

The Focus

faculty / staff e-newsletter

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Marketing success: Proud Hornets take flight at Key Branding Labs

August 29, 2019

Categories: Uncategorized



Dave (left) and Adam (right) Sabol at Key Branding Labs in downtown Binghamton.

Don't believe the naysayers: There are plenty of exciting opportunities in the Southern Tier, from professional sports to festivals, a burgeoning arts scene and more.

"There's so much optimism and so much progress, and so many people making it happen. Positivity is kind of cool again," said SUNY Broome alumnus Adam Sabol, founder of [Key Branding Labs](https://www.keybrandinglabs.com) in downtown Binghamton. "There's always been good stuff happening. Now there's a much louder voice than 10 to 15 years ago."

You could see the optimism and energy on Gorgeous Washington – the heart of downtown Binghamton's art scene, and of the marketing agency Adam founded – in evidence one sunny July day. Customers swarmed the coffee shop next door, chatting at sidewalk tables with their lattes and bubble tea.

Key Branding Labs is located in a crisp modernist space adorned with photos of rock stars in action. They're

growing, and Adam was able to hire his brother Dave – another Hornet alum – as a social community manager in the middle of May. The two have a history of working together on projects, and striving to bring more life into the community they love.



Key Branding Labs was the very first graduate of the Koffman Southern Tier Incubator.

A SUNY Broome start

Adam graduated from SUNY Broome in 2008 with a degree in Business Administration, and then from Binghamton University three years later with a bachelor's degree in the same field. Four days after his BU graduation, he started his first business with a quartet of friends: Communikey, a discount membership program that connected college students with local businesses and restaurants – a boon for both students and businesses alike.

“A lot of people we graduated with only knew four bars on State Street and Tully’s,” he said.

[Learn about Business Administration at SUNY Broome.](#)



brothers Dave and Adam Sabol do a fist-bump in the offices of Key Branding Labs

The Communikey card developed into a mobile app that incentivized students to check out local businesses. At its height, the program worked with more than 120 local businesses and restaurants, relying on new marketing avenues to spread the word – particularly social media.

As social media use became more widespread, business needs changed. Establishments would approach Communikey, asking for help in developing and executing strategic social media plans. To meet these changing needs, more than four years ago Communikey evolved into Key Branding Labs, a full-service digital marketing and public relations agency.

While at SUNY Broome, Adam never particularly thought about becoming an entrepreneur; like many students, he was unsure about his future path.

“Everyone thinks that successful entrepreneurs must have been working on it since high school. I literally had no designs on it until four days before we started a business,” Adam said. “It was never on the radar.”

[Learn about our Entrepreneurship certificate program.](#)

Younger brother Dave graduated from SUNY Broome with a business degree in 2014 and then completed his bachelor’s in economics at Binghamton University. While at SUNY Broome, he interned at Communikey and volunteered at events in his hometown, including Endicott Apple Fest, Restaurant Week and holiday tree lightings. In 2015, he teamed up with Adam to organize EndiFest, a celebration highlighting Endicott’s food, music and businesses.

“I realized I wanted to do more,” Dave reflected. “I got the inspiration driving through my hometown. There’s so much going on and people don’t realize it.”

SUNY Broome was a convenient option for Dave and a seamless introduction into higher education. He

particularly enjoyed Professor Giovanni Scaringi’s class in economics, which inspired his own path in higher education. “It was one of the most boring subjects, but he was able to make it come alive and see the impact it made on the world,” he said.

After graduating from BU, he joined the banking industry with an underwriting job at NBT, followed by a gig as community development officer at GHS Federal Credit Union. But the prospect of life in a cubicle didn’t appeal long-term. In May 2019 he decided to follow his passion – and join his brother Adam in his growing enterprise. He still volunteers in his spare time, and serves on the board of Little Italy Endicott.

“I was always told, never chase a title, don’t chase a paycheck, chase the work that you want to do,” he said.



Dave and Adam Sabol outside Key Branding Labs

Proud Hornets

Key Branding Labs has presented the Sabols with the opportunity to interact with other SUNY Broome alumni virtually wherever they go. Both are proud Hornets – and equally proud to be a vital part of a rejuvenated Southern Tier.

However you choose to market it, community college remains a cost-effective option, especially for those who are unsure of their future path, they said.

“You can start here and taste a little bit of everything,” Adam said.

“When you consider the first two years of any college, there’s nothing you couldn’t get here,” Dave added.

[Are you a SUNY Broome alum? Stay connected!](#)



The logo of Key Branding Labs

A promising leader: Kaitlyn finds academic success and a path to her future

August 28, 2019

Categories: Uncategorized



Kaitlyn Thomas

Before SUNY Broome, Kaitlyn Thomas would never have imagined herself as the winner of the prestigious Coca-Cola Leaders of Promise Scholarship – or as a member of an international honor society.

“I never thought I was academically strong, so being told I could join an honor society was a ‘wow’ thing,” reflected the Norwich native, who is among only 200 Phi Theta Kappa members across the country to receive the \$1,000 scholarship.

This year’s recipients were chosen by a panel of independent judges from nearly 900 applicants, based on outstanding academic achievement and demonstrated leadership potential.

And Kaitlyn is indeed a leader in SUNY Broome’s chapter of PTK. As vice president of membership and fellowship, she talks to current and incoming members about the honor society’s benefits – including scholarship opportunities and the Honors Case Study Challenge, a gold star on a resume or transfer application.

For the Case Study Challenge, PTK posts a general theme; this year, it’s “transformations.” Participating students create a thesis and conduct research to prove that thesis, a bit like a science experiment, she explained. Right now, Kaitlyn and her fellow PTK students are exploring the impact of a plant-based diet on the environment, including such factors as the methane produced by cattle and the potential for pollution.

A sophomore Liberal Arts major, Kaitlyn plans to graduate in May 2020 and transfer to a university, where she can double-major in American history and English literature.

“It’s interesting to see where we were in the past and how we can use it to redirect our future,” she explained. “And on the literature side, I love reading and analyzing and discussing characters.”

[Learn about Liberal Arts at SUNY Broome.](#)

Her dream school is Hamilton College in Clinton, but backup plans include SUNY Buffalo and SUNY Albany. Her long-term goal is to become a college professor, much like those who influenced her trajectory at SUNY Broome.

These include PTK advisor Irene Byrnes, who encourages Kaitlyn to apply for scholarships and other opportunities, and English Professor Suzanne Shepard, who has supported her teaching aspirations.

“One reason I prefer teaching older students is because they’re more consciously aware of the world around them and more focused on their education,” Kaitlyn said.

[Learn about transfer counseling at SUNY Broome.](#)

Kaitlyn chose SUNY Broome for practical reasons: It allows her to stay close to her family and pay for her education without taking out loans or going into debt. An added plus: It’s just far enough away from her Chenango County home that she can explore her independence and meet new people.

What she found was so much more – a direction for her future, newfound confidence and opportunities such as the Leaders of Promise Scholarship.

“Academically, I wasn’t the strongest in high school. I went to Broome and that has helped me very much,” she said. “If you’re not sure about what you want to do, I highly suggest a community college. It’s the best way to go.”

