

Update

Alumni Newsletter *from*
President Merodie A. Hancock



Fall 2016
www.esc.edu/Alumni

One of my favorite times of the year is the start of a new academic year. The valuable discussions and work we continue from last year and begin new this year are a testament to the dedication and caring of everyone involved, especially those who volunteer their valuable and often limited time in service to the college community.

This past summer, I shared with you some of the exciting plans we have set in motion for the future of our institution and its community. One of those initiatives revolved around inclusion and diversity, and the search for a chief diversity officer for institutional equity and inclusion. To that end, I am delighted to welcome Elliott Dawes, a former civil rights lawyer, professor and academic and student affairs administrator, to SUNY Empire in the newly created CDO role.

While the college already has a very strong culture of equity and inclusion, Dawes will collaborate with colleagues across the college to create new avenues that define and promote diverse and inclusive institutional and educational opportunity, as well as cultural proficiency. I look forward to collaborative, collegewide efforts to move us to an even higher level of excellence.

Another key to the success of SUNY Empire rests with you, our alumni supporters, especially the time you generously give in service to our community. I was truly impressed, though not surprised, by the alumni volunteer turnout at the 2016 commencement ceremonies, as well as the tremendous support provided by alumni from across the state during our first-ever Statewide Open House. Your efforts played a large role in the success of that event. Vice President of Enrollment Management Clayton Steen said, "I would like to thank our alumni for their enthusiastic participation in our first biannual Statewide Open House. Our alumni were

willing to serve in so many capacities, from setting up locations, to bringing guests, to speaking directly with prospective students."

Steen went on to say, "Prospective students told us how important it was to see SUNY Empire State College alumni at the event and to have the opportunity to ask questions of them about their experience. ESC alumni are our best recruiters; their support of our college and their participation in our Statewide Open House initiative was invaluable."



President Merodie A. Hancock

Your support as alumni, both in your generous donations as well as your valuable time, truly is crucial to the collegewide community and the success of our future students.

I remember during my interview for this position, an alumnus asked me to please engage and utilize alumni. Taking that request to heart, I would like to ask you, our alumni, to share with us your ideas for ways in which we can create meaningful opportunities for you to participate in future volunteer activities. To that end, I am asking each of you to take a few moments to complete a short survey regarding engagement opportunities for alumni. You can find the survey link at www.esc.edu/Alumni.

As always, I look forward to your input and urge you to share your thoughts and ideas as we work together to continue to build upon the Empire State College promise. I also encourage you to contact me at president@esc.edu with any questions or suggestions you may have.

PAY IT FORWARD

Pay It Forward Initiative Launches; Promotes Collegewide Philanthropy

Philanthropy can be defined as the giving of anything – time, money, experience, skills, networks – in any amount to create a better world.

The Pay It Forward Initiative at SUNY Empire is about inspiring, recognizing and encouraging students, alumni, faculty and staff to seek out imaginative ways to engage in philanthropy and give back to the college and the communities in which they live. The initiative is part of the strategic vision of the Alumni Student Federation Board of Governors to promote collegewide philanthropic efforts and establish a lifelong sense of community.

We want to inspire philanthropy on all levels by establishing these three key principles:

Promote – Tell the story of what philanthropy means to our college community and help spread this initiative's mission and vision to all.

Educate – Continually inform the college community about how gifts transform the student experience, and spotlight student, alumni and faculty who go above and beyond by giving back to the college and their communities.

Engage – Host collegewide fundraising drives that encourage participation at all locations and programs, plus promote local events within all our communities.

The first effort involved selecting and co-sponsoring a charity featured at the 2016 Student Academic Conference, held in late October. The organization chosen

was the Ronald McDonald House Charities, with locations in 60 countries, as well as 15 locations across New York state. Its mission is to create, find and support programs that directly improve the health and wellbeing of children.

The campaign ran from Oct. 3 to Nov. 21, with donation boxes at more than 15 college locations statewide. Student and alumni volunteers all across the state contributed items, shared photos on social media and helped show what it means to be philanthropic.

Do you want to make a difference and be part of something bigger? Join the Pay It Forward Initiative and start giving back today. Visit us at: www.facebook.com/groups/PayItForwardESC/.

Events

I continue to meet and greet alumni and students at our many events statewide and beyond. I'd like to give a special shout out and thanks to our emerging alumni group in the Boca Raton, Florida area. I met with them last February. They've met again, continuing the good conversations and planning their next networking event. I'd like to thank retired faculty member Herb Shapiro for hosting the meeting. To see all of the events planned, go to our newly designed alumni website and check out the calendar at: www.esc.edu/Alumni. I look forward to seeing you at an upcoming event.

