

**ADVANCEMENT, ENGAGEMENT & ECONOMIC DEVELOPMENT
COLLEGE COUNCIL REPORT
OCTOBER 3, 2018**

The Division of Engagement and Economic Development merged with the Advancement Division on July 1st www.fredonia.edu/aeed. The organization chart for the new Division of Advancement, Engagement and Economic Development (AEED) is attached. The College Foundation and the Office of Alumni Affairs joined EED to form the new division. Betty Gossett has been appointed Associate Vice President for AEED and Executive Director of the Fredonia College Foundation. Kevin Kearns is serving as Vice President for the division.

The NCCF Local Economic Development committee held its annual economic development summit at Fredonia on May 22nd. Patrick Whalen, Director of the Niagara Global Tourism Institute served as the featured speaker. Other speakers included County Executive George Borrello, CC IDA Director Mark Geise, and Kevin Kearns.

The division was a co-sponsor for the Dunkirk Great Lakes Experience Festival in June which focused on the environment and ecology of the Great Lakes and the heritage of our region. EED also co-sponsored the Dunkirk Great Lakes Grand Prix speed boat race in August. This nationally-televised event attracted thousands of visitors to the Dunkirk waterfront.

The division coordinates the Fredonia American Democracy Project (ADP) which plans and implements strategies for civic engagement and student voter registration. In honor of Constitution Day, Professor Mike Igoe addressed approximately 100 faculty, staff, and students and discussed why the U.S. Constitution still matters. Other Constitution day initiatives included an interactive display of the amendments of the constitution in Reed Library, and the distribution of voter registration forms.

The ESD supported the Central Connection initiative, which outlines plans for a cooperative approach to local economic development between the university, the City of Dunkirk, and the Village of Fredonia, and is being further supported by Dunkirk's downtown revitalization grant from NYS. Grant funds will support new bike lines, intersection improvements, and branding along Central Avenue from the village to the Dunkirk waterfront. A formal signing of a Central Connection Memorandum of Understanding is scheduled later this month.

Fredonia Technology Incubator (FTI):

Since May 2, The Incubator has held 15 events with 540 attendees. In addition, FTI hosted 99 community events with 1,875 visitors.

FTI received the International Business Innovation Association (iNBIA) *Impact Award* for Rural Incubators in June 2018. The International Business Innovation Association (INBIA) is a non-profit organization and global advocate for incubators, accelerators, educational institutions and

regional economic development stakeholders. With over 2,000 members across over 60 countries, INBIA provides its members with essential information, education, advocacy and networking resources to bring excellence to the process of assisting early-stage companies succeed.

FTI Director, Chuck Cornell, was selected to serve as a mentor for the *NYS 76 West Clean Energy Competition*. The 76West Competition awards grants to clean energy businesses in the Southern Tier, or businesses that establish a direct connection or create jobs in the area. The competition offers \$20 million in prizes and support services, including a \$1 million top prize.

MIDS Makerspace – FTI completed phase one of the Multimedia Innovation Design Studio (MIDS), a physical makerspace that houses high-performance computers, specialized software, peripherals, video, and recording equipment designed for innovative cross-disciplinary collaborations and development. The Studio was inspired by a groundswell of student interest in video game development, virtual reality, and other forms of interactive media that use and fuse the visual arts, animation, video recording, sound recording, writing, and coding. It was made possible through a NYS grant and generous private donor.

Leveraging MIDS, FTI provided Fredonia undergraduate students an opportunity to develop an entrepreneurial project. Participants focused on areas of game development, social entrepreneurship, economic development, expanding programming, or advancing a startup. The summer internship program serves as an applied learning opportunity for undergraduate students. Five Fredonia students participated in the inaugural year developing a video game prototype.

FTI launched its *Veterans Entrepreneurial Network* from Boots to Business Reboot event. The newly formed network will hold monthly gatherings for Veterans who are entrepreneurs to develop ideas, networking, and collisions, assess needs, and provide information. A whiteboard session was held on August 7, 2018 to define needs and opportunities. Monthly meetings and the Veterans Entrepreneurial Network Breakfasts have been established.

Recent entrepreneurial education events held at FTI have included: Starting and Managing Your Own Business; Business Planning for Startups; an overview of the Minority Women Business Enterprise (MWBE) program in NYS; a *SCORE* Crowdfunding Workshop, and Intellectual Property & Pirate Fight Club.