First Generation Interviews

August 27, 2019

Categories: Uncategorized



Due to the fire alarm in the Student Center after the Faculty/Staff Assembly, many people were not able to complete the First Generation Student video. In order to allow folks to still reach our First Gen students, Silvia Briga will filming in the MarCom office. The video takes only a few minutes and the questions that will be asked are included below.

Why do you define yourself as First Generation? What's your story?

How did being First Gen impact you and your college experience?

What advice would you give to First Gen Students?

If you would be interested in being filmed please put your name in one of the time slots given here. If you are potentially interested in being a mentor to a First Gen student, please email Jason Boring at boringjw@sunybroome.edu for details.

[View available time slots \(employees should be logged into their SUNY Broome gmail account when adding their name\)](#)

SUNY Broome holds Move-In Day 2019

August 24, 2019

Categories: Uncategorized

SUNY Broome held its sixth annual Move-In Day on Saturday, August 24. Residential students moved in to the college's residence hall, the Student Village, with the help of volunteers from the campus community. A total of 360 students live in the residence hall.

“On behalf of the entire SUNY Broome community, I offer a warm welcome to our resident students who help make campus such a vibrant place to live and learn,” said SUNY Broome President Kevin E. Drumm.



The \$18.2 million Student Village opened for the first time in Fall 2014 and continues to draw interest from prospective students. Once beds are filled, students are entered onto a wait list for future openings. The facility is owned by the nonprofit BCC Housing Development Corporation, which was created by the Broome Community College Foundation. State law prohibits community colleges from owning their own residence halls.

SUNY Broome's Housing Office is headed by director Amy Zieziula. Two Residence Directors – Alexandria Donkor and Pamela Alvarez – live in the building, and oversee 10 Resident Assistants who live on each floor.

Move-In Day is also the start of Welcome Week, a series of events for both residential and commuter students. The week will feature information booths and other help to get students on track for the semester as well as a variety of fun activities.

Classes begin Aug. 26.

Student Village by the numbers

Total number of resident students: 360

Number of resident assistants: 10

Number of floors: 4

Number of suites: 60

Breakdown of student origin: 4% from Broome County, 90% from other New York State counties, 4% from out of state, 2% international

Cost per semester: \$4,493 for a single room and \$4,045 for a double room

Amenities: State-of-the-art building with fully furnished suites that each include four bedrooms, a full kitchen and full bathrooms. The building also has a fitness center, a classroom, computer labs, laundry rooms on each floor, a Skype lounge, quiet study rooms and a student lounge.

SUNY Broome Vision: (Adopted 2017)

Learning today, transforming tomorrow.

SUNY Broome Mission:

SUNY Broome Community College supports all members of the learning community by creating access to inclusive, diverse educational experiences. Success is achieved through the provision of innovative academics, transformative student support, and meaningful civic & community engagement.

We realize our mission by fostering an environment that exemplifies the college's institutional goals to the highest quality.

Welcome, Student Village resident assistants!

August 23, 2019

Categories: Uncategorized



2019 Student Village resident assistants and resident directors

The Housing Staff is excited to welcome their Resident Assistant (RA) Staff, who have been busy training and preparing the residence hall prior to students moving in for the fall semester.

Residence Directors Alexandria Donkor and Pamela Alvarez led two weeks of training for the RAs in the Student Village classroom. During this training, the RAs learned about a variety of topics, such as Counseling Services, Title IX, Housing Policies and Protocol, how to build community, and developing a strong RA team. After each day's training, the RA staff continued to prep the building by creating bulletin boards, door decorations and room condition reports.

This semester's RA Team is:

- Lucas Christe
- Chloe Ryan
- Brandi Shimer
- Aniya Lee
- Bre'Anna McQueen
- Frances Daunt
- Dayja Riddick
- Moses Griffith
- Patience Sheppard
- Cassandra Schultz

If you know of a student who may be interested in applying to become an RA next year, please have the student email housing@sunybroome.edu



First day of Fall 2019 classes begins Monday at SUNY Broome

August 23, 2019

Categories: Uncategorized



SUNY Broome will welcome students on Monday, August 26, for the first day of classes.

As of Aug. 23, 2019, 4,844 students are enrolled. Current numbers do not include the Fast Forward program, and enrollment numbers are subject to change during the semester.

Enrollment at a glance:

- Of the students enrolled, 71% are full-time students and 29% are part-time.
- According to data compiled earlier Friday, the population includes 1,643 new, first-time students, 2,421 continuing students and 450 non-matriculated students. These numbers will continue to be updated.
- Nearly 58% percent are female and 42% percent are male.
- Approximately 61% percent are from Broome County, 35% percent from another New York State County, 3% percent from out of state and another 1% percent from another country.
- Traditional, campus-only students number 68% while 18% students take courses both on campus and online, and 14% are online-only.
- 360 students live on campus in the Student Village. Move-In Day is scheduled for Saturday, August 24.

The week of August 26 is also Welcome Week, which features a series of events for both residential and commuter students. The week will feature information booths and other help to get students on track for the semester as well as a variety of fun activities.

SUNY Broome President Kevin E. Drumm will be available for interviews at 10 a.m. Aug. 26 in the Darwin R. Wales Center on campus.

“As a college president, the first day of classes is my second favorite day of the year – the first being Commencement, of course,” President Drumm said. “I would like to welcome our new and returning students, our faculty and staff for another successful academic year. I look forward to seeing all of our students achieve their academic goals, and walk across the stage in May.”

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Innovation, differentiation, graduation: SUNY Broome sets course for the 2019-2020 academic year

August 22, 2019

Categories: Uncategorized



SUNY Broome President Kevin Drumm discusses continuous improvement and innovation at the Fall 2019 Faculty Staff Assembly.

The Fall 2019 Faculty Staff Assembly revisited an old acronym and a still pertinent theme: [continuous innovation and continuous improvement](#).

Both will be key as SUNY Broome confronts some challenging demographic headwinds – namely the decline of the area high schools' graduating class over the next two years, said SUNY Broome President Kevin E. Drumm during the Aug. 22 assembly, the traditional kickoff for the semester.

While the northeast has long anticipated a decline in the number of teens, this population shift can be measured nationwide and is related to larger societal trends – from the impact of the Great Recession to economic and personal necessities that have encouraged Millennials to delay having children, he reflected. As a community college, SUNY Broome will need to consider a shift in priorities.

“The best way for us to maintain our status and not go into retraction mode like many of our peers is to retain more of our students,” Dr. Drumm said. “We need to be more student-ready than we have been.”

Key to this initiative is innovation, differentiation and graduation. Differentiation requires the college to consider ways it stands out from its peers, while graduation hinges on a continued commitment to student success. Innovation requires thinking differently – such as adapting more to an adult market, rather than traditional-age students right out of high school. That may involve changes to the college's delivery system –

perhaps even a shorter class week, more suitable to students balancing work and family life.

Updates



Student Hanybul Jang performs during the Fall 2019 Faculty Staff Assembly.

The assembly included updates from a wide range of campus offices, covering topics such as student engagement, compliance, facilities and the Broome Community College Foundation's fundraising success.

