



Westchester
Community College

State University of New York

News and Notes:
Fall 2020

VIKING STRONG

2020 has been a year of tragedy, adaptation and re-emergence. Located in the original epicenter of the COVID-19 crisis in the US, Westchester Community College had to quickly adapt to the changing realities and needs of our community. One result was the implementation of a 3-year plan in just 3 weeks, increasing the use of technology for instruction and support services in a time-frame not envisioned possible at the beginning of the year.

During the college's spring break, which was extended by one week, we transitioned to fully remote learning. Our faculty were quickly trained in delivering online instruction. Students who did not have personal computers at home were provided with loaner laptops. Scholarship drives were initiated to provide financial support to the many students who were faced with new financial hardships. All student services were moved online, including academic counseling, tutoring, mental health services, and so much more.

We have continued these practices into the fall semester. Over 90% of our courses are being offered remotely. Only those classes that must have an in-person aspect – labs, nursing, and culinary courses – are offered on campus. Students who come to our campus will experience increased safety protocols, from retrofitted facilities to health screening to reduced capacities on campus and in all buildings. Our top priority is the health and safety of all our students and employees.

As a result of our safety precautions and high-quality remote learning, we have seen an increase in students wishing to attend college close to home. A major factor in the enrollment decision process for freshman and incoming transfer students and their families is that Westchester Community College continues to offer a high-quality education while retaining one of the lowest tuition rates in the tristate area.

The college offers over 60 degree and certificate programs, including innovative programs in such high-demand fields as Cybersecurity, Health Information Technology, Respiratory Therapy, and Digital Filmmaking. WCC supports a wide range of students with programs such as our Honors College, SUNY Pathways, Viking ROADS, and Metallica Scholars Grant for job certifications.

Students enjoy extra- and co-curricular activities remotely as well. These include our more than 60 clubs and organizations, performing arts presentations, Esports and Student Government, to name but a few. The college reflects the rich diversity of its region, and was the first SUNY campus to be designated a Hispanic Serving Institution.

Submitted by Mark Stollar, Director of Strategic Marketing and Communications

We are #VikingStrong.

For more information on updates from the college visit:
<https://www.sunywcc.edu/about/updates-from-the-college/>

SAVE THE DATE!

Westchester Community College's
VIRTUAL FALL 2020 OPEN HOUSE
will be held on
Saturday, November 14, 2020
11:00 a.m.

Students will be welcomed by a video message from Westchester Community College President Dr. Belinda S. Miles and Director of Admissions Gloria De La Paz!

Students will have the opportunity to join Zoom Rooms featuring:

- The Admissions Department for an Admissions Information Session
- The Office of Student Financial Aid Assistance
- Student Services
- Student Involvement/Athletics
- Workforce Development and Community Education
- Our Four Schools:
 - School of Arts, Humanities and Social Sciences
 - School of Business and Professional Careers
 - School of Health Careers, Technology and Applied Learning
 - School of Mathematics, Science and Engineering

A Live Chat Box will be available to assist students!

Students will be able to check out our Virtual Campus Tour!

For more information and to RSVP, visit
www.sunywcc.edu/openhouse.

Admissions Virtual Application Days

The Office of Admissions will be offering Virtual Application Days to assist students with the admissions/application process in taking steps towards successful enrollment!

The Admissions Counselors are eager to connect virtually with your students to help them apply online for the Spring 2021 and Fall 2021 semesters!

- ❖ By participating in a Virtual Application Day, your students will be able to waive the \$50 application fee! (Please note, the application fee is non-refundable once submitted)

To begin making arrangements for a Virtual Application Day, contact our Director of Admissions, Gloria De La Paz, at Gloria.DeLaPaz@sunywcc.edu. She will connect you with your assigned Admissions Counselor!

We look forward to speaking with you and your students!

Admissions Virtual Events

Throughout the Fall 2020 semester, the Office of Admissions will be hosting Virtual Admissions Information Sessions via Zoom to help students learn more about the college, our programs and services, the admissions/enrollment process and the many opportunities that we offer!

We are also offering Nursing Information Sessions and 24-credit GED Information Sessions!

- ❖ By attending one of these Admissions Virtual Events, students can obtain an application fee waiver code that will help them to waive the \$50 application fee! (Please note, the application fee is non-refundable once submitted)

To RSVP for our Admissions Virtual Events and to check out our **Virtual Campus Tour** visit www.sunywcc.edu/info

Director of Enrollment Services

Dr. Sandra Ramsay became the Director of Enrollment Services at Westchester Community College in 2019, after having worked for almost two decades to create and expand scholarship opportunities for students at the college. In her current role, Dr. Ramsay provides direct oversight of the day-to-day activities of the Office of Enrollment Management, including overseeing all phases of new student onboarding activities, as well as leading data retrieval and data management activities for the Enrollment Management team.

