

The College's Open House attracts thousands of potential students from the region.





ability to place orders using online catalogues from entities that the College has contracts with or that have contract authorization from SUNY, New York State or Suffolk County. The solution will be integrated with the Banner financial system to ensure that appropriations are available and that applicable levels of approval are maintained. The Banner project will require students to update their telephone, address and email contact information in advance of our plans to introduce text messaging capabilities as a form of student communication.

Our total Full Time Equivalent (FTE) enrollment for the academic year was very close to the prior year's enrollment figures, which means we made strides in attracting enrollment that was sufficient to make up the difference generated by graduating the largest class in our history. Despite national trends and the experience of both two- and four-year colleges in the area that have lost 5% or more in enrollment, our FTE enrollment is basically flat and has remained level. I have directed that student retention efforts be a priority as we move forward.

The College had successful Open House events for both the fall and spring at its three campuses. The programming for Open House includes having faculty representatives in attendance from all academic programs that are offered at the respective campuses, as well as providing admissions, testing and advising, scholarship, financial aid, career, special services, athletics, transfer and student leadership information. Campus tours are conducted by student ambassadors. This year's overall attendance ranged between 1,000-2,000 prospective and recently accepted students and their families. To attract this audience, a postcard mailing was sent to Suffolk and Nassau county high school juniors and seniors inviting them to attend the Open House, and was also sent to various cohorts of student populations not currently enrolled at the College. An electronic announcement about the Open House was sent to all respondents on the College's enrollment landing page. The event is also widely advertised using the *Newsday* Note, press releases, social media, the College's homepage, online advertisements, along with posters and flyers that are sent to local high schools and libraries.

SUNY Financial Aid Day was held on February 28th at all three campuses. Over two hundred parents and students attended college-wide. The Financial Aid Professional staff assisted the audience with a step-by-step presentation on the Free Application for Federal Student Aid (FAFSA) process. After the presentation, the staff stayed to answer questions.

In March, a financial aid presentation for English as a Second Language (ESL) students from East Hampton along with their parents took place at the Eastern Campus. East Hampton provided a community liaison and the College provided a representative from the campus Financial Aid Office. The presentation was delivered in Spanish.

Title III

This year, the College substantially completed its US Department of Education Title III-A Strengthening Institutions Program sponsored project, entitled *Student Engagement through Informed Support* (SEIS). The project began on October 1, 2010 and will end September 30, 2015. This five-year project was designed to dramatically improve student success and engagement by growing the College's capacity to support students with electronically-enabled enrollment and admissions processes, reorganizing and improving faculty academic advising, establishing a new early warning-student intervention system, creating repositories of faculty-developed online learning objects for 20 high-enrollment gateway courses, and unifying on-line and in-person student support resources available through a new Virtual Learning Commons.