



## NYSTAA President's Report

Submitted by: Nick Savva, Anne Gilligan, and Greg Diller

Date submitted: 5/17/2024

### Overview of the Year

As an organization, we are continuing the celebration of our 30<sup>th</sup> year, with our 30<sup>th</sup> conference which will be held virtually on May 20-22. This year was a bit challenging for our organization with respect to membership with many budget and position shortfalls regionally. We are also coming out of our first year with bylaw revisions and changes to leadership roles within our organization, which has been a learning experience for all. We also have been working to gain new committee team members as well.

### Successes

One of the greatest successes of our organization this year was the pivot to a virtual platform for our annual conference. We have over 200 professionals that have RSVP'd to this conference. The Eboard recognized the importance of hosting this conference and shifting the lens of the types of presentations that we accept is also something to celebrate.

### Challenges

NY has been cutting back on budgets and more transfer specific positions are being cut each day which makes boosting our membership difficult.

We shifted to by-monthly meetings, which may have caused a challenge for Eboard to keep track of outstanding items that needed resolutions.

### Goals for Next Year

The following are highlighted areas that we as an organization will be focusing our attention on next year:

- Building and restructuring our committees to allow for more perspectives and free up the time of one or two people completing all the work.
- Expanding our partnerships with other NYS/NYC committees/councils/boards to help with boosting visibility and membership.
- Having the Eboard assist where needed within areas that are not highly engaged.
- Looking at specific groups within our organization, registrar, admissions, advisement, career, programming, transfer resources/credit articulations, etc. and doing more one-off sessions with each of these groups to bolster engagement efforts.

## NYSTAA Membership Committee Report

Submitted by: Emma Bowman

Date submitted: 5/21/24

### Overview of the Year

As of the end of May, NYSTAA currently has 203 total individual members from 66 different institutions. This is a decrease of about 40 members and 5 institutions from last year. Percentagewise, this means that individual membership has decreased by 16% and institutional membership by 7%. The differences in the rate of decrease may reflect the fact that the number of individuals per member institution varies significantly; the loss of some institution memberships may disproportionately affect the overall number of members. Relatedly, around 88% of member institutions have 5 or fewer associated individual accounts, while several of the remaining member institutions have 14 associated members or more.

The table below lists the number of members both in terms of individual accounts and institutional accounts, as well as a comparison of these numbers to last year. Drops in membership were nearly across the board in all categories on both the individual and institutional levels, with the exception of downstate institutions, which went up by 4% (1 institution).

	Individual Accounts	% Change from Last Year (Individual)	Institutional Accounts	% Change from Last Year (Institutional)
Private	58	-26.6%	23	-20.7%
Public	116	-29.3%	36	-14.3%
Central	41	-33.9%	13	-18.8%
Downstate	61	-26.5%	25	+4.2%
Eastern	15	-16.7%	8	-27.3%
Western	57	-28.8%	1	-31.6%
Out of State	0	-100%	0	-100%
2 Year	45	-36.6%	15	-6.3%
4 Year	128	-25.6%	43	-17.3%

None of the above drops in membership significantly changed the proportionate makeup of NYSTAA members. Just like last year, members primarily represent public, downstate, and 4-year institutional categories.

### Successes

In March, Executive Board members reached out to a targeted list of institutions who had joined NYSTAA in the previous couple of years but who had not yet signed up this year. This resulted in a spike of about 40 signups that week. This experience suggests that, although membership has

been down, there are a number of people who still find value in NYSTAA who are missed in some capacity by the regular reachout strategies. In the coming year, the NYSTAA Executive Board is likely to have good results if a similar outreach strategy is attempted earlier in the membership cycle.

This individual experience also demonstrates that, on a broader level, comparing membership data between years has been a successful way to identify areas for growth. Changes in the website intake form and NYSTAA leadership have meant that, in the past, there has not always been a standard way to collect and present data that allows for easy year-to-year comparison. The successes this year suggest, however, that attempts to standardize data pay off.

## Challenges

As discussed in Executive Board meetings, the website setup causes a lot of confusion for potential members. The process to renew membership is not intuitive, as members from previous years often expect there to be a way to log in to their old accounts and simply pay for another year.

Additionally, determining why some people do not renew their memberships can be difficult if we never hear from them. While the potential members we hear from seem to cite confusion around timing and process as their primary reason for not having renewed their memberships, it is possible that there are some people we never hear from who deliberately choose not to renew for other reasons (e.g., budget).

## Goals for Next Year

As part of the wider strategic planning initiative, it would be great to refresh the charge for the membership committee. With this charge in mind, the membership committee can recruit more people who can in turn support initiatives to recruit and retain members.

