



# Consortium Connections

December 2011

[www.wnycollegeconnection.com](http://www.wnycollegeconnection.com)

Volume 1, Number 3

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## Consortium Collaborations

Admissions

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## Regional Economic Development Council Presents Its Case

On **Wednesday, November 30, 2011**, Howard Zemsky is leading a delegation from WNY to present our region's economic development plan. *You can watch it live via video stream at 11:30 am this Wednesday.* Best wishes to Howard and team.

This presentation is the culmination of several months' worth of work by WNY leaders. The plan is designed to promote economic development throughout the region and was conceptualized by 10 different workgroups including the higher education workgroup. The top applications will be awarded \$40 million to implement their plans. Winners will be announced in mid-December.

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## [www.wnycollegeconnection.com](http://www.wnycollegeconnection.com) Reaches 1000's of Potential Students from Over 50 Countries!

The WNY College Connection web site has launched an aggressive web optimization program through Google. The results are significant. From November 2010 to November 2011, the unique visitors and number of hits have tripled from 382 and 33,320 to 1250 and 122,000 respectively. Furthermore, the percentage of visitors clicking on the *College Degree Finder* which links them directly to Consortium institutions is 63%! The web optimization clearly has realized tremendous results. In the future, we will launch another form of optimization called "organic" optimization. This will also increase the web presence of the site. Finally, we will continue to promote the site to school counselors and present to districts as we have to Orchard Park and Niagara Wheatfield.

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## WNY College Connection Committee Pilot

The Consortium will begin piloting its WNY College Connection Committee in January. This committee will consist of chairs of each of the Consortium Collaborations listed in the left column of this newsletter. The WNY College Connection Committee will be strive to achieve the following goals:

**Financial Aid**

**Living & Learning  
Communities**

**Student Affairs**

**Veterans**

**WNY Service Learning  
Coalition**

**Disability Services**

**College Law Enforcement  
Administrators**

**Student Leadership and  
Engagement**

**[Women's Leadership  
Institute \(WLI\)](#)**

**[WNYCollegeConnection.com](#)**

**College Degree Finder**

**Student Life Profiler**

**Consortium Members**

**Member Collaborations**

**Higher Education Resources**

**Inside Higher Education**

*Inside Higher Ed* is the online source for news, opinion and jobs for all of higher education.

**Chronicle of Higher  
Education**

One of higher education's most trusted resources for current information on the sector.

**Association of Consortium  
Leadership (ACL)**

ACL is a national association that provides a forum for higher education professionals involved in cooperative programs.

**Visit Us On the Web!**

**[wnycollegeconnection.com](#)**

**About Us & Content  
Submission Policy:**

- Communicate the expectations of the Presidents' Council as disseminated by the Consortium Executive Committee
- Act as a vehicle to share Consortium-wide perspectives to the inter-institutional collaborative groups and back to the Presidents' Council
- Encourage the sharing of expertise, leveraging of financial resources, and sustainability of collaborative work between the 21 member institutions of the WNY Consortium of Higher Education
- Promote the individual activities of the inter-institutional collaborative groups
- Promote cross-functional collaborations between inter-institutional groups

The WNYCCC will be co-chaired by the Chair of the **Chief Academic Officers** group and the Executive Director of the Consortium.

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## P-16 Educational Leadership Summit Continues Progress

In what can be defined as an innovative and bold move, the educational leaders including but not limited to K-12 superintendents, curriculum developers, teachers, college presidents, chief academic officers, deans, chairs, professors, Erie I BOCES, the Board of Regents (Chancellor Emeritus Robert Bennett), and the Consortium convened to discuss the alignment or lack thereof along the P-16 continuum. Of the higher education participants, there were 7 presidents, 9 chief academic officers, and 27 other professionals from the academic side of higher education.

The keynote speaker was President Jack Quinn with fellow speakers being Don Ogilvie, Superintendent of Erie 1 BOCES; Chancellor Emeritus Robert Bennett; Chris Holoman, chair of the chief academic officers group; and Steve Harvey, executive director of the Consortium. Katie Friedman of the UB Regional Institute successfully managed a lively conversation and collected critical data for moving forward. Since the Summit, a steering committee has been convened and is working on a plan for moving forward through enhanced K-12 & higher education partnerships along two lines: NYS Common Core Learning Standards & Teacher Preparation Programs.

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## Association of Consortium Leadership Conference

The Consortium's executive director attended the **Association of Consortium Leadership** conference and networked with other consortia leaders from across the country. Beyond the networking, there was an opportunity to promote our work on a national level and expand the visibility of our Consortium. While many of the consortia present at the conference have been actively collaborating for decades, the WNY Consortium of Higher Education has in just the past two years, developed a reputable "footprint" of collaborations and initiatives that many other consortia still struggle to successfully implement. Overall, we are off to a very positive start and while no two consortia are alike,

**Consortium Connections** is an electronic newsletter that is emailed 6 times annually, every other month, starting August 2011. Deadlines for submission of content will be the 15<sup>th</sup> of August, October, December, February, April, and June (or, if the 15<sup>th</sup> falls on a weekend, the business day prior). Content submitted will be edited and may utilize links to web sites for additional information. Good quality photos in jpg format are also welcome for possible publication. Please limit the article to 150 words.

## Contact Us

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we can take pride in the strategic direction of our Consortium and how similar our Consortium looks to many other more mature consortia throughout the nation.

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## Economic Development Moving Forward on Several Fronts!

- **Economic Development Portal:** The web design and development of the WNY Association of College Career Centers is complete and the final touches are being made to the site. WNYACCC's site will anchor the Economic Development Portal set to launch in the New Year!
- **Presentation to ECIDA:** Steve Harvey, executive director of the Consortium, will present to the Erie County Industrial Development Association on November 30<sup>th</sup> to promote the Consortium and the multitude of economic development opportunities found on and with our campuses throughout the region.
- **Presentation Commissioner Kathy Konst:** Steve Harvey and Katie Friedman of the UB Regional Institute met with Commissioner Konst (Commissioner of Environment and Planning for Erie County) to discuss opportunities for collaboration between higher education and the public sector.
- **Niagara Frontier Industrial Education Council (NFIEC):** The Consortium is now a member of *NFIEC*, an organization whose primary focus is to bring people together from industry, education, social services and labor to develop strategies which will build the skills our students need to become successful in the workplace.

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## College Law Enforcement Administrators Consortium Launched!

The *College Law Enforcement Administrators Consortium* officially launched its collaboration on October 18, 2011. The CLEAC boasts over 50 members from the 21 participating institutions as well as representatives from the FBI, NYS Troopers, Buffalo Police, Amherst Police, Cheektowaga Police, and a number of other police departments. The CLEAC has already initiated a discussion on a Crisis Management Plan and Memorandum of Understanding that will define how member institutions will provide mutual aid in the event of a natural disaster or other emergency.

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## Student Leadership and Engagement Consortium Launched!

The other new collaboration, the *Student Leadership and*



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*Engagement Consortium* sought recognition of its group in order to enhance their professional development opportunities, share best practices, leverage limited resources, and to expand their Student Leadership Conference from 6 institutions to 21 institutions. The first meeting hosted over 15 college representatives from the Consortium where officers and committee chairs were selected. Future goals include conference presentations, strategic planning, and conference planning.

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Happy Holidays to All!!!!

*Wishing you peace, joy, and happiness throughout this holiday season and the New Year!*

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