

Presentation Office of Institutional Advancement

By:

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Vice President for Institutional Advancement

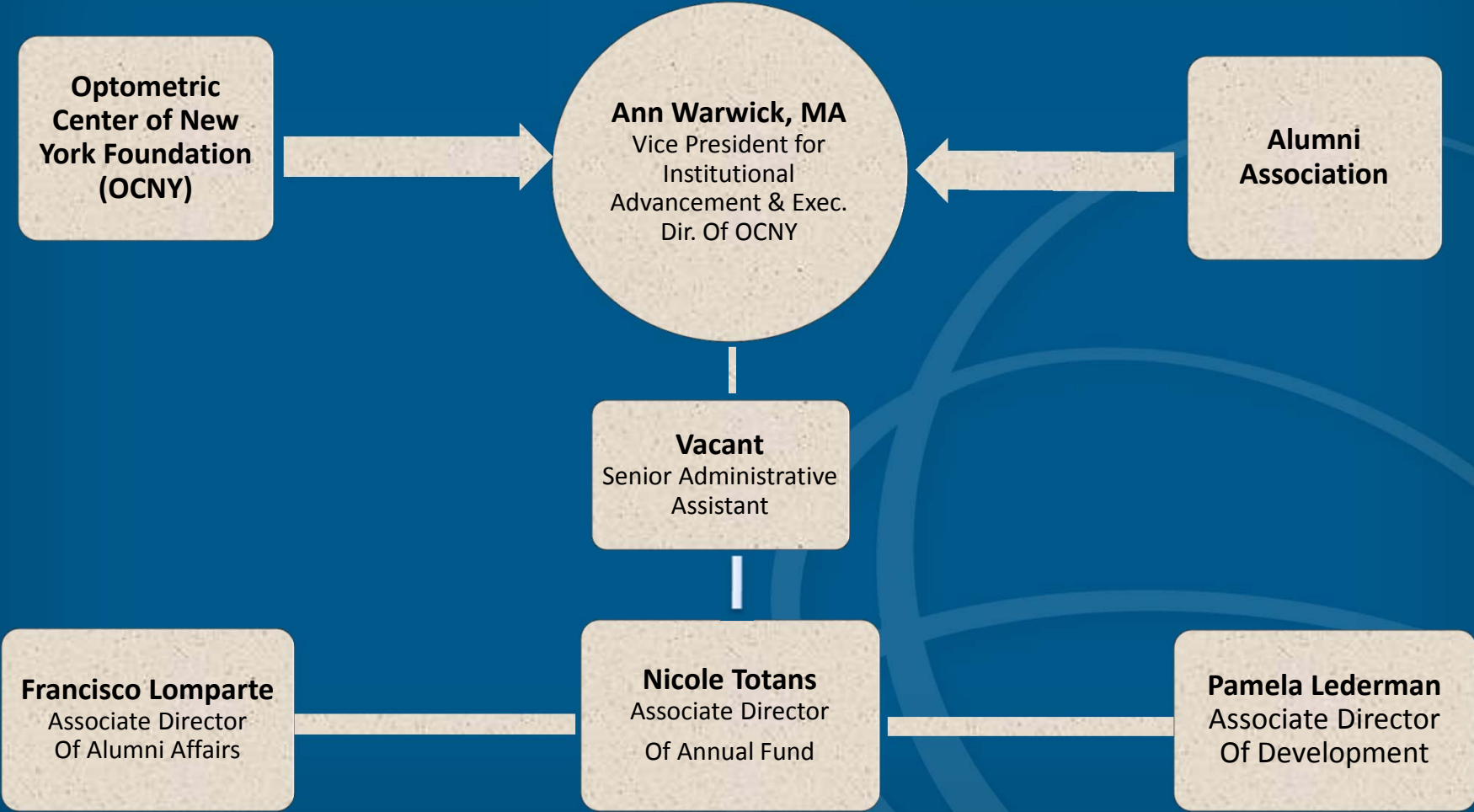
January 20, 2012

The Office of Institutional Advancement

Areas of Responsibility

- Development
- Alumni Affairs
- Optometric Center of New York
- Marketing and Public Relations
- Publications
- Government Relations
- Special Events

Organizational Chart



Response to Strategic Plan

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

Additional programs will be developed that will increase professional program graduates access to preferred career paths.

