

Annual Report

Fiscal Year 2021-2022

onp•int
FOR COLLEGE

Transforming lives, transforming communities.



Our Mission

We break down barriers that prevent young, underserved individuals from achieving education and career success.

Our Vision

To transform communities by making college, training and career a reality for those who face great obstacles.

About Us

On Point for College is a not-for-profit education and career-attainment support program. We aid individuals in overcoming barriers to post-secondary education by helping them access and succeed in college and training and certificate programs. We also help them leverage their skills and education into meaningful employment opportunities.

Our services are free, comprehensive, and holistic. They include: one-on-one advising; help with program and financial aid applications; college tours; basic college and residence hall supplies; transportation to and from college; career coaching; placement in paid internship experiences; and much more. We strive to help with every step of the journey, from application through graduation and beyond.

We serve both traditional (right out of high school) and non-traditional (later in life) students. The vast majority of our students who attend college are the first members of their families to do so. Many face additional barriers such as poverty, homelessness, aging out of foster care, refugee or immigrant status, or a history of court involvement. For most, a post-secondary education would be out of reach without access to the services that On Point for College provides.

Since 2018, we have served Cayuga, Herkimer, Madison, Onondaga, Oneida, and Oswego Counties. We also operate in partnership with the Goddard-Riverside Options Center and the New Settlement College Access Center to provide services and support to students in and from the New York City region.

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On Point for College Fast Facts

1999

On Point was started by founder Ginny Donohue as a volunteer effort out of the trunk of her car in 1999.

2012

On Point expanded to Utica, NY in 2012. Today, our Utica office oversees operations in Oneida, Madison, and Herkimer Counties, while our Syracuse office oversees operations in Onondaga, Cayuga, and Oswego Counties.

Our 3 Pillar Program

Helps students achieve their educational and career goals through college and other types of post-secondary training programs. It includes:

- 1) **Access** – helping students to enroll in school, apply for financial aid, and prepare to begin school;
- 2) **Success** – helping students to stay in school, including providing support with transferring schools and accessing on-and off-campus resources;
- 3) **Career Services** – helping students and graduates prepare to transition to the workforce through paid internships, networking opportunities, job fairs, resume and cover letter coaching, and more.



Message from our Executive Director

It's been another year of success at On Point for College! Although we have not quite returned to our pre-COVID-19 student levels, fiscal year 2021-22 was a distinct step in that direction. New student enrollment in the program increased by 19%, total student interactions remained close to all-time highs, and our Career Services program continued to attract near-record levels of interest, serving just under 1,400 students during the year.

This return to 'normalcy' was made possible, in part, by support On Point received from the cities of Syracuse and Utica. Both municipalities generously awarded a portion of their American Rescue Plan Act (ARPA) funds towards helping On Point restore our new student recruitment pipelines, which were severely hindered by the COVID-19 pandemic and our subsequent inability to recruit students in person.

In addition to providing funds for critical student supports such as textbooks, school supplies, and math/science grants, Syracuse and Utica's ARPA investments in On Point have allowed us to secure a mass texting platform. This platform has helped raise our technological capabilities and made it considerably easier for our team to communicate with students. The City of Syracuse has also provided funding that will allow On Point to actively promote our services to city residents in hopes of recruiting them into the program.

The fiscal year also marked the beginning of our Alliance for Economic Inclusion (AEI) Round 2 grant funding. Round

1 of this grant, which On Point received from 2018-2021, allowed us to increase our outreach in Madison County and to begin offering our college access and success programs to students in Cayuga and Oswego counties. Round 2 of this funding, which is a part of New York State's \$500 million Upstate Revitalization Initiative (URI) investment in Central New York, has enabled us to expand our Career Services offerings to Cayuga and Oswego counties. We will be targeting low-income first-generation college students and out-of-school youth and young adults.

With this funding, we have hired advisors to serve these new territories, opened an office in downtown Oswego, and dramatically increased the number of students we are serving in the region. As a reflection of this growth, 2022 marked the first time we were able to feature an Oswego County student in our annual Syracuse Celebration event. We were delighted to recognize Oswego High School graduate and Clarkson University student Abigail Faul (pictured at right) as a recipient of our 2022 Sabra Reichardt Scholar award. We look forward to honoring more students from these new counties in future events!