Student talent was also on display. Hanybul Jang, who studies piano with Professor Margaret "Pej" Reitz, performed a stunning rendition Chopin's Etude Op. 10 No. 3. A student from South Korea who is graduating this semester, Harry has already started auditioning for transfer schools – including Berkeley, said Music Coordinator Brenda Dawe.



The exterior of the Culinary & Event Center

The Culinary & Event Center is 84 percent complete, and its exterior will once again be featured as part of the LUMA light show, said Director of Facilities David Ligeikis. All of the historic building's woodwork has been refinished and re-stained, and other developments include the installation of extensive coolers and kitchen hoods, as well as the fitting of the building's attractive skylight with automatic shades.



The skylight in the Culinary & Event Center

Area hikers will be glad to know that the trail bridge over the “SUNY Broome gorge” is under construction, he said.

In her Faculty Staff Assembly debut, Vice President for Academic Affairs Penny Haynes outlined several goals this year, including updating the college’s academic plan, instituting a program review process and continuing to focus on student success, accessibility and diversity, and areas for improvement. The Middle States accreditation process also will be a major focus for the next two years, she said.

A key component of student success is the campus’ adoption of the Starfish Student Success Network, which allows students and professors to easily communicate and address concerns. [This summer, SUNY Broome won Hobson’s 2019 Educational Advances Award for the college’s use of Starfish](#), and team members Michelle Beatty and Leslie Reid proudly displayed their trophy during the assembly.



Starfish team members Michelle Beatty (right) and Leslie Reid

Nearly half of faculty members use the system, up from 35 percent the year before. In the last year, users also doubled the number of flags and kudos they sent to students, Beatty said.

In another summertime development, [SUNY Broome received a \\$25,000 grant from the 100,000 Strong in the Americas Innovation Fund](#) that will be used for its Collaborative Online International Learning program. COIL is a SUNY-wide initiative that partners SUNY instructors with colleagues in another country. Using teleconferencing, social media and digital technology, students work together on class projects as international partners, learning about different cultures along the way.

The college will be offering six sections of COIL this year, including collaborations with Brazil, Mexico and, for the first time, with Venezuela, said Professor Kathleen McKenna.

The grant funds allow COIL students in the Spring 2020 Storytelling and Heritage anthropology class – paired with an English class at the Universidad de Celaya in Mexico — to connect face-to-face. A dozen Hornets will visit their peers in Mexico, and the Mexican students will also pay a visit to SUNY Broome.

“We are targeting under-represented students and students who are economically challenged,” Professor Lynda Carroll explained. “Less than 1 percent of community college students are able to study abroad when they’re here.”



Vice President for Student Affairs Dr. Carol Ross-Scott at the fall 2019 Faculty Staff Assembly.

Pedagogies for Student Success

August 22, 2019

Categories: Uncategorized



How do we ensure that all students' academic experiences are equitable, accessible and relevant? What is possible when faculty use inclusive, evidence-based instructional practices to engage students and foster their learning? How can faculty engage as key collaborators in the student success efforts of the college?

Participants in this professional development course will gain a deeper understanding of student success practices that place students' culture at the center of learning through culturally responsive, inclusive and teaching for social justice methods. They will gain resources and tools that will support them in leading the design of culturally responsive and empowering classroom environments for their richly diverse student populations.

This professional development course will run through the 2019-2020 academic year and is offered in Blackboard, supplemented with in-person wrap discussions for each unit. We are planning a kick-off event for participants at the end of September.

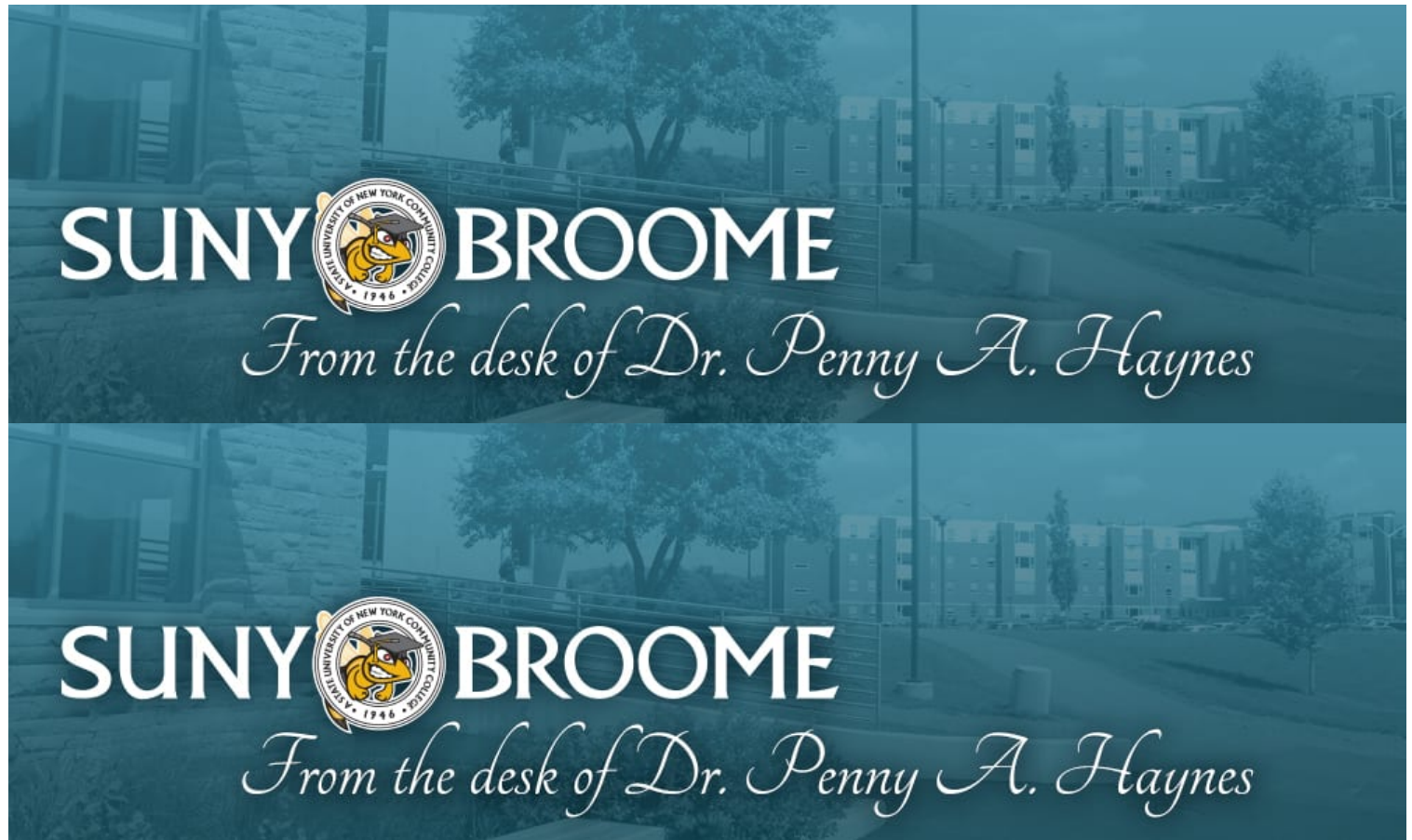
Please see your department chair and dean to see if this 3-credit equivalent course can be used toward your promotion and appointment criteria.