- The Alumni Office has offered student two “Lunch and Learn” programs with successful alumni practitioners.
- The Alumni Office is working with the Office of Students Affairs to help develop the program for the Career Symposium.
- The Alumni Office hosted the AOA Sports Vision University CE benefiting students and alumni in the tri-state area.

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.

New this year:

- An additional memorial scholarship of \$750 from the Alumni Association was available in 2011
- Hal Spielman, OCNYS Trustee, has established a new annual \$5,000 scholarship for a qualified, first – year student from City College or CUNY system
- Dr. Ron Millman has increased the named Millman scholarship endowment by a pledge of \$100,000
- Larry Roth of Marchon established the Jeff White Memorial Scholarship with an endowment of \$25,000
- Class of 1985 started the Class of 1985 Scholarship Fund

3.0 Improving Patients' Lives by Providing Exceptional General and Specialized Optometric Care.

The UEC will expand its Homebound Program outside of Manhattan to reach additional patients.

- The Optometric Center of New York received an additional \$35,000 in grant funding to provide homebound care to an additional 100 patients in Queens
- *Increased public awareness of SUNY UEC as a primary resource for eye/vision care needs will be increased*
- The UEC participated in the Health and Wellness Fair sponsored by WPIX-11. More than 7500 people attended the fair. The UEC conducted a vision screening for participants. Dr. Canellos was interviewed on the Dr. Steve Show

Institutional Goals for 2011-2012

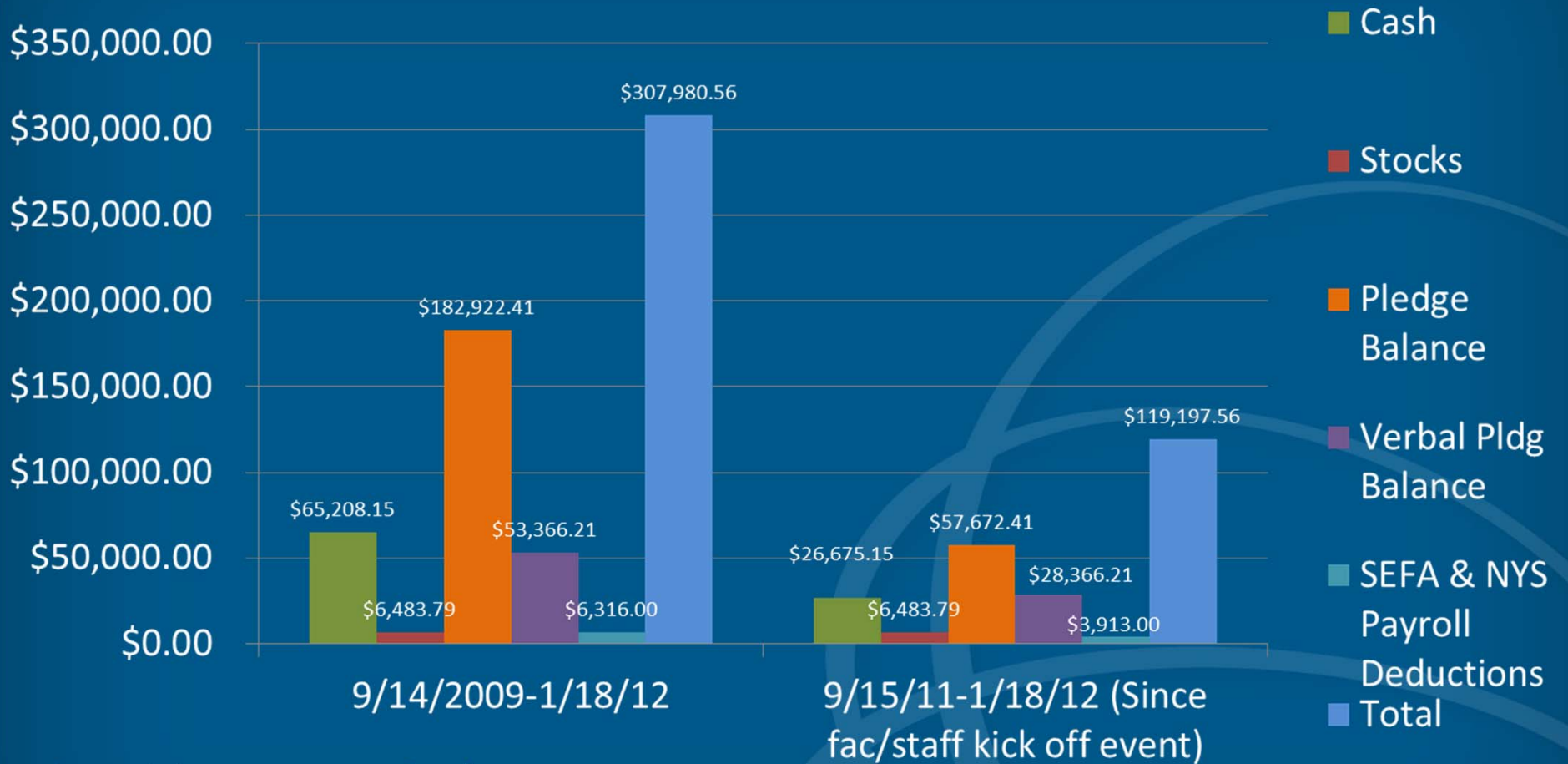
Continue implementation of - *“The Vision and The Promise – A Campaign for the SUNY College of Optometry”*

