care to where its most needed and by helping countries expand scope of practice
  - Support mission trips around the world
  - South Africa: Three faculty members are delivering a refresher and therapeutics course in partnership with University of KwaZulu-Natal in South Africa this summer
Student Affairs and International Programs

• Confucius Institute
  – Further refine CI’s mission, purpose, goals, and objectives
    • Further develop outreach, including programmatic content, of Confucius Institute
    • Make CI programs relevant to current students
    • Develop programmatic content that is healthcare related
    • Mobilize staff and resources
  – Create consortia of SUNY CIs, as well as New York City CIs
Student Affairs and International Programs

• Confucius Institute (cont’d)
  – Program Development:
    • Educate students and College community in Traditional Chinese Medicine (TCM) philosophy, principles, methods, & techniques
      – How can western medicine learn about, incorporate, and apply TCM to modern evidence-based medicine?
    • Seminar on Chinese and Western Healthcare (coming soon)
    • Confucianism and Healthcare (see next slide)
Confucius &
Health Care
(Seminar presented at Healthcare Symposium organized in collaboration with Confucius Institute for Business)
Student Affairs and International Programs

- Confucius Institute (cont’d)
  - Increase enrollment in Chinese language classes
  - Build strong relationship with Hanban
  - Budget: Develop new budget that is tied to goals and objectives of the CI
  - Hiring of teachers (Mu) and volunteers
  - In light of possible future budget cuts, identify Chinese corporate sponsors
Student Affairs and International Programs

- Wenzhou Medical University
  - Develop new programs
    - Joint degree program
    - Summer Academic/Clinical program
International Programs

• Next Steps:
  – Develop strategic positioning paper
  – Continue to conduct needs assessment with key stakeholders
    • Faculty, administration, students
  – Conduct market research
  – Consolidate funds
  – Join SUNY-wide initiatives
    • e.g., SUNY Global Health Initiative; SUNY J Visa Consortium etc.
International Programs

• Next Steps (Cont’d):
  – Confucius Institute
    • Rebrand CI
    • Develop new programs and budget
    • Hire staff/volunteers
    • Develop Chinese corporate sponsors
  – WMU
    • Determine which programs (joint degree/summer) are feasible
Thank you!