Questions? Contact the Teaching Resource Center at tch_ctr@sunybroome.edu for more info.

Interim Dean of IE and Enrollment Planning

August 21, 2019

Categories: Uncategorized



Colleagues,

I would like to update you that Dr. Kimberly McLain, who served as the Interim Dean of Institutional Effectiveness and Enrollment Planning during the summer 2019, will continue to serve in this role in a full time capacity through the completion of our Middle States Self-Study. Dr. McLain will assist the campus by supporting campus departments and units with program reviews, unit assessments, data collection, and analysis, as well as overseeing all aspects of the office of Institutional Effectiveness and Enrollment Planning.

Since Dr. McLain has been involved in our Middle States efforts to date, she will continue to be integral to this important accreditation process. I request your continued assistance and support for our campus-wide efforts. Should you wish to reach Dr. McLain, please contact her at: 778-5024 or mclainkb@sunybroome.edu.

Dr. Penny A. Haynes

Vice President for Academic Affairs

Professor Zeggert's painting juried into NYC summer exhibit

August 19, 2019

Categories: Uncategorized



SUNY Broome Professor David Zeggert's oil portrait of Bob Dylan

SUNY Broome Professor David Zeggert's oil portrait of Bob Dylan exhibited this summer as part of the annual Open Exhibition in Painting, Sculpture & Graphics at the Salmagundi Club, located at 47 Fifth Avenue at Twelfth Street in New York City.

The painting of Dylan is created with oils on linen mounted on board. Dylan's facial structure and hair provided a lot to work with and areas of interest when creating the portrait.

Professor Zeggert is a member of the Art and Design Department and teaches painting, illustration and drawing.

The Franchise: A proud Hornet stays connected and pursues a future in radio

August 19, 2019

Categories: Uncategorized



William Mason graduates from SUNY Broome in 2016

Just call him The Franchise.

“I’m like a franchise of SUNY Broome!” explained William Mason, a 2016 graduate from SUNY Broome’s Communications & Media Arts program.

You may have seen him before: His 2016 graduation photo, in which he showed off both his academic pride and sharp suit, made the rounds on the college’s social media and homepage.

A proud Hornet, Mason visits campus every year to connect with the faculty and staff who made such a difference in his life. He pays it forward, too, giving his contact information to new SUNY Broome students in the Educational Opportunity Program and urging them to keep in touch.

[Learn about the Educational Opportunity program.](#)

“My goal is to help as many people as I can. I know how tough college can be,” said Mason, who went on to earn his bachelor’s from SUNY Oswego. “People who are 18, 19 years old can struggle being on their own. To the best of my ability, I will send you in the right direction.”

A Rochester native, Mason landed a job in his field last November, a month before he earned his bachelor’s. He works as a board operator for Galaxy Media in Syracuse, a radio station that carries ESPN.

“If you listen to a radio show or a sporting event, it’s the people who cut to commercial and tell the hosts how many seconds they got left,” he explained. “The announcer or host has to be as relatable to the people as possible.”

Fun fact: He gave SUNY Broome a shout-out during the Gomez & Lisa in the Morning show, and chatted with the hosts about his famous second cousin — NBA player Damian Lillard.



Graduate William Mason is now a board operator for a Syracuse radio station

Changing his life

William Mason has big goals. He wants to become a radio personality, preferably in the sports arena, which has always been a passion. He prefers radio to television – “My facial expressions would get me into so much trouble!” he joked – and is fascinated by the stories that get told, the ones that don’t, and how this choice can influence people’s perspectives.

He hopes to become a positive force. “I’m more interested in trying to get the truth out,” he said.

[Learn about our Communications & Media Arts program.](#)

His vision for the future wasn’t always so broad. After graduating from high school in 2009, he attended two different colleges without success. He then entered the work world, but the jobs he landed offered little in the way of a future.

“I turned 23 and I lost my job due to layoffs. I was living with my parents,” he remembered. “I saw my mom and I started crying. I said, ‘This cannot be life.’”

His mom gave him advice and an offer: Try college again, this time outside of Rochester, and go play for their basketball team. In return, she would pay six months’ rent.

A friend recommended SUNY Broome and Mason made the leap – even though he had never even heard of Binghamton. He tried out for the basketball team under Coach Larry King and made it, and also explored others ways to forge connections with his peers and the campus.

Off the court, he aided Student Activities in many campus events, from intramural sports to the photo booth. He landed a campus job in Admissions, starting off as a file clerk and then answering the phones – a friendly first voice for prospective Hornets. He won awards at the Broome Community College Foundation's scholarship night – for communications students and for standout student athletes – that later helped him win scholarships at SUNY Oswego.

In short, SUNY Broome helped him transform his life – academically, socially and professionally. That's why he comes back to visit when he can – and makes sure to catch SUNY Broome's basketball games against Onondaga Community College every time they're in Syracuse.

"I met a lot of good people here. Binghamton saved my life," Mason said. "I saw the bigger picture when I came to SUNY Broome. I still remember the hours of the library."

He encourages SUNY Broome alumni to stay involved in their alma mater, continuing that vital connection with faculty, staff and the Hornets of the future. In other words – to adopt William Mason's terminology – to see themselves as part of the franchise.

"I love it here. If SUNY Broome was a four-year college, I would have stayed here," he said.

From the Desk of the President: Fall Faculty Staff Assembly on Aug. 22

August 19, 2019

Categories: Uncategorized





SUNY Broome President Kevin E. Drumm speaks at the Spring 2019 Faculty Staff Assembly.

Welcome back to our faculty who have been away for the summer! For all who were on campus for the summer as well, I hope you had a great summer, that you found some vacation time and that you are renewed and ready for another incredibly exciting year of opportunity for our students.

You and all of our colleagues are invited to please join us at the annual Fall Faculty Staff Assembly on Thursday, Aug. 22, in the Dining Hall. A continental breakfast is available at 8 a.m. with presentations beginning at 8:45 a.m.

During the 2019-2020 academic year, the College will continue to evolve strategically with new student and community initiatives, further updated facilities with the opening of the Culinary and Event Center, and continue with our Middle States Self-Study, new academic programs, and as always most importantly, a deeper exploration of the teaching/learning process.

We look forward to seeing you and engaging with you around these and other important topics that will define our academic year.