There are a couple of upcoming initiatives that may benefit from additional membership committee officers. These include determining optimal updates to the website and, relatedly, planning changes to messaging around NYSTAA membership. For instance, if the website is updated so that membership renewals happen on a rolling basis rather than at a specific time of year, we will need to develop a different strategy than the current “Membership is Now Open” emails to the listserv in August/September.

Finally, as mentioned in the successes section, developing long-term standards around data collection and presentation is likely to pay off in the long run. This year, standard expectations should be discussed and codified to ensure continuity of data presentation practices whenever changes in the membership committee composition inevitably occur.

## NYSTAA Treasurer’s Report June 2023- May 2024

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Treasurer: Jim Lethbridge  
 Institution: Binghamton University

Email: [jlethbr1@binghamton.edu](mailto:jlethbr1@binghamton.edu)

Phone: 607-777-5972

**June 1, 2023 – June 30, 2024**

Account	Starting Balance	Ending Balance
BOA - Checking	71,186.81	40,428.66
BOA - Savings	11,237.91	11,238.00
BOA - Scholarship	6,254.40	6,254.40
Stripe	2,551.19	2,551.19
PayPal	1047.10	1047.10

**July 1, 2023 – July 31, 2023**

Account	Starting Balance	Ending Balance
BOA - Checking	40,428.66	42,458.68
BOA - Savings	11,238.00	11,238.10
BOA - Scholarship	6,254.40	8,019.52
Stripe	2,551.19	1000.00
PayPal	1047.10	1047.10

**August 1, 2023 – August 31, 2023**

Account	Starting Balance	Ending Balance
BOA - Checking	42,458.68	36,412.51
BOA - Savings	11,238.10	11,238.20
BOA - Scholarship	8,019.52	8,019.59
Stripe	1000.00	1000.00
PayPal	1047.10	1047.10

**September 1, 2023 – September 30, 2023**

Account	Starting Balance	Ending Balance
BOA - Checking	36,412.51	36,366.34
BOA - Savings	11,238.20	11,238.29
BOA - Scholarship	8,019.59	8,019.66
Stripe	1000.00	3,157.45
PayPal	1047.10	1047.10

**October 1, 2023 – October 31, 2023**

Account	Starting Balance	Ending Balance
BOA - Checking	36,366.34	35,245.17
BOA - Savings	11,238.29	11,238.39
BOA - Scholarship	8,019.66	8,019.73

Stripe	3,157.45	4,515.03
PayPal	1047.10	1047.10

**November 1, 2023 – November 30, 2023**

Account	Starting Balance	Ending Balance
BOA - Checking	35,245.17	36,004.00
BOA - Savings	11,238.39	11,238.48
BOA - Scholarship	8,019.73	8,019.80
Stripe	4,515.03	5,072.45
PayPal	1047.10	1047.10

**December 1, 2023 – December 31, 2023**

Account	Starting Balance	Ending Balance
BOA - Checking	36,004.00	35,957.83
BOA - Savings	11,238.48	11,238.58
BOA - Scholarship	8,019.80	8,019.87
Stripe	5,072.45	5,314.90
PayPal	1047.10	1047.10

**January 1, 2024 – January 31, 2024**

Account	Starting Balance	Ending Balance
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BOA - Checking	35,957.83	33,477.66
BOA - Savings	11,328.58	11,328.68
BOA - Scholarship	8,019.87	8,019.94
Stripe	5,314.90	6,526.22
PayPal	1047.10	1047.10

**February 1, 2024 – February 29, 2024**

Account	Starting Balance	Ending Balance
BOA - Checking	33,477.66	41,985.53
BOA - Savings	11,328.68	11,238.77
BOA - Scholarship	8,019.94	8,020.00
Stripe	6,526.22	2,010.61
PayPal	1047.10	1047.10

**March 1, 2024 – March 31, 2024**

Account	Starting Balance	Ending Balance
BOA - Checking	41,985.53	42,655.41
BOA - Savings	11,238.77	11,238.87
BOA - Scholarship	8,020.00	8,020.07
Stripe	2,010.61	11,191.04

PayPal	1047.10	1047.10
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**April 1, 2024 – April 30, 2024**

Account	Starting Balance	Ending Balance
BOA - Checking	42,655.41	42,327.05
BOA - Savings	11,238.87	11,238.96
BOA - Scholarship	8,020.07	8,020.14
Stripe	11,191.04	2,200.62
PayPal	1047.10	1047.10

