



onp•int
FOR COLLEGE

Annual Report
FISCAL YEAR 2020-2021

[ONPOINTFORCOLLEGE.ORG](https://onpointforcollege.org)

Our Why

Mission

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

Vision

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

Cover: Then-Syracuse University Biology major Alek Aman walks across campus.

About On Point for College

On Point for College is a not-for-profit education and career-attainment support program. We aid individuals in overcoming the 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.

Table of Contents

About On Point for College.....	2
Letter from Our Executive Director	4
Who were On Point for College’s Students.....	6
COVID-19’s Impact on On Point for College	7
Program Highlights	8
On Point for College, Inc. Financial Overview.....	10
Syracuse Program Update.....	11
On Point for College Utica Financial Overview	12
Utica Program Update	13
2022 Board of Directors, Advisory Committee, and Team	14



Kler Moo K'Tray Paw

Kler graduated from Herkimer Community College in December 2020 with an associate degree in Human Services. She graduated from SUNY Poly in May 2022 with a bachelor's degree in Community and Behavioral Health.

Letter from Our Executive Director



Above: On Point for College's Executive Director Samuel Rowser.

Dear Friends,

We are back! After taking a break from producing an annual report last year, we are delighted to share our fiscal year 2020-21 report with you now. As you are well aware, the past two years have been challenging to say the least, and they were especially challenging for the population of students On Point is designed to serve. But I am proud to share that we have weathered the pandemic and are quickly coming back up to speed.

Our ability to survive the COVID-19 pandemic is due to a number of factors, not the least of which include: critical grant support from the federal CARES Act Paycheck Protection Program, the New York State Department of State, the City of Syracuse, Onondaga County, and the Ichigo Foundation, among others; an outpouring of support from donors, volunteers, and friends of the organization; and the sheer tenacity and dedication of our team.

If you told me in January of 2020 that On Point for College would soon be a fully remote operation, I never would have believed you. And yet, by mid-March of 2020, we were. The team, and our students adapted admirably as we rode the waves, alternating between fully remote to partially in-person, and finally back to fully in-person today.

However, with adaptation comes change. In

response to the limitations placed on public gatherings and our students' tremendous need for technology, the program team made the difficult decision to discontinue their long-standing practice of taking students shopping for clothes before the start of their first semester. Instead, we have redirected those resources towards ensuring each new student is equipped with a refurbished laptop upon completion of our pre-college orientation program.

Working closely with our college partners, the team was able to resume our college tour program in the fall of 2020 by offering a combination of virtual and in-person tours. The same type of hybrid approach was applied to our pre-college orientation program, our one-on-one education and career advising services, our beginning-of-the-semester campus visits, and even our paid pre-professional internship program. We worked hard to meet our students wherever they were. And while I am delighted to say that our offices are finally fully open again, I realize that circumstances could change again at any point, and that also offering many of On Point's services virtually has become a permanent part of our plan.

Not all of fiscal year 2020-21 was about challenge though. Both our data analytics and volunteer recruitment and training capabilities flourished during this time. With a grant from the UpMobility Foundation and support from

our developers at the software company Purplewire, we were able to greatly enhance the features of our bespoke student database, even making it directly accessible to students through our website. This made it easier for us to collect and analyze data about who our roughly 4,000 current students are and what services they need and receive. Ultimately, this will also make it easier for On Point to track and provide the kind of high-level data points necessary for an agency of our size and scope.

Fiscal year 2020-21 also marked a change in our annual Celebration events. After more than a decade of hosting in-person gala dinners, we transitioned to virtual video events which premiered on our nascent (but growing!) YouTube channel. These videos were expertly crafted by the team at 325 Productions and allowed both our organization and our students to shine.

Thank you again for your belief in and support of On Point for College. We look forward to continued success and hope to have your support.

With gratitude,



Samuel D. Rowser
Executive Director



Darius Win

Darius graduated from Mohawk Community College in the spring of 2021 with an associate degree in Electrical Service Technician. Today, he works as a Equipment Engineering Technician at Wolfspeed in Marcy.

