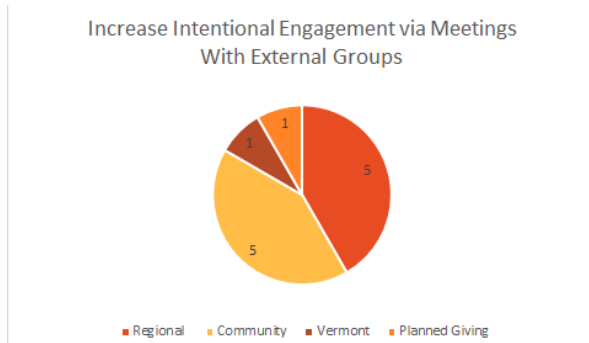
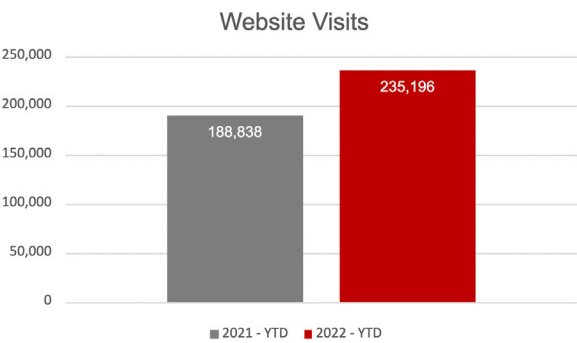
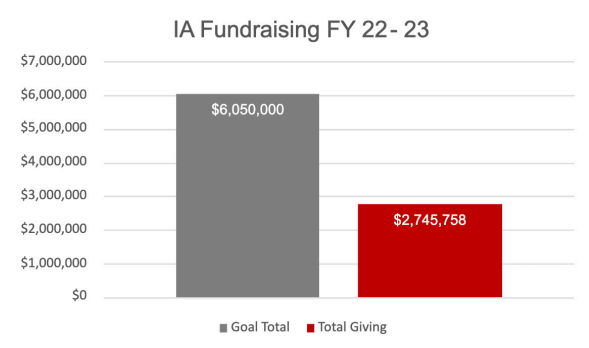
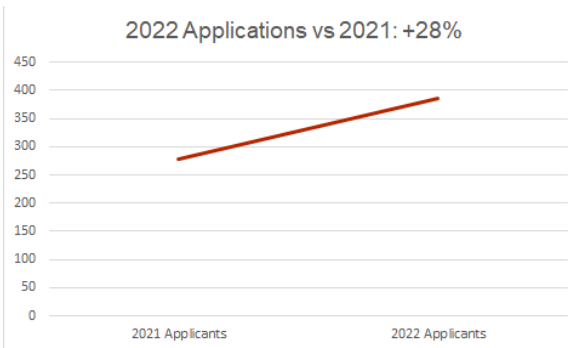




ALBANY COLLEGE OF PHARMACY AND HEALTH SCIENCES

Presidential Priorities Dashboard

October 2022



Overall Progress on Presidential Priorities

September	Yellow, Addressing Obstacles
October	Green, On Track
November	
December	

Presidential Priorities Overall Progress Indicator

- Priority #1: Increase Enrollment
- Priority #2: Enhance Awareness and Reputation
- Priority #3: Identify and Create Multiple Revenue Streams
- Priority #4: Increase Intentional Engagement
- Priority #5: Strengthen the Foundations of the College
- Priority #6: Keep Listening, Learning, and Executing in Alignment with the Strategic Plan

● Priority #1: Increase Enrollment

• To support the “enrollment management is everyone’s responsibility” tactic, the team is working through a process to reimagine the college’s approach to enrollment management, recruitment strategy, and targeting of accepted students to reduce melt.

• Applications YTD are up as shown in chart on page 1. First year apps up 54% from 207 to 319; transfer up 50% from 10 to 15; professional down 15% from 60 to 51.



