

Specific Linkages to Strategic Plan

Office of Institutional Advancement

1.5 Goal: To provide students, residents and alumni with services to succeed in their careers.

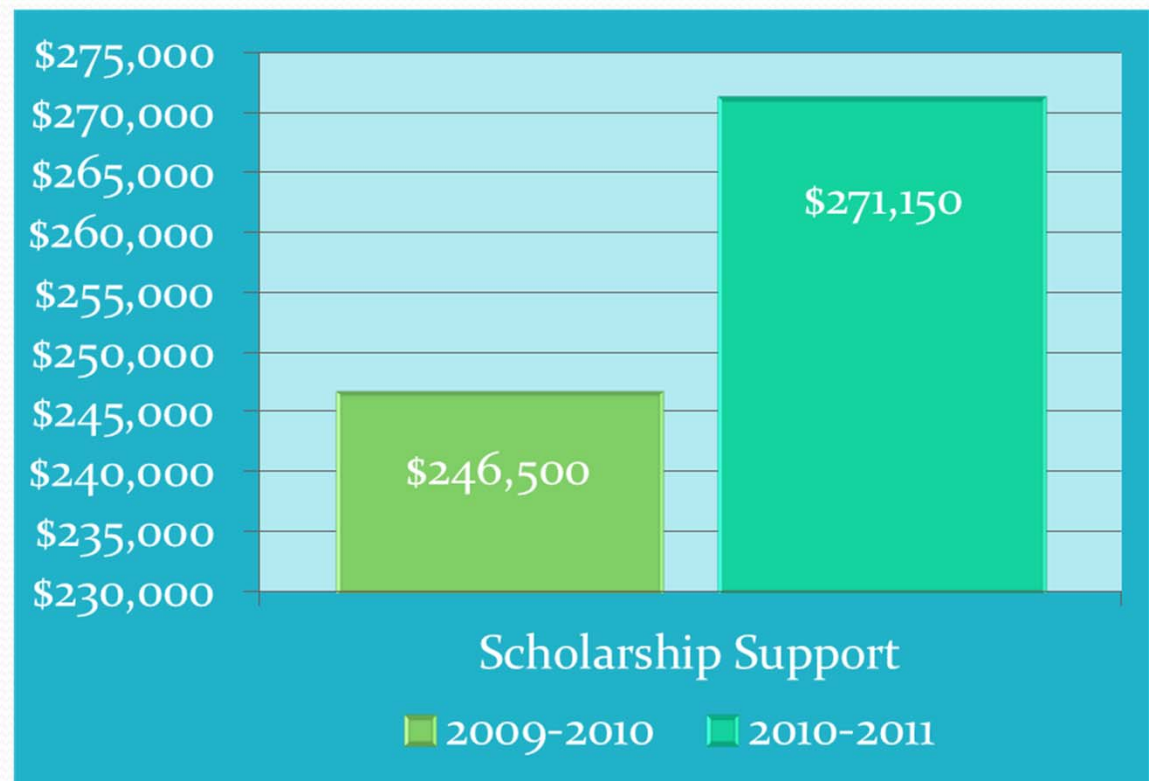
- The Alumni Association offered three “Lunch and Learn” presentations during the year to third-year students. Successful alumni came to campus to talk about their practices.
- With a new Associate Director for Alumni Relations, additional student-alumni programs will be developed.

1.8 Goal: to attract and enroll highly qualified students for the professional program.

The College will promote access and affordability through increased student scholarships and grants.

- As part of the major gifts campaign, our goal is to increase the current \$246,500 in scholarship support by 10 %

Scholarship Support 2009 - 2010	
Schnurmacher	\$ 80,000
Incentive Scholarships	\$ 75,000
OCNY Board Scholarships	\$ 50,000
Central New York Foundation	\$ 20,000
Folsom	\$ 9,000
Millman	\$ 6,000
Alumni Association	\$ 3,000
NYSOA	\$ 2,000
Weiss	\$ 1,000
NJOA	\$ 500
Total	\$ 246,500



3.1 Goal: To provide clinical programs that attract a large, diverse patient population to support clinical education and enhance the visual welfare of the community.

The UOC will expand its homebound program outside of Manhattan to reach an additional 1, 000 patients.

- **A \$30,000 grant from Reader's Digest Partners in Sight allowed the homebound program to expand into Queens seeing an additional 110 patients each year for the past three years.**
- **The revised goal is 200 patients a year.**
- **Annual financial assistance for patients in need will increase by 20% per year through 2013.**
- **The Reuss Grant of \$25,000 for indigent patient care remains the same each year. The OCNYS commitment to the indigent patient care is \$75,000. Additional funding sources will be sought as part of the campaign.**

2.3 Goal: To provide resources to attract and retain outstanding research faculty.

Endowed Chairs to support the recruitment and maintenance of outstanding research faculty will be developed.