Who were On Point for College's Students?



61%

With nearly two women (61%) to every man (37%), the average On Point student was female.

21

The median age of an On Point for College student in 2020-21 was 21 years old, while our oldest student was 68.

99%

99% of On Point students came from low-income households earning 60% or less of the median family income for a family of their size and living in their community.

49%

Nearly half of all On Point students identified as Black or African-American (49%). This increased to 57% for students served by our Syracuse office. Nearly a third (30%) Utica office students identified as Asian, making it our most common racial identity in that area. In 2020-21, we saw a slight uptick in share of Caucasian (11%) students served agency-wide, led by our work in more rural communities like Cayuga, Herkimer, Madison, and Oswego Counties.

COVID-19's Impact on On Point for College

DATA ON BOTH PAGES IS FOR FISCAL YEAR SEPTEMBER 1, 2020 TO AUGUST 31, 2021.



New Student Enrollment Declined

The number of new students enrolling in the On Point for College program declined by 22% as compared to the year prior (683 vs. 880).

This was likely driven by two factors. First, the limitations on public gatherings and socialization prevented our team from attending events or visiting schools and community centers. This made it difficult to meet and recruit new students through our traditional channels.

And second, the increased demand for labor and availability of better paying jobs during the pandemic led some of our would-be students to opt to bypass college for now in favor of taking a job.



Existing Student Enrollment Held Steady

Students who were already enrolled in On Point for College and a post-secondary program at the start of the pandemic largely remained enrolled (3,400 in 2020-21 vs. 3,714 in 2018-19).

We provided ongoing support to these students via increased virtual interaction, including general wellness checks, beginning of the semester visits, and one-on-one counseling sessions.

The addition of new tools like a mass texting platform also made it easier to stay in touch with our existing students.



Interest in Career Services Exploded

Career Services saw the largest increase in demand across all On Point programs. Between 2019-20 and 2020-21, the program grew by 58% to serve 1,072 students. We also saw a 38% increase in the number of students taking advantage of both our College Access and Success programs and our Career Services program.

The growth in students taking advantage of both programs suggests increased awareness of and interest in Career Services. The increase in the number of students participating only in Career Services suggests a reactivation of students who have either previously graduated or stopped out of the program and are reengaging.



Graduation Numbers Remained High

High levels of new student enrollment in the On Point for College program in the years preceding the pandemic, coupled with ongoing support from our team during it, led to an impressive 576 students graduating in fiscal year 2020-21.

SeQuoia Kemp

SeQuoia completed a master's degree in Maternal Child Health at the University of Rochester in December 2020. After graduation she founded Doula 4 a Queen to provide affordable, quality healthcare to individuals of all backgrounds while working to help eliminate racial and economic health disparities.



Program Highlights

DATA FOR FISCAL YEAR SEPTEMBER 1, 2020 TO AUGUST 31, 2021.

College Access

In 2020-21, **683 new students enrolled in the program** and **275 students participated in our pre-college orientation program**, designed for students beginning school that semester. **265 of these students were given refurbished laptops** before beginning school.

A particularly bright spot in program enrollment was Oswego, where having a full-time college access advisor enabled us to **recruit 56 new students from nine Oswego County high schools**, including Altmar-Parish-Williamstown, Central Square, Fulton, Hannibal, Mexico, Oswego, Phoenix, Pulaski, and Sandy Creek.

College Success

Existing student enrollment in On Point for College was consistent with pre-COVID levels. **Our team had 23,519 interactions with 4,000 students** who are currently enrolled in the On Point for College program. These interactions addressed a range of student needs including: assistance applying for college and financial aid, help transferring colleges, support with on-campus needs such as housing and textbooks, as well as general wellness and safety checks. Graduation rates also were also high, with **576 students graduating** during the fiscal year.

In fiscal year 2020-21, **we spent \$1,680,962 on students and student-related expenses**. \$108, 938 of this was spent on college fees and tuition while \$264,215 was spent outfitting students with necessities like textbooks, computers, and basic school supplies.