— Dr. Kevin E. Drumm, SUNY Broome President

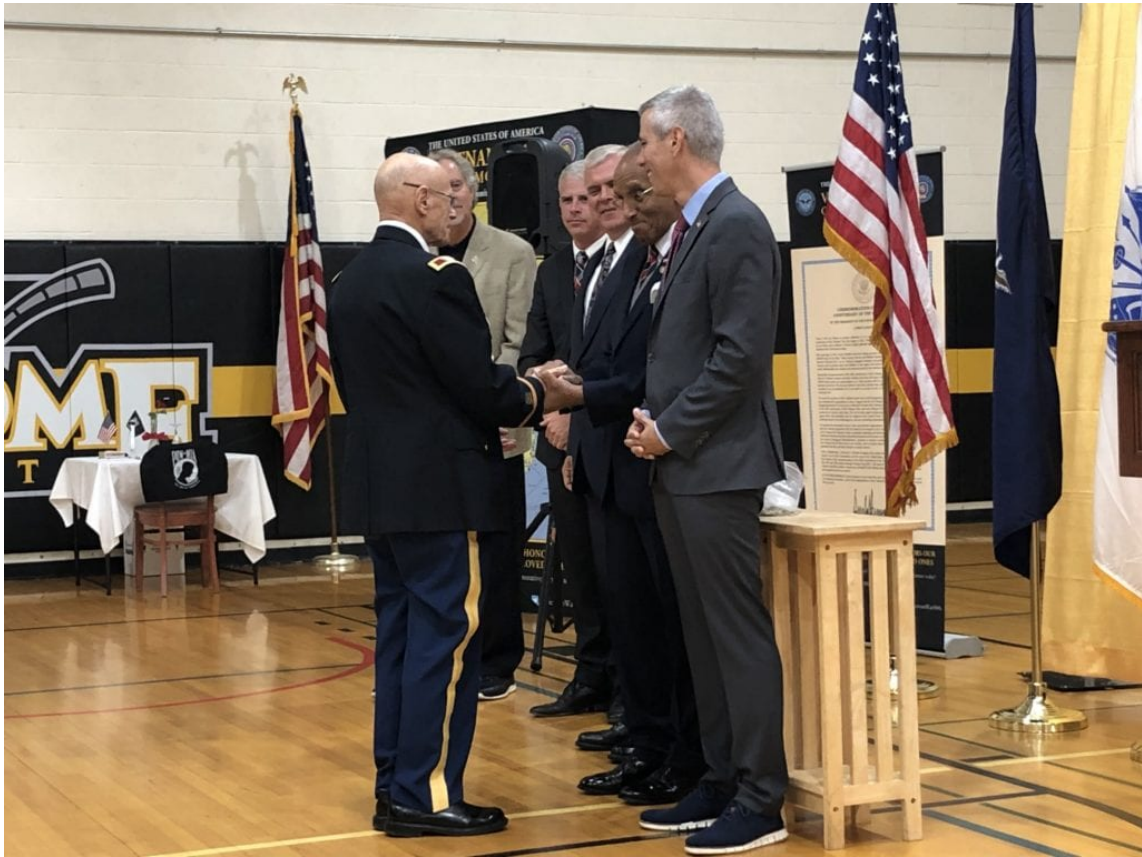
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A belated homecoming: Campus ceremony honors Vietnam veterans

August 16, 2019

Categories: Uncategorized



Col. Ben Margolius receives his pin from Major General Arnold Fields.

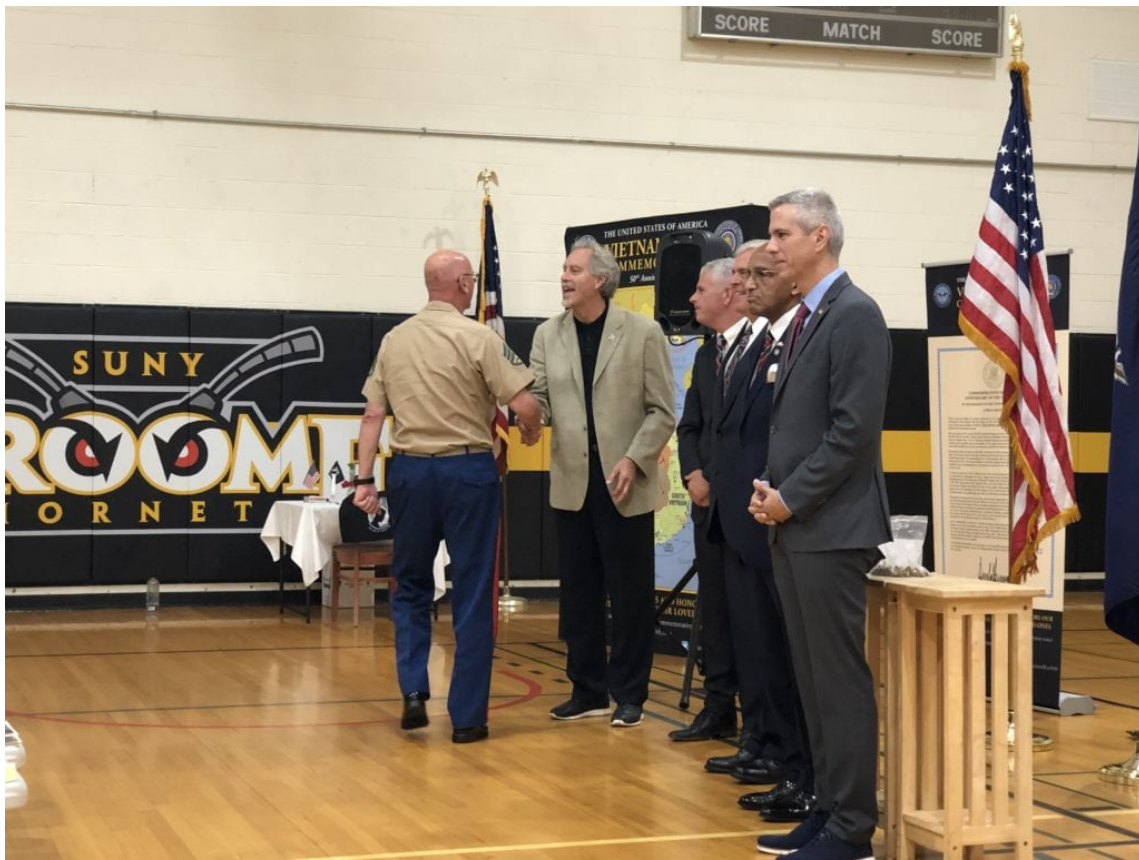
“On behalf of a grateful nation, sir, welcome home.”

With these words, Major General Arnold Fields greeted the Southern Tier’s surviving Vietnam War-era veterans, giving each a pin in token of their service.

Some offered crisp salutes in reply. One embraced Fields, who retired from the Marines after a 24-year career and now currently serves on the staff of the U.S. Vietnam War Commemoration.

“I never needed no parade, just a ‘good job,’” the Air Force veteran said, his voice thick with emotion.

“You did a good job, sir,” Fields replied.



SUNY Broome President Kevin Drumm greets a Vietnam War veteran.

The pinning ceremony, which took place Aug. 15 in SUNY Broome's West Gym, is part of an ongoing national effort to honor all Vietnam War-era service members who were on active duty between Nov. 1, 1955, and May 15, 1975, regardless of where they served. Established in 2008, the U.S. Vietnam War Commemoration seeks to thank and honor all these surviving veterans. Ceremonies began May 28, 2012, under President Barack Obama and will continue through Veterans Day 2025.

The Broome County ceremony was hosted by U.S. Representative Anthony Brindisi, and honored approximately 40 veterans from all branches of the military.

The last American conflict subject to the draft, the Vietnam War impacted millions – many of whom faced derision rather than thanks afterward. “When we came home from that war, very few of us were recognized,” said Col. Ben Margolius, a Vietnam War veteran retired from the U.S. Army and president of the Southern Tier Veterans Support Group. “Nine million of you served.”