**May 1, 2024 – May 16, 2024**

Account	Starting Balance	Ending Balance
BOA - Checking	41,985.53	42,198.69
BOA - Savings	11,238.96	11,238.96
BOA - Scholarship	8,020.14	8,020.14
Stripe	2,200.62	2,200.62
PayPal	1047.10	1,315.21

**Total Holdings May 16, 2024:**

\$64,973.62





## NYSTAA Awards Committee Report

Submitted by: Rebecca Mack

Committee Members:

Cathy Anderson, Le Moyne College  
 Thomas Fletcher, SUNY ESF  
 Rebecca Mack, Monroe Community College  
 Mark Wojnowki, Niagara University

Date submitted: May 16, 2024

### Overview of the Year

The committee promoted the NYSAA Service Awards: New Professional, Joan Austin Distinguished Service, Roger Sullivan Excellence in Transfer Services, and Emeritus Award.

The committee also promoted NYSTAA Professional Development Grants to give members the opportunity to attend the annual conference at no cost when their respective institution is unable to do so.

### Successes:

The Excellence in Transfer Services Award was named in honor of Roger Sullivan, a founding member of NYSTAA.

**Professional Development Grants:** We received two applications. However, there was no need for them this year as the conference was moved to all online with no fee to attend.

**Service Awards:** The committee chose award winners who will be notified during the 2024 Annual Conference.

Service Awards were purchased from The Pen and Trophy Center in Syracuse, a company that we have used before. Contact information: Dan Monti, The Pen and Trophy Center, 315-422-8797, danjr@penandtrophy.com, 119 East Second Street, East Syracuse, NY 13057.

Dropbox and the NYSTAA website will be updated after the 2024 conference. Note that Rebecca Mack currently has the Emeritus certificates.

### Challenges

Few award nominations were received.

### Goals for Next Year

Promote availability of awards to increase membership, applicants, and future involvement within the organization. Maintain historical award recipient data. Increase number of Award

nominations. There is a need for additional members of the Awards committee and future co-chairs.

## NYSTAA Scholarship Committee Report

Submitted by: Tracey Iorio

Date submitted: 5/21/24

Overview of the Year This year we were excited to be at the in person conference. We would fundraise by selling 50/50 Raffle tickets and sell tickets for other giveaways such as gift cards.

Successes: Sold over 400 raffle tickets for the 50/50. We had 25 completed scholarship applications. Our applicants had diverse backgrounds, majors and interests. Many if not all had a great deal of community involvement as well as internships and some research. The lowest GPA for this group was 3.7.

Challenges: We did not have the in person conference. We decided to only offer the 50/50 raffle and no other prizes. The lack of an in person conference has hampered our ability to build up our scholarship funds.

Goals for Next Year: The goal would be to encourage our 2 year partners to encourage more students to apply for our scholarship. Prior to Covid we had more applicants. I would also like to develop or discover other fundraising opportunities.

<i>Scholarship Recipients</i>	<i>2 year</i>	<i>4 year</i>
Amanda McGinnis	MCC	Brockport/Nazareth
Emmanuel McGovern	WCC	Cornell, Bing, Pace
Ethan Rothburd	SCCC	SBU, Farmingdale, Bing
Melissa Ramos	SCCC	John Jay, Hofstra
Skyla Fabbriante	SCCC	SBU
Umara Humayyun	WCC	Pace, Iona, Mercy

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Anna Dmytriv	MCC	Geneseo, SBU, Buffalo
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## NYSTAA Conference Committee Report

Submitted by: Michael Henningsen & Katie Kloepfer-Mazzafarro

Date submitted: May 18, 2024

Overview of the Year: We were all set to have an in-person conference in Binghamton, NY. The location is centrally located within the State and based on the turnout of last years conference in Rochester, we felt comfortable that we would be able to hold an in-person conference once again. Unfortunately, registration numbers were too low and we had to cancel the in-person conference before we got too late based on the contract with the Hotel. Although we still owe them \$7,500 as we had to cancel, we are fortunate to not have to spend more than that thanks to Steven Preston from Conference Direct who helped negotiate the penalty.

We are fortunate to have been able to switch gears rather quickly and move to a virtual format for this year!

### Successes :

Even with complications with doing an in-person conference, we were able to switch gears and still offer a conference albeit, virtually. We had wonderful committee meetings in which we accomplished a lot as we were planning an in-person conference! Special thanks to our committee members:

- \*Matthew Wilson
- \*Robin Graff
- \*Anne Gilligan
- \*Janette McCoy
- \*Nick Savva

The number of presentations submitted for the conference worked out to be just the right number for the virtual conference setting.