Art Exhibitions -- FTI Art Gallery continued to feature community and campus art exhibitions under the direction of Barbara Racker, Director of the campus Cathy and Jesse Marion Art Gallery. The gallery recently hosted well-attended networking receptions for the exhibitions including: *Aspire of WNY Art Speaker: Art for Inclusion*; *Fredonia Paper and Book Arts* - featuring student artists and Professor Timothy Frerichs; *Dotterweich Family & Koch's Brewery*. The current exhibit of Recent Works by local artist James East is available for viewing through the month of October.

Applied Learning -- FTI hosted eighteen (18) interns this year. Of the eighteen, five were Marketing, four Business Finance, two Communications, three Business Administration, and one Entrepreneurial. FTI also hosted one senior from Fredonia High School who completed a marketing internship. There were a total of fifty eight (58) students with applied learning opportunities at FTI including interns of our clients.

Student Business Competition -- FTI successfully completed the third annual student business competition in the spring with 28 Fredonia students participating. *Weirdness* -- an alternative comics and illustration venture, putting out small-run, collectible physical releases from commissioned artists – won the grand prize. Runners up were *JBN*, a fashion startup, and *Makunema Productions*, a video production company. The student business competition provides Fredonia students the opportunity to submit a business proposal and compete for admittance into the incubator and other prizes.

NexNest, run by SUNY Fredonia graduates Alex Czechowski and Nate Winn, won the 2018 “Best All Around Pitch” honors for its web application they developed that connects students with local landlords and offers other services to help make student renting a positive experience in the student business plan competition at the WNY Student 2 Biz Challenge -competing with 20 student teams from seven Western New York colleges and universities. NexNest won the 2017 FTI Student Business Competition gaining entrance into the incubator program which enabled the company to grow through learning business skills and gaining access support services.

The Incubator applied for \$500,000 over three years for *Incubating Food Related Startups in the Chadwick Bay Region* under the U.S. EDA’s 2018 i6 Challenge. Project will build on regional assets in agriculture and food processing, and address a critical need for comprehensive business development in this sector. The Project will develop an entrepreneurial ecosystem for food-related startups by providing support to start and grow new enterprises, strengthen the connections between sectors of the food system and its ancillary networks, and connect both university and economic development resources to grow this industry cluster.

FTI also applied for \$625,000 in funding over five years in Consolidated Funding Application (CFA) under the New York State Business Incubator Program. Project provides enhanced services and programming for startups in the areas of music industry, incubation of food-related startups, underserved populations, and multimedia innovation – a “One Stop Shop for Creative Entrepreneurship and Innovation”

In addition, FTI applied for \$3500 in funding through NCCF Community Grants program for equipment, software, and peripherals for the Multimedia Innovation Design Studio. The funds will leverage other grant funding for a total of \$7,000 for phase 2 of this project.

The Career Development Office (CDO):

The First Destination Graduate Survey, administered by the Career Development Office (CDO), indicates that 97% (up from 95% last year) of recent graduates from the Class of 2017 are either employed and/or enrolled in additional education. 93% (an increase from 88% last year) of respondents considered their present status as progress toward their career goal, and 88% (up from 82% the prior year) indicated that their job was directly or somewhat related to their major.

The CDO launched Handshake, a new career service management platform that powers FREDNetwork in August 2018. The impact on student-employer engagement has been extensive with over 3050 jobs and internships having been posted since the launch of the new platform. On a daily basis, there are over 2200 jobs and internships currently available in FREDNetwork (an increase from 1400 previously). The CDO developed over 800 new employment opportunities for students and alumni over the last quarter.

The CDO's popular Network on the Go student-employer mingle was held outside during Activities Night on September 5. A total of 397 students talked to 17 employers.

The CDO internship program continues to help students gain experience and connect to employers. Students completed 288 credit-bearing internships during the spring 2018 semester, with an additional 97 over the summer.

The Applied Learning Council partnered with the Professional Development Center to provide faculty mentorship to award winners of the Instructional Incentive Awards for Applied Learning Course Innovations. Funding was provided by Academic Affairs to support faculty incorporating high impact, applied learning teaching practices in their courses. The areas of applied learning that have been prioritized for this funding cycle include service learning, civic engagement, internships, international and domestic travel/exchange & study away, creative works, research, and entrepreneurship programs and projects. The award is generously sponsored through the support of the Fredonia College Foundation.