About 7 million veterans remained in 2008. Their numbers are declining at a rate of 523 a day, according to the Veterans Administration last year, Fields said.



Major General Arnold Fields speaks to Vietnam War veterans

Joe Angelino, who attended the service as a representative of Assemblyman Cliff Crouch, served in the Marines during Desert Storm. Many non-commissioned officers were Vietnam veterans, offering needed support and encouragement to their younger colleagues, he said.

He offered a heartfelt apology. “Americans now have learned to support the soldier no matter who sent them to war or why they sent them to war, and we learned that at your expense,” Angelino said.

The event included vocal performances: SUNY Broome student [Anastasia Alexopoulos](#) sang the national anthem, and Fields – known in some quarters as “the singing general” – gave a soulful rendition of “America the Beautiful.”



SUNY Broome student Anastasia Alexopoulos sings the national anthem

The commemorative pins are highly symbolic, featuring the image of an eagle to represent courage, honor and commitment, a blue contour for vigilance and justice, and six stars representing the nations that served alongside one another. On the reverse is a statement: *A grateful nation thanks and honors you.*

“I hope you will wear these pins with pride,” Congressman Brindisi said.



U.S. Rep. Anthony Brindisi speaks to Vietnam War veterans

The freedom to pursue an education

SUNY Broome President Kevin Drumm narrowly missed the draft; it ended the year he graduated high school. He had two friends who served, however. One became a golf pro but died young, never able to overcome the effects of the war, he remembered.

Like many of the nation's community colleges, SUNY Broome owes its origins to veterans returning from World War II. The G.I. Bill opened the doors of opportunity to millions returning home, changing the face of higher education at a time when many individuals were lucky if they had a chance to graduate high school. New York State developed five Institutes of Applied Sciences that became the core of the new community college system – SUNY Broome among them.



SUNY Broome President Kevin Drumm speaks to Vietnam War veterans

The college continues to take its commitment to veterans seriously, including such initiatives as a [Veterans Resource Center](#) and an [annual ceremony for Veterans Day](#) at the campus Veterans Monument. SUNY Broome also has hosted [educational events](#) centered on the Vietnam War experience, such as a [photo exhibit by a local veteran](#) and a community reading of Tim O'Brien's *The Things They Carried*, President Drumm said.

“As an educational institution, we have a responsibility to keep our nation’s history alive for generations to come. That history involves more than just facts, figures and dates; it comes from the experiences, stories and sacrifices of the people who lived through those times, people like the veterans here today,” Dr. Drumm said.

Community college classes teach students the in-depth history behind events, reflected Broome County Executive Jason Garnar. More than two decades ago, he took a class at SUNY Broome on the Vietnam War experience that brought the realities of the conflict and its aftermath to light. The class brought in veterans to discuss their experiences, a practice he repeated when he taught history and government at Allynwood Academy.

“We can do a little bit every day to make it right,” he said.



Rep. Anthony Brindisi greets a Vietnam War veteran

From the Desk of the President: Consultant visit regarding organizational structure

August 16, 2019

Categories: Uncategorized





Colleagues: as we look to strategically streamline operations in the wake of a dramatically shrinking market, we have once again retained the services of Jim Magee to help us in this new effort. Many of you met Jim during the academic strategic planning process, therefore we felt his existing foundation here could serve as a springboard to this undertaking rather than bringing in a new consultant who would start from scratch. It's also a much smaller contract than the academic master plan required, thus fewer bureaucratic steps were required to make the choice and to commence this effort sooner than later.

Jim will collect a broad spectrum of feedback regarding our current administrative and academic structures and will discuss models we may consider for the future. He will be on campus next week when he will undertake a series of 20+ interviews with key academic and administrative leaders on the topic of our organizational structures. He will then return in early fall when faculty and front-line staff are more available to talk with him, as well as our Shared Governance groups and others. He should conclude his work here mid-semester.

Thank you,

-Kevin E Drumm, PhD

President

SUNY Broome Community College

Guiding light: Mel becomes a resource for teens struggling with addiction

August 15, 2019

Categories: Uncategorized



Mary Ellen Fennimore

As a high school guidance counselor, Mary Ellen Fennimore saw how social and family stresses play out in the lives of teens.

Substance abuse and chemical dependency — sometimes in students themselves, other times in a close family member — can hobble young lives and dim otherwise bright futures. Ms. Fennimore — as Susquehanna Valley High School students knew her — found a new mission.

“I was a high school guidance counselor for 22 years. I saw a need because of the opioid epidemic for adolescent services,” she explained. “Kids were struggling with substance abuse and chemical dependency.”

After retiring from the district, she decided to return to SUNY Broome as a full-time student and earn her certificate in Chemical Dependency Counseling, retooling for a new and equally rewarding career.

“It was a short-cut. It was designed for people like me who already have a higher education degree,” she said of the certificate program. “You can segue right into a job and hit the ground running.”

[Learn more about SUNY Broome’s Chemical Dependency Counseling Certificate Program.](#)

‘The right place’

Mel Fennimore knows the value of a SUNY Broome education from multiple angles. She's an alumna herself, having graduated in 1979 with an associate's degree in Liberal Arts, before going on to earn a bachelor's from SUNY Cortland, a master's in comparative literature from Binghamton University and a second master's in education with a focus in school counseling from SUNY Oneonta.

In her years at Susquehanna Valley, she also recommended her alma mater to many future Hornets. "It's more bang for the buck. Some of the best professors I've ever had were here," she explained. "There are some amazingly gifted teachers here."

While pursuing her certificate at SUNY Broome, she also worked part-time in the Admissions office, answering phones and helping students on their educational journey.

It led to some interesting conversations with former students – who were surprised to find out that their former guidance counselor was now attending their college.

"I would see some of my former students and it was lovely to see them on campus and hear them say hello. They were happy," Mel said. "SUNY Broome was the right fit. It's nice to know you helped them pick the right place."

Retooling for a new career

Like many older students, Mel was initially hesitant to return to college, but she soon became enthusiastic about the experience. Her fellow Hornets come from a wide variety of backgrounds, ranging in age from their teens to their 50s.

"It's a rigorous program, but my classmates were so inspiring. Their life stories and their courage taught me as much as I've learned in the classroom," she said.

[Read more about adult learners at SUNY Broome.](#)

Following graduation, she landed a job at the Addiction Center of Broome County, where she interned for her spring semester. She works as the lead clinician for Compass Academy, a recovery high school within Broome-Tioga BOCES Evertech Program. The goal for the program, which began in February 2019, is to offer alternative education to students whose academic potential may be in jeopardy due to substance abuse.

"I love teens. I find them fascinating," Fennimore said. "It was a perfect fit."

Local school personnel are trained to screen candidates who may benefit from the program, and ACBC conducts the clinical assessment. The program doesn't just target teens with substance abuse problems, but those who are at risk for a substance use disorder, perhaps due to family history. In addition to educational credits, Compass Academy offers the teens clinical therapeutic services, peer-based recovery support, family sessions and more.

It may be tempting to view a certificate as less valuable than an associate's degree, but that's not the case for Mel Fennimore. SUNY Broome's Chemical Dependency Counseling program prepared her extremely well for the field, and many of her ACBC colleagues went through the program, whether for the associate's or the certificate.