Another area of focus for the 2021-22 fiscal year was improving our overall financial stability. Since day one, On Point's services have been available to any student who requests them and at no cost to the student. In our nearly 25-year existence, we have expanded to serve approximately 3,000 active students across Central New York and the Mohawk Valley. This growth has been made possible, in large part, by support from various federal, state, and local governments. While government funding has been critical in helping us grow, our reliance on it also makes budget planning difficult and leaves us vulnerable to political changes.

In response to these challenges, On Point was one of only five organizations accepted

into the Rosamond Gifford Foundation's 'Embracing Disruption' program. This 15-month intensive leadership training program was designed to help participants increase organizational resiliency.

The culmination of On Point's work with the program was the development of a plan to begin to monetize some of the services we deliver to the colleges and school systems whose students we support. Although we are still in the process of implementing much of this plan, we are delighted to share that we have already signed contracts with several of the colleges, charter schools, and school districts we work with. We look forward to continuing to grow this program in coming years.

Thank you again for your belief in and support of On Point for College. Thanks for keeping it On Point.

With gratitude,



Samuel D. Rowser
Executive Director



COLLEGE ACCESS

845

New students enrolled in the On Point for College program vs. 710 in 2020-21.



The number of students enrolled in On Point and a post-secondary program decreased in 2021-22 (2,391 vs. 3,400 in 2020-21). This reflects lower student recruitment rates and strong graduation rates during the pandemic.

321

Students received help completing their FAFSA applications for federal student aid.



Top Colleges

By enrollment

 **NONDAGA**
COMMUNITY COLLEGE

 **MVCC**
MOHAWK VALLEY COMMUNITY COLLEGE

 **Syracuse University**

LE MOYNE


CAYUGA
COMMUNITY COLLEGE



275

Students participated in On Point's pre-college orientation program and received a free laptop before heading off to college.

17,644

Interactions occurred between On Point advisors and students seeking educational support.





536

Students graduated in 2021-22, keeping pace with the 576 who graduated in 2020-21.



72.9%

Of first-time, first-year On Point students returned to college for their second year. This figure is On Point's "persistence rate" and is consistent with its 2020-21 rate of 74.4%. Despite the pandemic, On Point succeeded in helping students to remain enrolled in school.

Degrees by Type

Earned in 2021-2022

Associate	178	Doctorate	8
Bachelor's	265	Certificate	46
Master's	44		



Students Served

By county

- Cayuga - 61
- Herkimer - 21
- Madison - 33
- Oneida - 1,079
- Onondaga - 3,225
- Oswego - 262
- All other counties - 95



12

Students received support with free and safe summer housing from long-time On Point partner, Le Moyne College.

CAREER SERVICES

1,371

Students worked with our Career Services team during the year. This was on par with the 1,597 who worked with us during the 2020-21 fiscal year.



10,686

Hours were worked by 90 On Point student interns who were placed at 59 local employers. This translated to \$162,191 earned by students as they gained invaluable experience in their fields.



64%

More interactions occurred between members of the Career Students team and On Point students this year as compared to last (4,593 vs. 2,804).



41

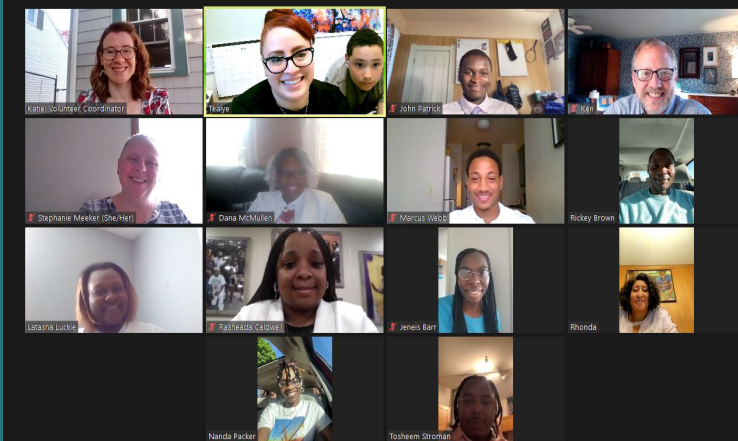
Students successfully secured full-time jobs with the support of our Career Services team.