Prior to this, Dr. Ramsay served as the Director of the Scholarship program, which awarded in excess of two million dollars in scholarships, providing five times the amount in scholarship distribution than when she first started at the college. In addition, during her tenure, she more than quadrupled the number of students applying for scholarships, expanded the Scholarship Office to a Scholarship Center, increased the number of full-time personnel, streamlined the scholarship application process to make it completely online, and successfully guided ten students through the application process for the prestigious Jack Kent Cooke Foundation Undergraduate Transfer scholarship program (which provides up to \$40,000 per year for up to 3 years to community college transfer students).

Before coming to WCC, Dr. Ramsay worked at New York University's (NYU) prestigious Stern School of Business as their Administrator for Undergraduate Programs & Student Services. In addition to her myriad of responsibilities, she had the unique opportunity of chaperoning scholars to several European cities, such as Milan, Paris and Rome. At NYU, she also served as Assistant Director of Admissions & Financial Aid for the School of Continuing & Professional Studies, and as a Client Service Representative in the office of Financial Aid.

Dr. Sandra Ramsay's professional career also includes numerous awards, community service and committee memberships; including the SUNY Chancellor's Award for Excellence in Professional Service, the NCBAE-Northeast Region Dissertation of the Year Award, the Association of Black Women in Higher Education, Inc., New York Chapter, Woman of Distinction Award, and membership on the College Board's National College Scholarship Service Assembly Council (CSSAC), as well as its Middle States Regional Council.

Submitted by Dr. Sandra Ramsay, Director of Enrollment Services

SUNY Pathways Scholars Program

The State University of New York (SUNY) Pathways Scholars Award program supports high-performing students committed to completing their associate and bachelor's degrees in two and four years, respectively, at SUNY. This program was designed to help students learn about the educational opportunities available at SUNY, and to assist them in reaching their ultimate completion and life goals. Students selected to the program receive a lump sum of \$250 for the first two semesters of their first year to use for non-tuition related expenses, academic counseling, career guidance, and a network of wrap-around support programs to keep them on the pathway to success. Upon completion of their associate degrees, and enrollment in SUNY bachelor's degree programs, Pathways Scholars receive an additional \$1,000 award to use for their non-tuition related expenses. In total, SUNY will provide \$1,500 funding per Scholar enrolled at each SUNY college.

In order to qualify for the 2020-2021 program, students must: (a) have graduated from a high school in New York State in 2020 with an average of at least 80%; (b) be enrolled for the first time as a full-time student in an associate degree program at a SUNY community college or college of technology. SUNY Pathways Scholars accepted into the program sign a Pathways Pledge to commit to degree completion in two years, and to indicate their intent to pursue their bachelor's degrees at SUNY four-year colleges and universities. In addition, Pathway Scholars are required to actively participate in advising services, and to take advantage of support services when needed. Pathways Scholars who fail to meet program requirements will forfeit any remaining funding. For questions about the program, please contact Dr. Sandra Ramsay at sandra.ramsay@sunywcc.edu.

Submitted by Dr. Sandra Ramsay, Director of Enrollment Services

WCC ESports

The newest member of the Westchester Community College Athletic Department is committed to causing quite a splash for Vikings Athletics, as the Westchester CC Varsity ESports Program will make its debut in October.

ESports is one of the fastest growing competitions among colleges and universities nation-wide, with nearly 200 schools and more than 5,000 students competing annually. In addition, the global ESports enterprise encompasses hundreds of millions of “gamers” around the world annually, with in upwards of \$1 billion in revenue. Locally, numerous four-year colleges in and around Westchester County have added varsity programs during the last five years, providing prospective Vikings with opportunities to compete beyond Westchester CC.

The inaugural Westchester team will be coached by Danny Robertson, and already features nearly two dozen team members. The Vikings will participate in regional and national competitions in games such as Fortnite, Overwatch, Call of Duty, NBA 2K, and a host of others. Interested gamers can contact Coach Robertson at daniel.robertson12@icloud.com.

The addition of ESports brings the total number of sports sponsored by Westchester Community College to 14 as the Vikings compete in Baseball, Men’s & Women’s Basketball, Men’s & Women’s Bowling, Men’s & Women’s Cross Country, Men’s & Women’s Track & Field, Men’s Soccer, Softball, and Women’s Volleyball.

For more information regarding Westchester Community College Athletics, including contact information for all of our coaches and staff, please go to GoWCCVikings.com.

***Submitted by Michael Spinner,
Assistant Director of Athletics***

CRM Communication System

A new Customer Relationship Management (CRM) technology was implemented during the Spring 2020 admissions and enrollment season, to allow Westchester Community College to better manage all its relationships and interactions with current and prospective Westchester Community College students. The goal of the CRM system is simple: to improve the way the college relates to, and serves, its students (and in the future, other community partners). Further, the CRM system will help the college stay connected to customers (students, workforce, etc.); streamline enrollment processes; and improve student and college outcomes.