"All the instructors have hands-on experience in the field. They can tell us what it's really like," she reflected. "It's a great advertisement from school to career — the definition of a community college."

SUNY Broome welcomes Dr. Jason Andrews to the Board of Trustees

August 14, 2019

Categories: Uncategorized



Dr. Jason Andrews

The SUNY Broome Community College Board of Trustees welcomes a new member: Dr. Jason Andrews, Superintendent of the Windsor Central School District.

“We are excited to have Jason Andrews as the newest addition to our Board of Trustees. Our K-12 districts are integral partners in so many initiatives, and it’s vital for our community that they have even more of a voice in the college’s future,” said SUNY Broome President Kevin E. Drumm. “Dr. Andrews’ focus on student achievement is an ideal fit for SUNY Broome and we are honored to welcome him to the board.”

Dr. Andrews has headed the Windsor school district since January 2006, after serving as a middle school principal in the Windsor and Harpursville districts and as a social studies teacher at Windsor Central High School.

“I am honored to receive this appointment to the SUNY Broome Board of Trustees. During my 23-year educational career, including the last 14 years as Superintendent of the Windsor Central School District, I have seen firsthand the wealth of opportunities SUNY Broome affords a diverse population of students. The school has helped thousands of students continue their educations and launch their careers,” Dr. Andrews said.

As superintendent, he has focused on the systemic implementation of professional learning communities as the vehicle to ensure student learning and a culture of continuous improvement. This has led to a significant rise in student achievement, and Dr. Andrews was named the 2019 New York State Superintendent of the Year.

Dr. Andrews currently serves on the executive committee for the New York State Council of School Superintendents, the New York State Education Commissioner’s Advisory Council, and the National Center for Educational Research and Technology’s National Board, and is also a charter member of the Institute for Innovation.

He also facilitates Board of Education strategic planning sessions and retreats for the New York State School Boards Association, and has served on the Board of Directors for the New York State Council on Leadership and Student Activities, the National Association of Student Councils, and the School Administrators Association of New York State.

A native of the Southern Tier, he served on the Harpursville Board of Education from 1993 to 2000, and was first elected several weeks before he graduated high school.

He serves on numerous community boards and committees, with a particular emphasis on issues related to

workforce development and poverty.

He received his bachelor's degree in political science and secondary social studies from SUNY Cortland, a master's in education from the University of New England, a certificate of advanced studies in educational administration from SUNY Cortland, and a doctorate in educational leadership from Sage Graduate School in Albany.

“SUNY Broome has positioned itself to prepare future generations for our community's economy of tomorrow,” Dr. Andrews said. “I look forward to helping SUNY Broome continue to fulfill its mission of serving as a conduit to the community by providing innovative educational experiences for all ages and all people.”

Health and Safety update on the mouse situation in AT

August 14, 2019

Categories: Uncategorized



Public Safety again received a report concerning mice in the Applied Technologies Building and promptly investigated the situation. After the presence of mice was confirmed, the college took immediate action, outlined below.

Please note that experts recommend a wait of 5 to 7 days after initial treatment before beginning a thorough cleanup to ensure the mice are gone.

Experts recommend the following response plan by the college:

- Take interim action to disinfect surfaces that have evidence of exposure with a bleach spray or commercial disinfectant.
- Once it has been determined the infestation is completely removed, cleanup can begin which includes:
 - Wear rubber, latex, or vinyl gloves when cleaning up urine, droppings or nesting materials.
 - Spray any urine, droppings, and nesting materials with either a bleach and water solution (1 parts bleach to 9 parts water) or a household disinfectant prepared according to the label instructions for dilution and disinfection time. Soak well. Use a paper towel or rag to pick up the materials and dispose of them.
 - Mop floors after spraying them using bleach/water solution or a disinfectant.
 - Remove potentially contaminated materials and discard them. If they cannot be discarded, items that cannot be disinfected with a liquid formula – such as books, magazines and documents — can be left outside in the heat for a day or stored in a disinfected indoor area for at least a week. Plastic, glass, or metal containers can be disinfected by spraying with the bleach and water solution or disinfectant.
 - Clean countertops, cabinets, and drawers with disinfectant or bleach and water solution.
 - When cleanup is complete, decontaminate gloves with disinfectant or bleach and water solution. Wash hands well with soap and warm water.

Actions Taken to Date

- The nesting area was cleaned and disinfected.
- A professional exterminator was called in to eliminate and control the situation.
- All floors in Room 021 have been mopped and disinfected.
- All surfaces, drawers and shelves in 021 will be cleaned and disinfected.
- Custodial staff will spray disinfectant all surface in areas (computer labs, offices and classrooms) where there is evidence of mice (visual report of mice, droppings or nesting).
- Disinfectant wipes will be provided to all offices that feel they may have evidence of exposure.

Maintenance is still assessing the situation and will issue further updates as needed.

Please note that mice usually will not crawl over keyboards, into drawers or other surfaces unless in route to a source of food. **Do not keep food items in or on your desk.**

Rep. Brindisi to honor Southern Tier veterans, Host Vietnam Veteran Pinning Ceremony Aug. 15 on campus

August 12, 2019

Categories: Uncategorized



Brindisi to Present Special Department of Defense Pin for Vietnam Veterans

Congressman Anthony Brindisi (NY-22) will hold a pinning ceremony for area Vietnam veterans at 2 p.m. Thursday, Aug. 15, in SUNY Broome's West Gym, located in the Student Center.

If a veteran served on active duty in the United States Armed Forces at any time from Nov. 1, 1955, to May 15, 1975, either overseas or stateside, they can be honored with a special Department of Defense pin. Veterans should call 607-242-0200 to RSVP with their full name, where they are from, and their branch of service

SUNY Broome Bachelor Partnership: Kim works toward her career goals at Bellevue

August 1, 2019

Categories: Uncategorized



Kim Miller

To move ahead in her workplace, Kim Miller needs a bachelor's degree.

SUNY Broome's Bachelor Partnership Center connected her with Bellevue University, which offers a wide range of online degree options. Kim, who graduated from SUNY Broome a decade ago with a degree in [Individual Studies](#), was able to transfer her credits to Bellevue and enroll in their Project Management program.

Her degree program is all online, allowing her to accommodate her work schedule. For her program, she takes three classes per semester one at a time, with one beginning as the previous one ends. Just like any college class, projects, group meetings and tests are part of the experience — all conducted in the digital realm.

“Because of the online nature of the school, you're not burdened with getting to campus. It's meant for people who have hectic lives already,” explained Kim, who works in the utilities sector. “It allows you to take classes when you're ready and have time in your schedule. It's very flexible.”

[Click here to learn more about SUNY Broome's Bachelor Partnership Center.](#)

[Click here to learn about our partnership with Bellevue University.](#)

Coming back to school after a decade in the workforce seemed daunting at first, she acknowledged. Her first class with Bellevue had a heavy writing emphasis and focus on research. A few weeks in, however, she hit her stride as a student and now feels more confident.

[Learn more about adult learners at SUNY Broome.](#)

Looking ahead, Kim is interested in managing and perhaps getting involved in the advocacy sector of her business. A bachelor's degree will help her achieve these goals.