### Challenges:

Obviously, the biggest challenge we faced was member engagement with our conference. We needed to have at least 100 people register for the conference to meet hotel obligations and we were no where near that. As we know, our membership has declined over the past few years which does impact our conference attendance.

We are also determining if the timing of the conference may also play an impact as well. We

used to have numerous 10 month employees that would be “off-contract” if we held a conference in June etc. With changes in the Higher Education landscape, perhaps we may need to take a closer look at the dates and see if there might be a better time frame for our conference instead of the end of May.

## Goals for Next Year

To have an in person conference in 2025. Explore the option of joining forces with another NYS Association to ensure participation and professional development opportunities.

If an in-person conference is not possible, perhaps look into getting together regionally for the virtual conference to participate together.

2023-2024

## Marketing and Communications

**Submitted by:** Caitlin Bauer

**Date submitted:** 5/21/2024

### Overview of the Year

#### Successes

Effective use of Constant Contact, experimented with how to expand the use of listserv with CC.

#### Challenges

Need more committee members - preferably those with more comfort and experience with web updates.

#### Goals for Next Year

Committee of at least three individuals. Work with e-board to develop overhaul of website. Planning for a summer website audit.

## NYSTAA Private Sector Report

Submitted by: Cortney Shaughnessy

Date submitted: 5/21/2024

Overview of the Year - At the beginning of the year, the 4 year private rep role became the private sector rep instead. I think this year was just a time of transition and continuing to shape and understand what that means. Nothing big to report.

Successes - Redefining the private rep role - which will hopefully assist in giving defined direction for the next person to take my place.

Challenges - no challenges

Goals for Next Year - I hope the new private rep is able to really take on doing a bit more next year and work with others to create some content to drive engagement going forward in areas such as creating professional development webinars throughout the year, etc.

## NYSTAA CUNY Sector Report

Submitted by: Lisa Millsaps-Graham, PhD, MPH, MS Date submitted: May 13, 2024

Overview of the Year I, Dr. Lisa Millsaps-Graham, was elected in November 2023 and began my role as CUNY Core Representative in December 2023. With the professional development planning teams we have increased NYSTAA's visibility at CUNY by coordinating professional development workshops and collaborating with the Director of CUNY Recruitment, University Committee on Recruitment (UCOR) Co-Chairs, and the Executive Director of Admissions and Recruitment at CUNY. Although there is more work to be done, establishing connections with new CUNY staff and exploring how NYSTAA, as a representative, can further support transfer initiatives will be a rewarding challenge for the next CUNY Core Representative. Being in this role for half a year I see that the vision and momentum from NYSTAA and CUNY is there to enhance transfer and articulation support.

Successes

- Connected with Estrella Rednodo, Director of CUNY Recruitment at Central with ongoing discussion on how to support CUNY's transfer initiatives.

- 60 percent show rate for the Comprehensive Recruitment and Transfer Advising Tools for Student Success: Promoting Transfer Equity and Transparency in Higher Education Virtual workshop on November 30, 2023 with CUNY Central participation.
- Advancing My Future: A College and Vocational Career Fair event on April 30, 2024 in collaboration with the Brooklyn Canarsie Lions Club had a 30 percent show rate.
- Collaboration with UCOR Co-Chairs discussing ideas, and insights on transfer workshops, sessions to increase visibility and presence to further support the vision, mission and purpose of UCOR and transfer efforts.

#### Challenges:

CUNY efforts have focused on recruitment, enrollment, and graduation for both first year and transfer students, new staffing with CUNY Admissions and Recruitment Offices, and CUNY fee waiver for applications made it difficult to collaborate and plan to further the vision as a CUNY NYSTAA rep for 2023 and 2024.

#### Goals for Next Year:

1. Increase NYSTAA's visibility with the CUNY Transfer team and the Office of Recruitment.
2. Collaborate with Estrella Redondo, Director of CUNY Recruitment and Sharon Hardy, Executive Director of Admissions at CUNY to strengthen the relationship between NYSTAA and CUNY.
3. Collaborate with CUNY University Committee On Recruitment (UCOR) Co-Chairs to discuss ideas and insights on transfer workshops and sessions, aiming to increase visibility and presence to further support the vision, mission, and purpose of UCOR and NYSTAA transfer efforts.
4. Working closely with Robin Graff and other NYSTAA members hosting events, workshops, and mixers throughout New York State aimed at increasing professional membership, leading to the annual NYSTAA professional conference.
5. Coordinate the Advancing My Future: A College and Vocational Career Fair in October 2024 to further efforts toward the first college year and transfer, offering high-impact workshops. for prospective students, professional higher education staff, and parents/guardians.