414

Students attended one of the many events the Career Services program hosts each year. These events include:

- Resume & Cover Letter Workshops
- Grid for Good Events
- Mentoring & Empowerment Networking Events
- Enrichment Workshops
- Job & Career Fairs
- Civil Service Workshops
- Employer Tours & Info Sessions





145

Rides were given to 61 students totaling 18,157.9 miles driven transporting students to and from campus.



Volunteers

Supported On Point in a variety of ways, including:

- Driving students to/from campus
- Providing general office support
- Providing mentorship
- Planning and executing events
- Collecting college supplies
- Conducting mock interviews
- Helping prepare resumes and cover letters
- Offering tutoring support
- Participating in networking events



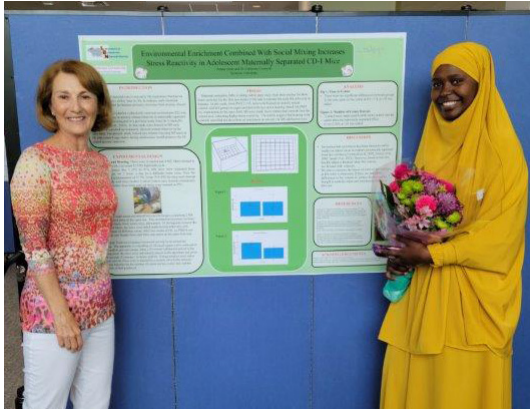
47

New volunteers signed on to work with On Point during the 2021-22 fiscal year bringing the total number of On Point volunteers to 277.

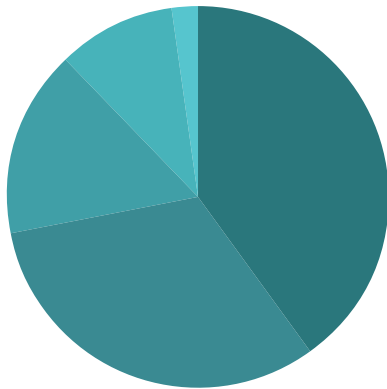


75

Volunteers donated their time and talents to helping On Point and our students during the year.



On Point for College, Inc. Financial Overview



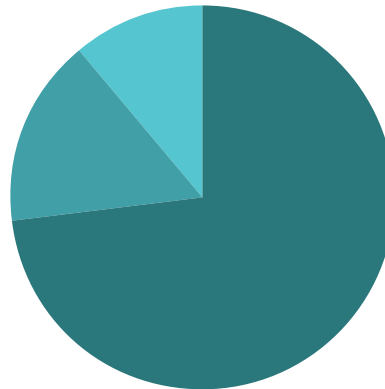
- Government Grants and Contracts
- Foundation and Corporate Support
- Contributions
- Events
- Fee for Service
- Other Revenue



Revenues

Government Grants and Contracts	1,034,222
Foundation and Corporate Support	838,097
Contributions	415,929
Events	257,386
Fee for Service	39,261
Other Revenue/Losses	(2,419)*
Total Revenue	2,582,476

* Note: This figure reflects an unrealized loss in an investment account.



- Program Services
- Administrative Costs
- Fundraising

Expenses

Program Services	1,856,881
Administrative Costs	409,314
Fundraising	284,646
Total Expenses	2,550,841
Net Assets at 9/1/21	1,179,812
Net Assets at 8/31/22	1,211,447
Change in Net Assets	31,635

Syracuse Program Update

SYRACUSE OVERSEES PROGRAMS IN CAYUGA, ONONDAGA AND OSWEGO COUNTIES

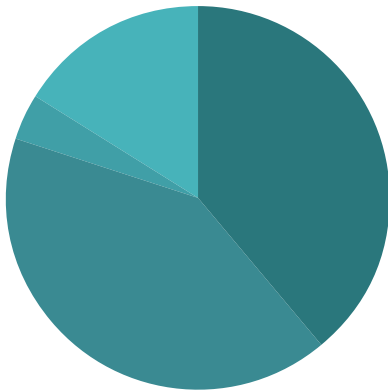
On the Career Services front, we have embarked on an exciting new partnership with the City of Syracuse, Onondaga County, and other leading local institutions. The Syracuse Surge initiative is an effort to transform Syracuse into one of America's 'smartest' cities and prepare it for global leadership in the New Economy.

Made possible by investments from the JP Morgan Chase Foundation and the American Rescue Plan Act, Syracuse Surge aims to create pathways to in-demand, local careers in high-tech manufacturing. Alongside partner organizations, On Point's role in the program is to help ensure inclusive growth through talent and workforce development, minority, women, veteran, and disabled-owned (XBE) business development and community engagement.