Her classes might be online, but they are just as valuable as those on-campus, she said.

“It’s a great school and it’s challenging,” she said of Bellevue. “A lot of people think when you go to an online school that you’re not earning the degree, you’re buying it. You are definitely earning your grades with this school; you have to work for it. It’s a real education.”

Starfish stars: SUNY Broome wins national award for student success and advising

August 1, 2019

Categories: Uncategorized



Our Starfish team joins Hobsons on the stage during the Florida awards ceremony

SUNY Broome won Hobson's 2019 Educational Advances Award for the college's use of the [Starfish Student Success Network](#).

The award was announced July 30 at the Hobsons Summer Institute 2019 in Florida. The company develops education technology solutions for both K-12 and higher education institutions.

"Our faculty and staff take retention seriously and use a wide range of measures to ensure that students have the help they need to succeed in the classroom," said SUNY Broome President Kevin E. Drumm. "Starfish truly helps bridge the gap between students and the resources they need. Congratulations to our dedicated Starfish team, and all the faculty and staff who made this award possible."

SUNY Broome was recognized in the Student Success and Advising category. Since implementing the Starfish platform in 2014, the college has seen significant improvements in student success.

As part of the Starfish system, students who are struggling in a class receive notices called flags, which connect them to the resources they need. In fall 2015, 24% of students who received a flag or early alert earned a grade of C or better in their course; by fall 2017, that number had grown to 44%, thanks to the use of interventions. During the same time period, course failures dropped from 28% to 19%.

Hobsons recognized four K-12 schools and school districts and six colleges and universities as finalists for the award, which covers three categories: College, Career and Life Readiness; Match and Fit Admission; and Student Success and Advising.

Finalists were selected by an independent panel of judges and education leaders. The winners in each category will receive a donation of \$2,500 to use in continuing their efforts in helping students succeed. Runners-up will receive a donation of \$1,000 each.

“Academic success involves a community of individuals – students and professors, advisors and support staff. That’s why Starfish is so important: It forges those essential connections with the campus community that are critical for success. And the numbers bear this out: Students who use the system are more likely to stay in class and complete their goals,” said Vice President for Academic Affairs Penny Haynes. “Kudos on a great job by our Starfish team!”

SUNY Broome Vision: *(Adopted 2017)*

Learning today, transforming tomorrow.

SUNY Broome Mission:

SUNY Broome Community College supports all members of the learning community by creating access to inclusive, diverse educational experiences. Success is achieved through the provision of innovative academics, transformative student support, and meaningful civic & community engagement.

We realize our mission by fostering an environment that exemplifies the college’s institutional goals to the highest quality.

Hospitality hero: SUNY Broome alum Mike Santacrose rises to the top of his field

August 1, 2019

Categories: Uncategorized



Mike Santacrose, center, with an employee and a customer of Cook Out

Running a restaurant may seem vastly different from soccer, but they rely on much the same principles.

You need to master the basics and practice them consistently. You need to strive for the top and put the hours in to get there. Competition and striving for excellence are rewarded.

Just ask SUNY Broome alumnus Michael Santacrose, currently director of operations for [Cook Out Restaurants](#). The Endicott native still remembers what Professor Rey Wojdat, the chair of SUNY Broome's Hospitality Programs, said on the first day of class.

“If you don't love the hospitality industry, you won't be successful in it,” he recounted. “I took it and ran with it.”

From soccer to chef

At Union-Endicott High School, Santacrose was big into soccer and aiming for an eventual scholarship. When a back injury in his junior year put that goal out of reach, he found a new focus in culinary arts.

“From 16 on, I realized how much I like cooking,” he reflected. “I realized that hospitality is just like a sport. I like cooking and I'm really competitive.”

Back in the game, he initially headed to Herkimer Community College, where he captained the men's 2005 National Championship soccer team and earned an associate's degree in human resources management. But the prospect of a desk job didn't appeal to him and he came to SUNY Broome for the next chapter in his education: a degree in Restaurant Management.

He had already trained in French and Italian classical cuisine, working as a line cook and a banquet chef in the field. The curriculum in Restaurant Management met his needs, as did his local community college.

"The education is the same. People have a nonsensical notion that the more expensive, out-of-state schools get you the best opportunities," he said. "I don't feel like paying 40 grand a year for a culinary degree; it isn't the key for what you want to do. In this industry, you need to learn in the field."

[Learn about Restaurant Management at SUNY Broome.](#)

Professor Wojdat played an integral role in Santacrose's success, teaching the skills he needed to run a restaurant fresh out of school. Santacrose learned how to become a better communicator and delegator in the kitchen, as well as essentials such as business law, accounting and, above all, food and beverage cost control.

That last factor can make or break a restaurant, Santacrose pointed out.

"Restaurants are a math equation. If you know what you're doing, it shouldn't fail," he said, recounting one of Professor Wojdat's lessons. "Restaurants have a high failure rate because of ignorance or lack of competence. The person in charge is the reason the restaurant doesn't run right. I don't want people with excuses."



Mike Santacrose, SUNY Broome alumnus and director of operations for Cook Out Restaurants

Fine dining to fast service

After graduation, Santacrose plied his skills in fine dining, including positions at the Vestal Hills Country Club and Russell Steak and Seafood. After meeting his wife, he relocated to North Carolina, where he worked as a chef and sous chef in the Asheville area before making the transition to Cook Out.

As with all successful restaurant ventures, the decision came down to math.

“In fine dining, I made \$30,000 to \$40,000 a year. As a Cook Out general manager, I could make \$100,000 a year,” Santacrose explained. “We made the joke that we could cook lobster and eat burgers, or cook burgers and eat lobster.”

Success in the hospitality business means long hours and plenty of hard work — all of which paid off. Over the past eight years, Santacrose climbed the career ladder at Cook Out, moving from general manager to district and then regional manager, and then making the hop into operations.

Currently, he runs all the Cook Out establishments in four states, overseeing all aspects of the business, from hiring to landscaping. The pace can be hectic, with several thousand employees providing customers with burgers and sandwiches to order. A focus on quality — for both the product and the employees who provide it — is a must.

Some of Santacrose’s principles of success: “Strive for perfection in everything you do. Your crew becomes your clientele,” he advised. “The culture you build in a restaurant will be what makes it successful or not.”

He also enjoys the opportunity to mentor young people, and prepare them for a career in which hard work pays off — both in terms of career advancement and character. Once you find a job you love and a good employer, stick with it to see results, he said.

If you’re considering a career in hospitality, you may find the ingredients you need at SUNY Broome rather than a larger culinary school.

“Most of the best chefs I’ve known went to a smaller school or were trained in the field. The level of professionalism in fine dining has to be there,” Santacrose said. “Once you have the basic foundation – how to use a knife, make the mother sauces and build recipes from the ground up – you don’t need to spend a lot of money to do so.”

“It’s like sports,” he concluded. “If you don’t know the basics and practice them, you can’t perform well.”

SUNY Broome is looking for the next generation of restaurant leaders! Become part of the first Culinary Arts class this fall at our new Culinary and Event Center in downtown Binghamton. Learn more at www.sunybroome.edu/culinary.