Career Services

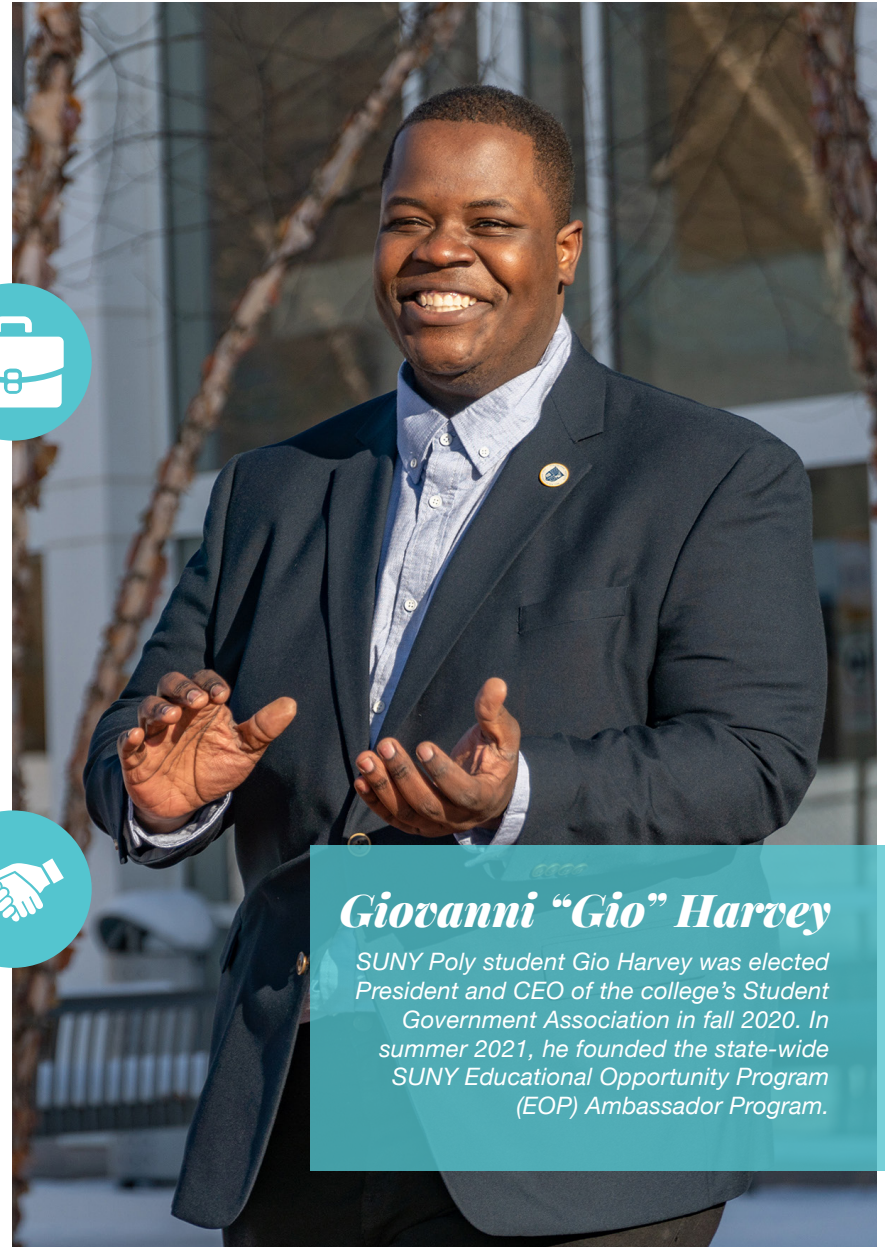
Our Career Services program saw the largest increase in demand during the fiscal year, with **a nearly 58% increase in the number of students served over the year prior (1,072 vs. 680)**. Our Career Services advisors had **2,804 interactions** with students and **placed 76 students in paid internships across 46 local employers**, while also **helping 38 students obtain full-time employment**.

A resounding **1,008 students – nearly a third of all current On Point students – participated in the 104 events** the department hosted or participated in during this time.