More specifically, On Point has partnered with CenterState CEO to support a talent pipeline for their Surge Advanced Manufacturing (SAM) and Electrical Mechanical Technician (EMT) training programs. We are also working closely with Le Moyne College to recruit college-age and non-traditional students to participate in their ERIE21 and Hack Upstate programs. Once students complete these training programs, we are also working to help connect them to jobs at local high-tech employers like INFICON and Cryomech.



On Point for College Utica Financial Overview

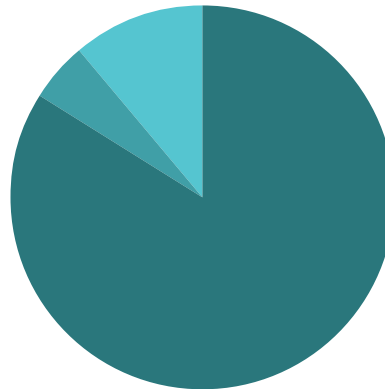


- Government Grants and Contracts
- Foundation and Corporate Support
- Contributions
- Events
- Fee for Service
- Other Revenue



Revenues

Government Grants and Contracts	193,351
Foundation and Corporate Support	200,112
Contributions	17,781
Events	80,212
Fee for Service	0
Other Revenue/Losses	0
Total Revenue	491,456



- Program Services
- Administrative Costs
- Fundraising

Expenses

Program Services	339,597
Administrative Costs	21,255
Fundraising	45,850
Total Expenses	406,702

Utica Program Update

UTICA OVERSEES PROGRAMS IN HERKIMER, MADISON, AND ONEIDA COUNTIES

Fiscal year 2021-22 was an equally exciting year for our Utica office, particularly on the fundraising front. It marked the second year of our Utica Golf for Grads Tournament, which was held at the Yahnundasis Golf Club in honor of Mike and Mary Humphrey. Despite being a relatively new event, the tournament attracted nearly a full field with 27 teams vying for the title. The event's success was driven largely by our leading sponsors, the Humphrey Family of New Hartford, Syracuse, and Chicago, beverage sponsor NBT Bank, and senior sponsor and our club host, Signal Technologies.

The event has grown each year and we were particularly excited to welcome new sponsors including the Fountainhead Group and Business Machines and Equipment (BME). On Point was also honored to be chosen to be one of BME's 2022 "Community Partners" which resulted in them coming on board as senior sponsors for both our Syracuse and Utica tournaments.

Another of the year's highlights was the mention of On Point in the pages of the Washington Post. The paper published a story entitled "When a Sudden, Small Expense Threatens an Entire College Career" on January 30 which detailed some of the challenges Utica student Giovanni "Gio" Harvey faced along his educational journey and how On Point stepped in to help.

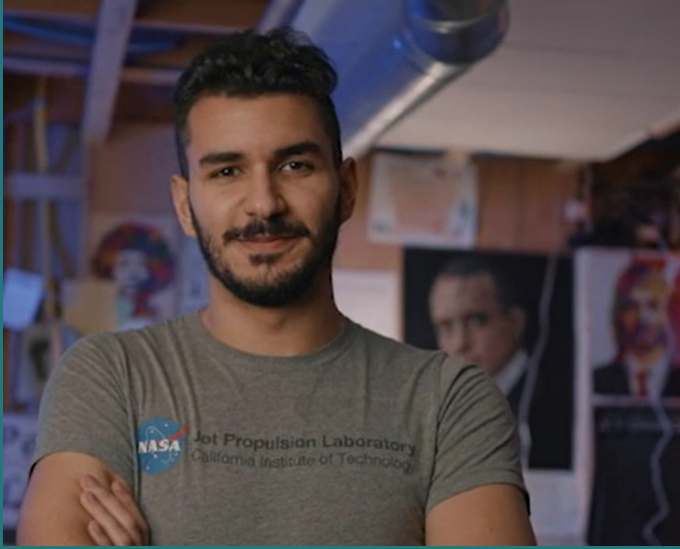
Not to be outdone by its rival paper of record, the New York Times also featured longtime Utica advisor, LuPway Doh and his wife Sandar (pictured below from the New York Times) in a story entitled "How Refugees Transformed a Dying Rust Belt City" which was published on June 3. The article explored the contributions of various immigrants and refugee communities to the revival of Utica and also shared the story of On Point student, Pri Paw and her family.



