

CAZENOVIA COLLEGE

THE PRESIDENT'S INNOVATION FUND:

*Positioning for the Third Century*



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An invitation to participate.

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When Cazenovia College's 29<sup>th</sup> president,

Dr. Ronald "Ron" Chesbrough, arrived on July 1, 2016,

he brought positive enthusiasm and a passionate and inspiring vision for the institution's future. In recognition of his arrival, the concept of the

President's Innovation Fund was born. The establishment of this fund provides Cazenovia College's alumni, good friends and colleagues with an opportunity to step forward with a gift to The President's Innovation Fund in support of the next era of the College.

# WHAT IS THE PRESIDENT'S INNOVATION FUND?

*By Dr. Ron Chesbrough*

Strengthened by our rich and storied past, Cazenovia College stands poised to enter its third century of academic excellence, vibrant campus life and active engagement with the world around us. With an emphasis on real life learning and real life success, Cazenovia continually strives to be a preferred destination for students of all ages and backgrounds who seek to expand their horizons and better their prospects. To remain a vital and sought after top choice for quality students, the College will focus on several areas as we move toward our third century of success.

*The President's Innovation Fund will be used to support many programs, services and needs that exist at the College, such as...*

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## STRENGTHENING ACADEMIC PROGRAMS

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In all its incarnations over the years, Cazenovia College has maintained a reputation for academic excellence. Presently, as a comprehensive college with a mix of liberal arts and professional offerings, we compete in a densely populated higher education landscape for a shrinking demographic of college-bound high school graduates. We also compete for non-traditional continuing education students due to the proliferation of offerings from our nearby two- and four-year sister institutions.

We should, in this environment, remain distinctive in our own offerings.

We must, in this environment, remain competitive with those around us in the mix and relevance of our academic offerings.

Prospective students and their families are increasingly focused on the outcomes of a higher education degree—in terms of jobs, careers and graduate-school placements.

Cazenovia College must:

1. Assess current offerings for their relevance and demand in the present environment.
2. Consider new academic offerings for the current and future economic and employment environment.
3. Design and offer select graduate degrees in fields such as education, counseling and business.
4. Strengthen our partnerships with two-year institutions as a transfer destination for their graduates seeking four-year degrees.
5. Strengthen our international presence—both with study abroad programs and in the recruitment of international students to prepare our graduates for the global economy.
6. Continue to expand and support internships and field-based learning among students through the development of quality, hands-on learning experiences, along with the provision of transportation support to internship sites.

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## CREATING AND MARKETING A DISTINCTIVE BRAND

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Hand in hand with establishing high-demand programs and learning experiences goes the strengthening of the Cazenovia College brand with assertive and strategic marketing to promote the unique qualities and characteristics of the institution. This effort requires a clear and distinctive brand, adequate and inviting signage and promotional materials and a compelling, recruitment-oriented website. We need to:

1. Undertake a branding/marketing initiative.
2. Explore additional signage and promotional opportunities for the College regionally, locally and on campus.
3. Complete a comprehensive redesign of the College website.

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## ENHANCING CAMPUS APPEARANCE AND AMENITIES

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We live in an era when shopping for a college destination has much to do with the appearance and amenities of the college. We know that “the campus visit seals the deal.” Our College needs to keep pace in appearance and amenities including upgrades in academic buildings, technology, common spaces, residential housing and classrooms.

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## EXPANDING CO-CURRICULAR OFFERINGS

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The college experience is about much more than what goes on in the classroom.

Involvement in clubs, athletic teams, theater groups and volunteer opportunities is essential for our students. These co-curricular offerings are also vital for recruitment and retention. At Cazenovia College, most students take advantage of these myriad opportunities. Aspirations for the future include:

1. Expand athletic opportunities and increase support for recruitment activities.
2. Increase service opportunities and experiences domestically and abroad.
3. Provide transportation assistance to students desiring to attend events outside of Cazenovia.
4. Increase funding for student activities designed to strengthen the overall learning experience.

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## BROADENING SCHOLARSHIP SUPPORT

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Maintaining a robust and stable enrollment increasingly depends upon a college’s ability to compete in the financial-aid market. Merit and need-based scholarships often make the difference with regard to an individual’s decision to enroll. Cazenovia College strives to compete well in this market by offering competitive aid and scholarship packages to potential and current students. At the same time, this competition has placed a tremendous strain on operating budgets and the overall fiscal well-being of the College.

For Cazenovia to sustain its competitive position in financial-aid packaging, we need to increase funding for merit and need-based scholarships.

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## ATTRACTING AND RETAINING TOP QUALITY FACULTY AND STAFF

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Throughout its history, Cazenovia College has been blessed with a passionate, talented and committed workforce. The College continues to attract and retain qualified faculty and staff; however, it must work to remain competitive with salaries and benefits and to provide ongoing professional development opportunities.

In addition, the College needs to recruit and retain a workforce reflective of the increasingly diverse nature of our student body.

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## STRENGTHENING COMMUNITY RELATIONS

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One of the College's most attractive features is its physical location – nestled in the picturesque Village of Cazenovia and surrounded by the beauty of the greater Central New York region. The College's "town-gown" relationships and those that extend beyond the village borders are critically important to the future of the institution as well as to the vitality of our surrounding communities. Building on the multitude of ways that the College already enhances external relations, we will continue to seek opportunities to be a good neighbor, develop partnerships and collaborate to build a strong economy and community.

*Cazenovia College needs your leadership support at this pivotal time  
to ensure our vibrancy and success in its third century.*

*Your philanthropy will pave the way, set an example and  
help turn this vision into reality.  
Thank you.*

Please make your gift online at:  
**[alumnicommunity.cazenovia.edu/donate](http://alumnicommunity.cazenovia.edu/donate)**

or mail to:

Office of Institutional Advancement  
Cazenovia College  
22 Sullivan Street  
Cazenovia, New York 13035





# YES, I wish to support the President's Innovation Fund!

Gift amount: \$ \_\_\_\_\_

Enclosed is my check (payable to Cazenovia College)

*or*

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Acct # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_\_  
Name Class Year  
(Cazenovia alumni)

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Mailing Address

\_\_\_\_\_  
City State    Zip

\_\_\_\_\_  
Home Phone Cell Phone

\_\_\_\_\_  
Business Phone

\_\_\_\_\_  
Email Address

### *Questions?*

Contact the Office of Institutional Advancement at  
315.655.7369 or  
development@cazenovia.edu

*Thank you!*

### *Mail to:*

Office of Institutional  
Advancement  
Cazenovia College  
22 Sullivan St.  
Cazenovia, NY  
13035