● Priority #2: Enhance Awareness and Reputation

• Provided marketing, communications, signage, advertising, internal and external communications, photography, videography, photos, website and social media to support the following: CBET ribbon cutting, Alumni weekend (IA), Open Houses (EM), Student Research stories (AA/SA), White Coat Ceremony (AA/SA), Fall semester start, National Pharmacy Week. All activities are reflecting a significant increase in website traffic as shown on page 1.

• ACPHS is now actively posting to all social media channels (Instagram, Facebook, Twitter, LinkedIn), sometimes multiple times a day, and is actively engaging with comments and other channels. Engagement across all social channels is up significantly as shown in the image at right which compares engagement across all channels for the past three months compared to the three months prior.

Impressions
575,031 ↗63%

Engagements
26,136 ↗172.4%

Post Link Clicks
4,248 ↗111%

Engagement Rate (per Impression)
4.5% ↗68.1%



• The team is making great strides through the innovative use of videos and social media, internal and external communications and content strategy. The team is diligently working to raise awareness of ACPHS among prospective students, and to engage the ACPHS Community.



• The Communications and Marketing team is conducting meetings with faculty, students and staff to uncover stories about academic programs and research to share via website, collateral, internal and external channels.

● Priority #3: Identify and Create Multiple Scalable Revenue Streams

• Working on leasing as much space as possible in new the Life Sciences Innovation Building. Building was 48% occupied initially.

• Currently working with Bergman on design concepts and putting work out to bid in order to relocate current operations from SUNY to the Life Sciences Innovation Building.

• Finding corporate and industry partners – have identified 5 new fellowships, 3 workforce development opportunities, 2 new residency programs, 2 certificate programs: 1 reg affairs; 1 TBD.

• FY 22-23 Fundraising Goals (\$1.5M for CBET, \$750K “Restricted” Scholarships, \$200K for Students First Fund, \$350K for Student Experience, \$350K Collaboratory, and \$500K Planned Gifts) are on track as shown in the chart on page 1.

• Student Operated Pharmacies have been working hard to improve the bottom line. Progress has been made with HomeTown Pharmacy which is revenue generating. Trends with Whitney Young are heading in the right direction.



● Priority #4: Increase Intentional Engagement

- Developed marketing plan to increase engagement within the campus community. Tactics involve showcasing “Panther Profiles” of students, faculty, and staff in Campus Connections newsletter, opportunities and invitations for students and faculty to engage, and increase social media presence.
- To improve Top Workplaces survey items, meetings have been held with each cabinet leader and one workshop was held with managers with an additional one scheduled.
- Interviewed three strong candidates for AVP DEI. Offer made to a candidate. Waiting to hear.
- Meetings are ongoing with Maria College regarding Nursing. President has had preliminary meetings with Siena, Albany Law, Albany Med, Saint Rose and Sage to discuss possibilities.
- Working with several alumni and corporate partners to offer fellowships for students or sponsor key mission-related initiatives.
- Made initial contact with a pharmacy colleague at the World Health Organization.
- The College has begun conversations with 10 institutions interested in working together to provide international rotations or study abroad opportunities in Brazil, Canada*, Colombia, Egypt, France, India, Indonesia, Italy*, Japan*, Jordan, Lebanon, Malta, and South Korea*.

*Sites already established in these countries

- Connected with Pharmabridge in the Hague for Pharmacy Collaboration.



○ Priority #5: Strengthen the Foundations of the College

- Working to enhance transparency and engagement with frequent updates including Campus Connections newsletter, distributed weekly to entire campus to share news and updates, and producing presentations to provide campus updates at Leadership Council meetings, Town Halls, emails from the Office of the President, etc.
- A performance evaluation tool for employees has been distributed to the leadership council for review.
- Administrators utilizing data driven approach to reduce and finalize 2022-2023 budgets.



● Priority #6: Keep Listening, Learning and Executing in Alignment with the Strategic Plan

- President Tofade has been hosting leadership and Town Hall meetings frequently, requesting feedback after each meeting, and sharing feedback.