STUDENT YEAR IN REVIEW

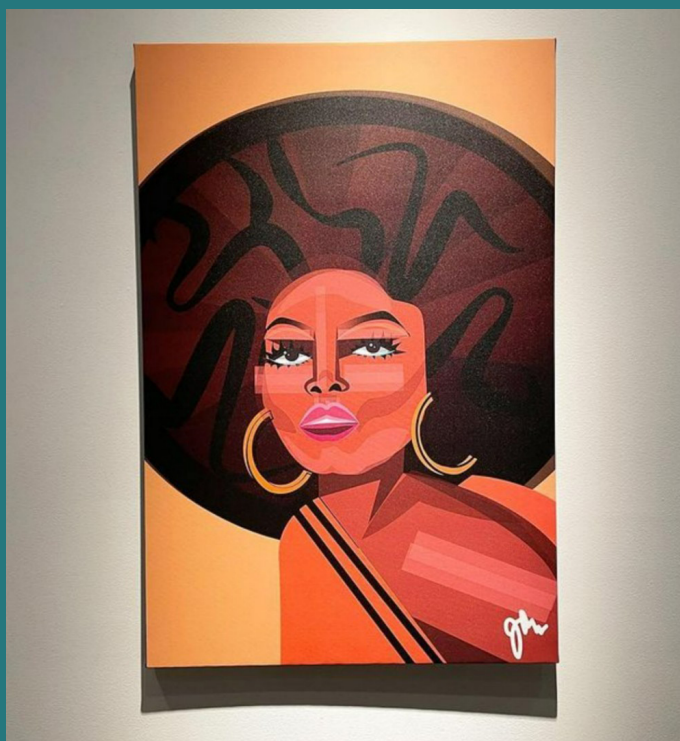


(Clockwise) Onondaga Community College graduate and Le Moyne College student, Everine Mukeshimana (right) was one of only ten SUNY system students selected to participate in an exclusive Pre-Medical Opportunity Program. The program is a partnership between SUNY's Office of Opportunity Programs and its medical universities. Everine was one of only two students selected who were attending two-year colleges at the time. | Onondaga Community College grad and Syracuse University student Nidaa Aljabarrin, whose family fled the war in Syria, shared her refugee story on National Public Radio (NPR) as a hopeful message for Ukrainians who were also fleeing their homeland. | Onondaga Community College student Thuw J-Elmi (third from left in the back row) was elected Vice President - Inclusion & Support for the college's spring '22 semester Office of Student Orientation, Leadership & Engagement (SOLE).



(Clockwise) University at Buffalo graduate and Northeastern University student Ali Alqaraghuli balanced working on his PhD in electrical engineering with an internship at NASA and teaching remotely at Xavier University. | Fulton-Montgomery Community College graduate and SUNY Poly student, Gio Harvey was featured in an article in the Washington Post and was named one of the SUNY system's first-ever Educational Opportunity Program (EOP) Student Ambassadors. | Utica University student Tabo Bo created the popup event series Nomadic Voices. The events were inspired by the loss of connection experienced during the COVID-19 pandemic and provided a platform for local creatives to share their talents with the Utica community. | Herkimer Community College student Klur Doe Soe received the Margaret T. Quackenbush Scholarship to support with his bachelor's degree studies in business administration at SUNY Poly. | Mohawk Valley Community College alum and SUNY Poly student Sabah Haji received the prestigious SUNY Chancellor's Award for Student Excellence.

GRADUATE YEAR IN REVIEW



(Clockwise) SUNY Poly alum Kay Parker was promoted to a new role as a Quality Engineering Applications Specialist with the Indium Corporation. | Dutchess Community College and SUNY Poly alum Abbas Kazan, who works as a bridge and highway engineer for Barton & Loguidice, was named one of 2022's "New Faces of Civil Engineering" by the American Society of Civil Engineers. | This illustration of Diana Ross was created by Cazenovia College and SUNY Purchase alum and artist, Jaleel Campbell. It was displayed at the National Museum of African American Music in Nashville Tennessee. | Yale University and University of Oxford graduate Trinh Trough joined the Center for American Progress as a Research Associate. | SUNY Empire State grad Chris Montgomery was selected to lead Syracuse Build. The project is an initiative intended to help Syracuse residents secure job training and employment in the construction industry.