Volunteer Recruitment & Engagement

Our new volunteer coordinator wasted no time in capitalizing on the pandemic-inspired surge of volunteer interest, **recruiting 130 new volunteers** during fiscal year 2020-21. Of our total volunteer base, **104 individuals had 183 interactions with students**, the vast majority of which consisted of phone outreach, mentoring, tutoring, and career services support. Volunteers also provided key support with agency event planning and an intrepid bunch even **provided 73 rides for 74 students** who were attending college on campus during this time.



Giovanni “Gio” Harvey

SUNY Poly student Gio Harvey was elected President and CEO of the college’s Student Government Association in fall 2020. In summer 2021, he founded the state-wide SUNY Educational Opportunity Program (EOP) Ambassador Program.



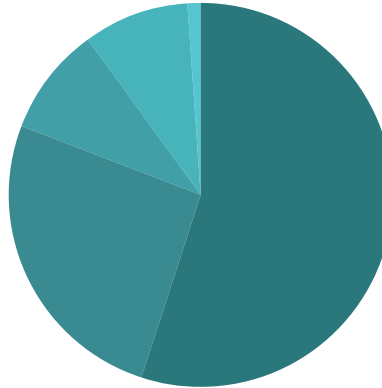
Canab Sheekh-Nuur

Canab graduated from Syracuse University in May 2021 with a BA in Political Science. Today, she is enrolled in law school at Howard University.

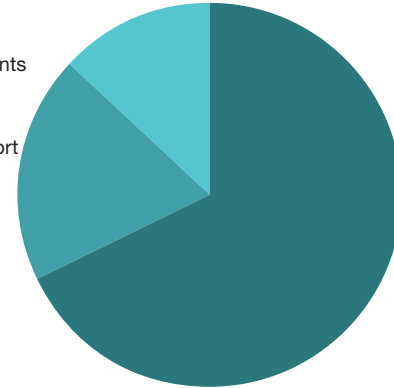


On Point for College, Inc. Financial Overview

DATA FOR FULL ORGANIZATION FOR FISCAL YEAR SEPTEMBER 1, 2020 TO AUGUST 31, 2021.



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



- Program Services
- Administrative Costs
- Fundraising

Revenues

Government Grants and Contracts	1,621,749
Foundation and Corporate Support	776,363
Contributions	251,044
Events	250,108
Fee for Service	9,307
Other Revenue	23,193
Total Revenue	2,931,764

Expenses

Program Services	1,680,962
Administrative Costs	420,583
Fundraising	315,038
Total Expenses	2,416,583
Change in Net Assets	515,181*

* Note: The large change in net assets was due to a lag in the federal government's forgiveness of our PPP loan. The loan was issued in fiscal year 2019-20, but not forgiven until fiscal year 2020-21. The total value of the loan was \$314,600.

Syracuse Program Update

SYRACUSE OVERSEES PROGRAMS IN CAYUGA, ONONDAGA, AND OSWEGO COUNTIES.

2020-21 was an important milestone in On Point for College's expansion into Oswego County. With support from the Shineman Foundation, Pathfinder Bank, and New York State's Alliance for Economic Inclusion, we were able to hire our first full-time advisor in Oswego County. Having an on-the-ground presence in the county, especially during the early days of the COVID-19 pandemic, was critical in helping us to recruit 56 new students, bringing the total number of Oswego County students served during the fiscal year to 173.

It was also a banner year for our Syracuse Career Services program, which saw a 58% increase in the number of students utilizing its services over the year prior. Event participation was also up, with nearly a third of all active On Point students (1,008) attending at least one of the more than one hundred events the program hosted or participated in during this time. And finally, more than one hundred students obtained paid internships or jobs with the support of the Career Services team during the fiscal year.

On the volunteerism front, 2020 marked our first full year of funding from the Corporation for National and Community Service and the Central New York Community Foundation. This funding made it possible for us to hire On Point's first full-time volunteer coordinator

just in time for the pandemic-inspired surge of volunteer interest. Having a volunteer coordinator already in place enabled us to respond quickly to the increased interest and screen, register, and train more than one hundred new volunteers in just a few months. It also enabled us to hold the first of our now annual celebrations in honor of the September 11th National Day of Service and Remembrance.