- Conduct the Campus (Staff, Faculty) Campaign (Sept. 15 Launch)
- Launch the Alumni Campaign with an anticipated 15% annual increase in giving and participation

Newly Established Giving Society

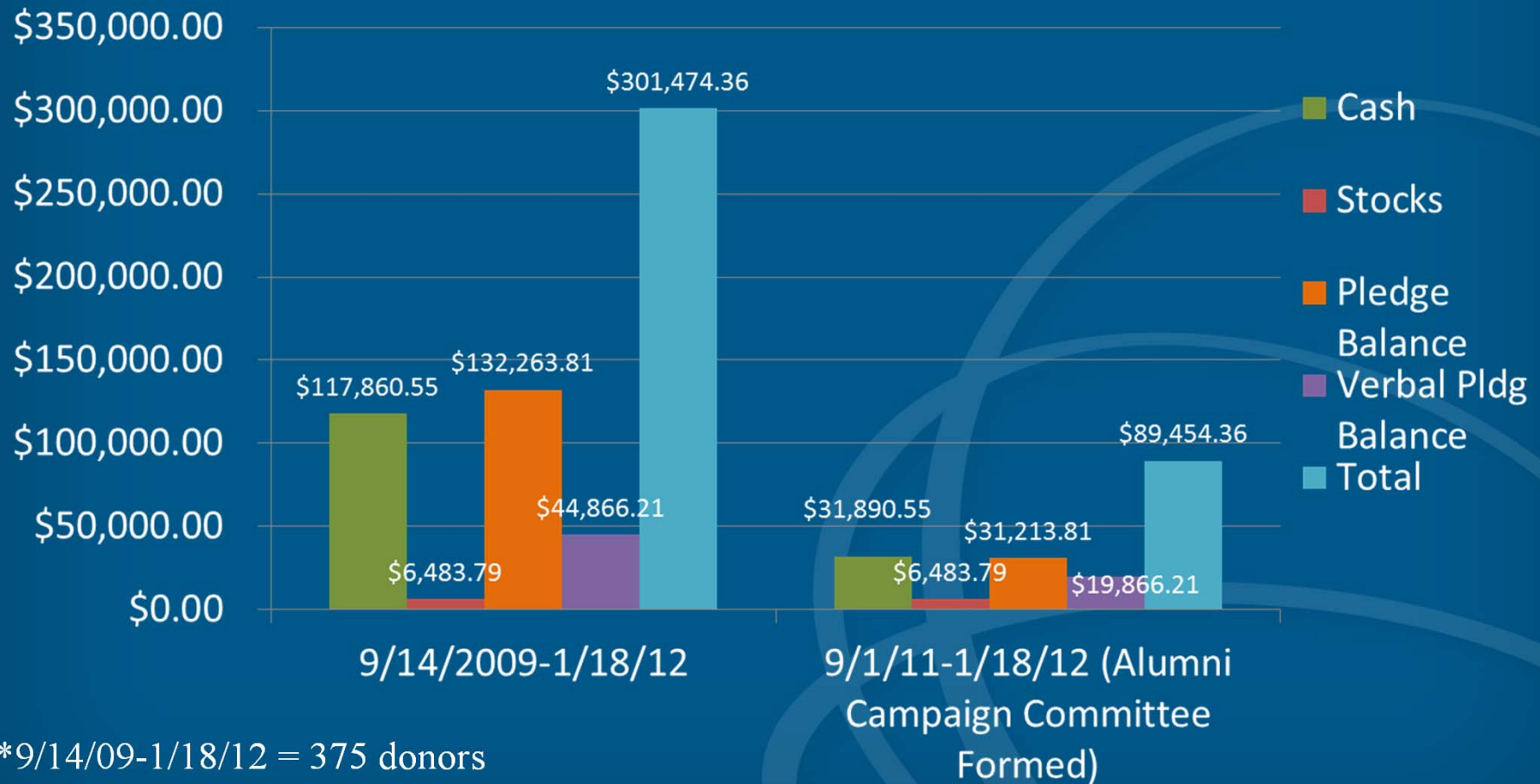
- Platinum Circle (\$100,000 or more)
- President's Society (\$25,000-\$99,999)
- Visionary Society (\$10,000 - \$24,999)
- Innovator's Society (\$5,000 - \$9,999)
- Founder's Society (\$1,000 - \$4,999)
- Promise Society (\$500 - \$999) (or \$250 for those who graduated in the last 5 years)
- Legacy Society (Planned Gifts)