During Phase I of the project--which was led by Dr. Ruben Barato, Associate Dean of Enrollment Management, Christopher Westby, Registrar, and Mark Brethower from Information Technology, in partnership with Oracle Consultants--initial stakeholder requirements were obtained; fields and underlying system logics were set up; and testing was conducted before the system “went live” in late 2019! In Phase II of the CRM rollout, which began in February 2020 under the leadership of Dr. Sandra Ramsay, Director of Enrollment Services, work continues on obtaining and implementing additional user requirements; building out additional campaigns--e.g. continuing students, mass registration, prospective, etc.; conducting training to facilitate IT handoff to business owners—among other project goals. As noted before, Westchester Community College, during later phases, will expand CRM communications beyond the urgent and immediate needs of enrollment management, to more effectively communicate with other constituents served by the college. ***Submitted by Dr. Sandra Ramsay, Director of Enrollment Services***

Resources for School Counselors

Check out our New High School Counselor page where you can help introduce your students to Westchester Community College and help them navigate the college process at WCC!

Access this link www.sunywcc.edu/school-counselor to get more information on:

- How to help students apply
- Student stories (learn about what their experiences were like at WCC)
- Credit Degrees and Certificate Programs of Study
- Workforce Development
- Tours and Info Sessions
- Financial Aid and Scholarships
- Transfer and Career Services
- Support Resources and programs
- Open House

New Academic Program

Interactive Technologies, AAS (ITECH)

Interactive Technologies Explore New Media Careers

School of Business and Professional Careers

Digital Marketing

03

Introduction of Topic & Subtopic
Keywords and research to identify the

05

Group Members and Their Subtopics



Web Design and Development (UX/UI)



Computer Animation and Game Design



Interactive Technologies, AAS (ITECH)

Interactive Technologies (ITECH) is an interdisciplinary program that prepares students for New Media careers. Students will have the opportunity to explore and prepare for innovative business careers that utilize interactive creative technologies found on the web. Courses focus on hands-on digital marketing design thinking and creative applications. The curriculum is designed for students who seek an entry-level position of employment and/or students who want to transfer to a four-year institution.

There are three specialized concentrations for students to choose from: *Digital Marketing*, *Web Design/Development (UX/UI)*, and *Computer Animation and Game Design*. Coursework includes real world project-based learning applicable to the social media, web design and development (UX/UI), digital media, computer animation, game design and interactive media. **Concentrations:** Students choose one concentration that consist of various electives:

1. ***Digital Marketing***-The Digital Marketing track is designed for marketing students seeking skill development in web design and digital media to complement their business studies. Students will be exposed to photography, digital design and web programming while completing business courses in the areas of marketing, advertising and management.
2. ***Web Design and Development (UX/UI)***-The Web Design and Development track is designed for students interested in developing user-based dynamic web pages. Students will be exposed to current technologies under the guidance of experienced faculty and will be qualified to seek employment in areas such as web administration, web design UX/UI, and digital web development.
3. ***Computer Animation and Game Design***-The Computer Animation and Game Design track offers students the opportunity to learn hands-on industry skills in the design and development of computer animation and interactive media, within the business environment. Students will learn how to work collaboratively to develop narratives and concept art. They will apply code and time-base skills to create 2D/3D animation and interactive media. Graduates can pursue potential internships and career opportunities in computer animation and game design industries.

For more information contact Curriculum Chair
Deborah.Krikun@sunywcc.edu

Submitted by Deborah Krikun, Curriculum Chair and Denise
Sullivan, Department Chair

QUICK BITS:

Winter 2021 and Spring 2021 Registrations begin on October 26, 2020
Fall 2021 Registration is anticipated to begin in March 2021
Please check our Academic Calendar for updates!

Tuition & Fees

Application Fee: \$50

<u>Full Time Tuition (per semester)</u>	<u>Part-Time Tuition (per credit)</u>
Resident: \$2,365.00	Resident: \$197
Non-Resident: \$5,885	Non-Resident: \$493

Financial Aid

Financial Aid Priority Filing Deadline

SPRING: October 31

FALL: May 1

Students can apply for Financial Aid now! For information regarding workshop dates and to inquire about what financial information is needed to successfully complete the Financial Aid Forms contact the Office of Student Financial Assistance at Finaid@sunywcc.edu.

Westchester Community College Scholarships

Westchester Community College has facilitated and streamlined the process for students to apply and be eligible for scholarships. Students will no longer have to submit two separate applications, one each for financial aid and for scholarships. Instead, students will only have to file FAFSA (US Citizens/Permanent Residents) or the NYS Dream ACT (DACA or Dreamers) to be eligible for WCC Foundation Scholarships. Priority will be given to students who have both the WCC application and FAFSA or Peralta NYS Dream Act completed by May 1st. This new process will also allow us to focus on the student holistically and provide them a comprehensive financial assistance package in a timelier manner. So please encourage your students to apply for FAFSA or the NYS Dream ACT and to include our codes.

(Our Federal Code for FAFSA is 002881 and
for the NYS Dream Act our code is 2160)

Submitted by Dr. Rubén A. Barato PhD, Associate Dean of Enrollment Management

Published by the Office of Admissions

Gloria De La Paz, Director of Admissions

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**Special thanks to the WCC Faculty, Staff, and
Administration for their contributions to the Newsletter**