(Clockwise) Syracuse University alum and actor, Dexter McKinney Jr. was featured as the understudy for the roles of Dez and Reggie in the Broadway premiere of the play “Skeleton Crew.” | SUNY Oswego alum Naseer Thomas completed the “Grid for Good” program run by On Point partner National Grid which led to him joining the utility company as a Senior Program Manager. | Houghton College grad Eh Khu Hser receives a hug from her mother after being the first ethnic Karen woman to be sworn into the Utica Police Academy.

2023 Board of Directors

Michael Humphrey	Chief Executive Officer, SOS	President
Ryan Williams	VP for Enrollment Management, Syracuse Univ.	President-Elect
Andrea Pagano	Instructor of Accounting, SUNY Oswego	Treasurer
Cristina Hatem	Director of Marketing, Syracuse University Libraries	Secretary
Eric Alderman	Attorney, Law Firm of Eric Alderman	
Me'Shae Brooks-Rolling	Exec. Dir., Upstate Minority Economic Alliance; Pres., Just the Basics Financial Literacy	
Bill Bullen	Principal, North Shore Senior Healthcare	
Chris Caver	Senior Analyst, National Grid; On Point for College Alumnus	
Chungchi Cha	CEO, Purplewire	
Victoria Coit	Senior Organizer, New York Civil Liberties Union; OPFC Alumna	
Virginia Donohue	Founder, On Point for College	
Shynique Graine	Branch Manager, Pathfinder Bank	
Stefon Greene	Founder & Exec. Producer, Greene Lighted Visuals; OPFC Alumnus	
Jason Hamilton	Director, Industrial Process Controller, ITT	
James Heffernan	Retired, SUNY ESF: Cornell University	
Vincent Love	Treasurer, North Syracuse Central School District	
Chol Majok, Ed.D.	Syracuse Common Councilor; On Point for College Alumnus	
Priscilla Santana-De Los Santos	Team Lead, Interpreting Services Department, Upstate Medical University	
Chris Steenstra	Chief Administrative Officer, Mower	
Anthony Stewart	Corporate Vice Presidents of Quality, SRC	
Quindell Williams	Teacher, Syracuse City School District; On Point for College Alumnus	

2023 Utica Advisory Committee

Erol Balkan	Professor, Department of Economics, Hamilton College
Martin Babinec	Founder and Chairman, Upstate Capital Connect; Founder, TriNet
Bill Blanchfield	Retired, Utica College
H. Tom Clark	Chairman of the Board, Adirondack Bank; McDonald's Franchise Owner
Frank Giotto	Founder and President, Fiber Instrument Sales
David Mathis	Director, Oneida County Workforce Development; Mohawk Valley CC Board
Sonia Martinez	Founder and President, Mohawk Valley Latino Association
Rick Short	Corporate Associate Vice President, Indium Corporation
John Zogby	Founder Zogby, International and Zogby Analytics



2023 On Point for College Team

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Samuel Rowser
Bill Cass
Theresa Hadlich
Kevin Marken
Lynne Pascale
Chrissie Rizzo
Carolyn Beyers
Courtney Black
Anita Diefes
Kenji Graham
James Kiki
Rose Lynch
Adam Stuper

Executive Director
Finance Director
Office Manager
Utica Director
Director of Development
Grants Officer
Special Projects - Grant Writer
Development Associate
Bookkeeper
Director of Special Projects - Training
General Accountant
Office Assistant
Data Analyst

Programs

Tiffany C. Rush
Nicole Burnett
Leigh Petryssyn
Tealye Pinet
Anny Guerrero-Brown
Zachary Berle
Amara Clemente-Johnson
Carla DeShaw
LuPway Doh
Dexter Green
Monalisa Htun
Nadia Ingram
Carla Jackson
Nygeleke Jones
Salma Muse
KuSay Paw
Cielle Tovey

Director, Advancement & Completion
Director of College Access
Director of College Success
Director of Career Services
Lead Advisor Utica
Career Services Advisor Utica
Advisor Syracuse
Career Services Advisor Oswego County
Advisor Utica
Career Services Advisor Syracuse
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Advisor Oswego County





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FOR COLLEGE

Transforming lives, transforming communities.



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Let's Keep In Touch!