Faculty/Staff Giving



- * Total donors since 9/14/09 = 109
- * Total donors since 9/15/11 = 88
- * New donors since 9/15/11 = 41

Alumni Giving



*9/14/09-1/18/12 = 375 donors

*9/1/11-1/18/12 = 130 donors

*New donors since 9/1/11 = 11

The Vision and the Promise Campaign (9/14/09 – 1/18/12)



Initiate Corporate Campaign

- Began with Academy meetings with 5 corporate representatives. The corporate solicitation is continuing
- Naming Opportunities Brochure being developed

Increase Board membership by two additional members.

- One candidate this year who declined
- Two members of the Board are actively seeking new Trustees
- Will set up a more formal Trustee orientation program and brochure

Enhance the accuracy of reporting assessing the success of the campaign.

- Nicole Totans and Erin Angarola, Bursar, are meeting quarterly to review campaign contributions and coding
- Pamela Lederman serves as grants manager to oversee reporting and expenditures of annual foundation and corporate grants
- Successfully met FY 2011 fundraising objectives as set forth in the OCNYS budget

- **Develop an enhanced public relations program to increase the long term visibility of the College and the UEC.**
- Increase press release activity to an average on one per month.
- Place at least three stories in the (free) NY media market.
- This is one area that needs improvement. Currently looking for a part-time PR/Media Placement person

Design and publish an annual report for SUNY Optometry.

- In the process of completing the 2010-2011 Annual Report by January 30th.

OCNY

Optometric Center of New York Gala

Totals



Trusts and Estates Committee

- Dinner for 45 Attorneys at Lambs Club
- Two additional members – Joel Levin and Natalia Murphy
- Donor Recognition Event at Christie's

Alumni Relations

❖ New

- Full-time Associate Director
- Sports Vision University Program
- Alumni Focus group and surveys on planning and programing
- Alumni Campaign Committee (10 Committee Members)
- Social Media Presence with 10% alumni participation
- Increase email addresses data up to 50% of alumni
- Career Symposium
- Alumni Merchandise online
- Increase in alumni giving

❖ Future

- Establish California Chapter
- Launch online giving on alumni website (February)

Publications

- **Underway or New**
 - Annual Report
 - Patient Care Brochures
 - Admissions Brochure
 - GCVR Brochure
 - Graduate Program Brochure
 - College Viewbook

- Questions?

Thank You.