- **With the Feinbloom pledge of \$250,000 for the Haffner Endowed Innovation Chair, the incentive for matching funds has increased to reach the goal of \$500,000 for a partial chair. The Haffner Dinner on December 2, 2010 will kickoff the matching gifts effort. A direct mail solicitation will also be launched.**



4.2 Goal: *To Promote Public Health*

Working with DCF and the UEC, new UEC and Referral brochures and new video on 42nd St, were developed to expand the public awareness of our services

- **A media-sponsored public vision screening in 2011 will be initiated.**
- **Greater vision -related story placement in print and electronic media will be emphasized in the coming year.**

The Vision & The Promise, the Campaign for SUNY College of Optometry

- **The Campaign includes other suggested general funding areas that are covered in the five-year plan.**
- **Some are restricted others are not.**

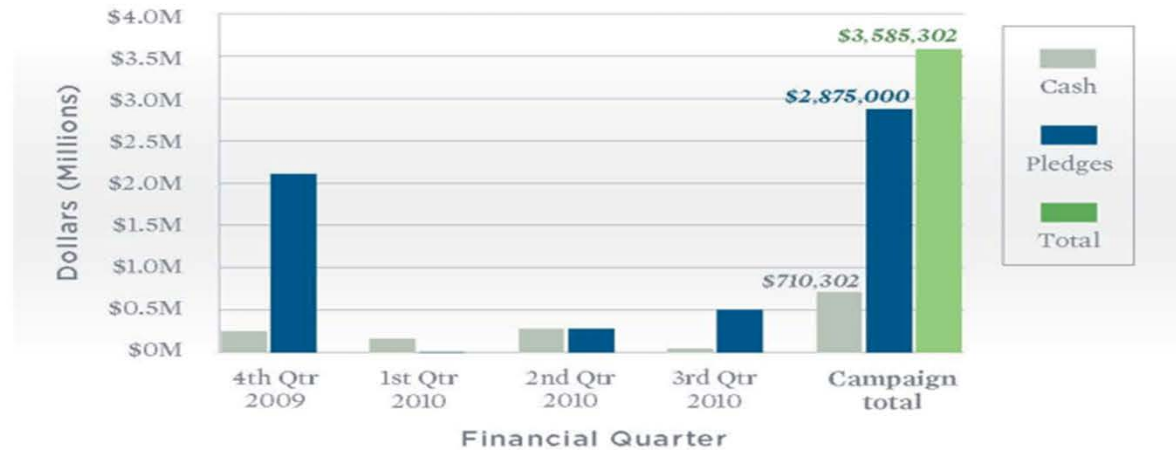
The Vision and the Promise

THE CAMPAIGN FOR SUNY COLLEGE OF OPTOMETRY

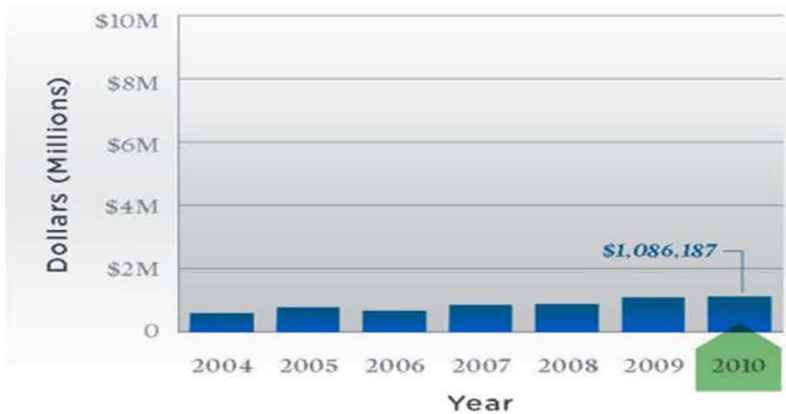
The Optometric Center of New York was proud to announce an irrevocable pledge of \$2 million from the estate of *Dr. William C. Folsom, Jr.* in December 2009. Dr. Folsom, an OCNY Trustee and longtime supporter of the College, has designated most of his pledge for the *Scott Tasker Folsom Scholarship Fund*, named for his late son.

This pledge serves as the leadership gift for a \$10 million major gifts campaign, "*The Vision and The Promise*," which currently has \$3.5 million in cash and pledges. The foundation's Board of Trustees formally approved the campaign at its September 2009 meeting. The public phase of the campaign will be announced at the 2011 gala.

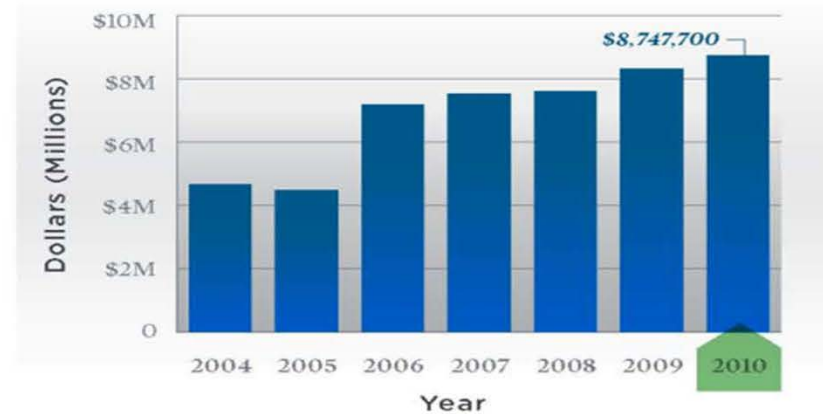
CASH AND PLEDGES



OCNY REVENUES



OCNY ASSETS



Institutional Advancement Staff