The CDO co-sponsored a Professional Development Seminar for education majors on August 30, 2018 working with the College of Education. Mr. Todd Crandall, Superintendent at Silver Creek Central School District, was invited to speak as the keynote for the day-long event and discussed hiring practices to better prepare students in the workplace. The event was co-sponsored by the CDO, Office of Field Experiences, and Office of Student Services.

The CDO is coordinating a Graduate School Week to be held during the week of October 15. Workshops will be offered by the Graduate Studies Office, Financial Aid, and Career Development. The Graduate School Fair will be on October 16th from 4-6 p.m. in the

Williams Center MPR. More than 60 graduate schools have registered to attend the event representing business, education, health/medicine, humanities, and the sciences.

As a co-sponsor of Writers@Work: An Alumni Writers-in-Residence Series, the CDO director hosted a series of events from September 20-21, 2018 for students interested in working for non-profits. Three alumni were featured: Rich Ryan '04, Director of Development for the National Comedy Center; Heather McKeever '00, Executive Director for the Cystic Fibrosis Foundation of Western New York; and Carol Pulver '90, Director of User Support and Randomization Services at Frontier Science. These writers discussed their work and offered career advice for students considering careers working for non-profit organizations in an array of industries.

Native American Consortium:

The Native American SUNY Western Consortium helped the SUNY Fredonia STEP program coordinate campus visits for middle and high school students from a Seneca Nation of Indians Summer Program. Director Cheryl John hosted an information table at the Native American Student Union club during the Seneca Nation of Indians Fall Festival. The director also hosted a Meet 'N Greet for Native American students, and attended the 8th Annual Welcome Back social for WNY colleges at Buffalo State College. 92 people were in attendance.

Fredonia Alumni Association:

Commencement 2018. Held May 19, graduates received diploma substitutes (to go into the diploma covers each of them received) and honor cords from the Alumni Association. Enhancing this year's ceremony was the presentation by the Class of 2018, of a fully endowed scholarship in the Class' name. A total of \$10,000.00 was raised under the leadership of Class President, Veronica Arce.

The Alumni/Foundation Annual Golf Tournament was held July 13, at Shorewood Country Club. 102 alumni and guests participated. All proceeds were directed to the College Foundation, the Alumni Association, and the University Police Criminal Justice scholarship endowment. Approximately \$7,000.00 was raised.

The Alumni Office partnered with the Alumni Offices at UB, Buffalo State, Canisius, Niagara University, and Brockport, to offer the respective members of the Class of 2018 the opportunity to attend their first ever class reunion, on Wed., May 30, at Riverworks, in Buffalo. The Classes of 1953, 1958, 1963, and 1968 will all celebrate landmark reunions during Homecoming Weekend.

A newly formed committee, Alumni Recruitment Committee, that is assisting the Admissions Office in identifying recent graduates to help with recruitment in outlying regions – particularly out of state college fairs.

Homecoming 2018 is scheduled for Oct. 19-21. Highlights include: the twentieth anniversary of the combined Theatre and Dance program, and the sixtieth anniversary of Dr. Georgiana von Tornow's contributions to the Theatre Department. It is anticipated that actress and alumna, Mary McDonnell '74, will be on campus to help raise funds for the Theatre and Dance Department's Student Emerging Needs Fund. The College Education and the radio station will also celebrate significant anniversaries. A new class will be inducted into the Athletic Hall of Fame. Honored classes will be recognized-- especially the Classes of 1953, 1958, and 1963. Also scheduled: the third annual Mini Maker Faire (www.makerfairefredonia.com), the Ruterbusch 5K Run, a College Symphony Orchestra concert, great athletic contests, and a host of other special events. Dr. Jonathan Green '85 (Music Performance) and Dianne Kricheldorf '54 (Elementary Education) will be honored for their outstanding contributions at the Homecoming Buffet Dinner, on Friday even. Members of the fifty year class will celebrate this auspicious anniversary in conjunction with Homecoming Weekend. Well over 100 alums and guests are expected to return to campus.

Advancement/ College Foundation:

AVP Betty Gossett will provide a separate report for the College Foundation including the Foundation financials, the status of the Nurturing Innovation Campaign, and the annual Scholars Breakfast which was held on September 29th.

Advancement, Engagement, and Economic Development