We Have a New Look

Check out the redesigned alumni website where you will find:

- Enhanced Video Features
- Upcoming Events
- Career Services
- Social Media Links
- Volunteer Opportunities
- College News
- Alumni Testimonials



Visit us today at www.esc.edu/Alumni

Alumni Profile – Lana Limpert '89

Lana Limpert, owner of a Rochester-based qualitative market research firm, TechniClarity, was the first in her immediate family to attend college. Freelancing as a business writer led to a successful career as a qualitative market researcher with clients in major cities, primarily in the pharmaceutical field. Lana serves on the Alumni Student Federation Board of Governors.



Lana Limpert '89

Q. Tell us about your educational journey.

A. I first earned an associate degree from SUNY Alfred in 1973 as a medical office assistant. I didn't have good guidance in high school, unfortunately.

Q. How did you find out about Empire State College?

A. I was a volunteer with the local Sierra Club, and a member talked about SUNY Empire. It was about 10 years after it was founded, and I filed the information in the back of my head. I had just turned 30 and was working at Kodak at a time when you were expected to spend your entire working life there. I asked myself if I wanted to do what I was doing until retirement and the answer, clearly, was no. While I was intimidated by the thought of working full time and going to school, I knew about SUNY Empire's flexibility and thought I would check it out. Sharon Grigsby '78, a student affairs staff member in Rochester, helped me navigate through the logistics, and my uncertainty and shaky confidence.

Q. Did your degree help your career?

A. I had been doing a lot of volunteer work, which included flying to Washington to lobby Congress for the Sierra Club. I felt, to be effective in this field, I needed a degree. I completed my degree at SUNY Empire, a B.S. in Environmental Science, then went to SUNY Brockport and earned a Master of Arts in Liberal Studies with a concentration in earth science. It was such a culture shock to enter graduate school. At SUNY Empire, I was treated like an adult, but during grad school professors treated everyone like they were 22 years old.

Q. How did you go from the environment to working in qualitative market research?

A. Because I was not able to find an environmental science job, I applied for work as a business writer, creating white papers, marketing communications, speeches, some technical writing and instructional training

programs. This led to an opportunity to conduct qualitative market research, which turned out to fit my skills perfectly.

Q. Why did you decide to serve on the federation board?

A. I love SUNY Empire, and being in a higher-education environment like ESC is personally satisfying. Last October, we did a SWOT analysis and last spring we came up with a strategic plan to be more active and influential. I gravitated to the marketing initiatives, which include having a better and more consistent story to tell about SUNY Empire's unique benefits.

Q. What's on your nightstand?

A. I just finished "Euphoria," by Lily King, a work of fiction inspired by Margaret Mead and Greg Bateson, the cultural anthropologists. Poised on my bookstand is "Musicophilia" by Oliver Saks.

Q. What do you and your husband (a psychotherapist and musician) do for fun?

A. We are happiest spending time outdoors. We hike year-round, bike, snowshoe and garden. He shares my love of nature.

Q. Why do you give back to the college?

A. It's easy for me because I know that I have SUNY Empire to thank for my career success. It's an easy decision to support the college that supported me. The staff and mentors have a passion for each individual student, for his or her abilities, desires, personal and professional career needs. This responsiveness to the individual needs uplifts students, who leave school with a deeper appreciation of and tolerance for difference. In addition, SUNY Empire is an environment where students learn to think critically, not just about their own lives, but about the issues of our society as a whole. This focus on the individual and critical thought serves ESC students well but, as importantly, makes a valuable contribution to our society.



Empire State College's Third 24 Hour Giving Challenge was an Incredible Success

Together, the Empire State College community raised nearly \$80,000 that will directly impact our students and our programs. We saw 425 alumni, students, employees and friends answer the call and exceed the challenge put forth on Oct. 19.

When John '94 and Jane Corrou, along with Tina '97 and Wayne Evans, offered \$40,000 and challenged us to obtain 400 donors in 24 hours, we were confident ESC would show our strength in numbers.

We were honored when Marian Conway '01, '04 and the New York Community Bank Foundation, and Chris '86 and Diane Feeley presented us an additional \$10,000 in challenge

money. We knew once again that the ESC community wouldn't let us down.

At 8:38 p.m. our 400th donor made a gift and secured \$50,000 in challenge money for SUNY Empire State College students.

We are so grateful to our donors who showed overwhelming support, pride and encouragement on this exciting day.

On behalf of all the students who will benefit from this effort, we offer a very special thank you to all who participated on Oct. 19 and to our challengers. We truly could not have achieved this without you.



Tina '97 and Wayne Evans



Jane and John '94 Corrou

24 Hours
\$80,000
425 Donors