Michael Huynh

Michael was a student at the University at Albany for much of the COVID-19 pandemic. He graduated in spring 2021 with a bachelor's degree in Business Economics .

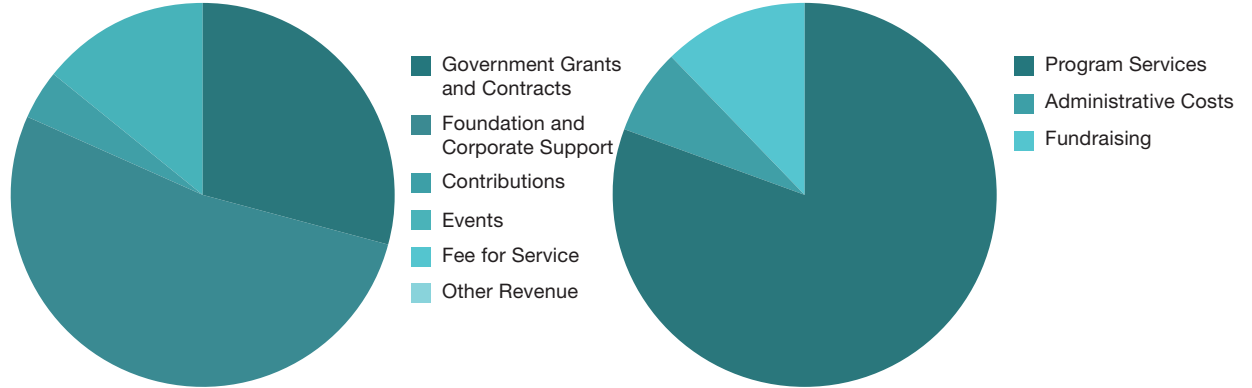


Louis Andujar

Louis completed his bachelor's degree in Business Administration at what was then Utica College (now University) at the end of 2020.

On Point for College Utica Financial Overview

DATA FOR OUR UTICA OFFICE FOR FISCAL YEAR SEPTEMBER 1, 2020 TO AUGUST 31, 2021.



Revenues

Government Grants and Contracts	124,318
Foundation and Corporate Support	221,849
Contributions	18,982
Events	61,480
Fee for Service	0
Other Revenue	0
Total Revenue	426,629

Expenses

Program Services	237,176
Administrative Costs	21,873
Fundraising	36,355
Total Expenses	295,404
Change in Net Assets	131,225*

* Note: The large change in net assets was due to a lag in the federal government's forgiveness of our PPP loan. The loan was issued in fiscal year 2019-20, but not forgiven until fiscal year 2020-21. Utica's portion of the loan was \$55,084.

Utica Program Update

UTICA OVERSEES PROGRAMS IN HERKIMER, MADISON, AND ONEIDA COUNTIES.

2020-21 was noteworthy for our Utica office which experienced a half point uptick in its persistence rate* due to increased student outreach and wellness checks. Utica's persistence rate also continued its historical pattern of outperforming the national rate for all colleges, 82% to 75%.

The Utica team was also instrumental in securing organizational support from several key funders, including the UpMobility Foundation and Excellus BlueCross BlueShield. In addition to assisting with improvements to On Point's student database and website, the UpMobility Foundation also provided the funds to secure a mass text messaging platform which has improved On Point's overall ability to communicate with students from across our six-county territory. Likewise, a grant from the Utica regional office of Excellus BlueCross BlueShield enabled us to offer a series of mental health webinars geared towards helping all On Point students and staff cope with the impacts of the ongoing pandemic.

No recap of the year would be complete without mention of the standout accomplishments of two of our Utica students. SUNY Poly graduate Kay Parker (at right) was elected to the board of trustees for the Community Foundation of Herkimer and Oneida Counties. Kay is the first On Point graduate elected to the board. Fellow SUNY Poly Wildcat

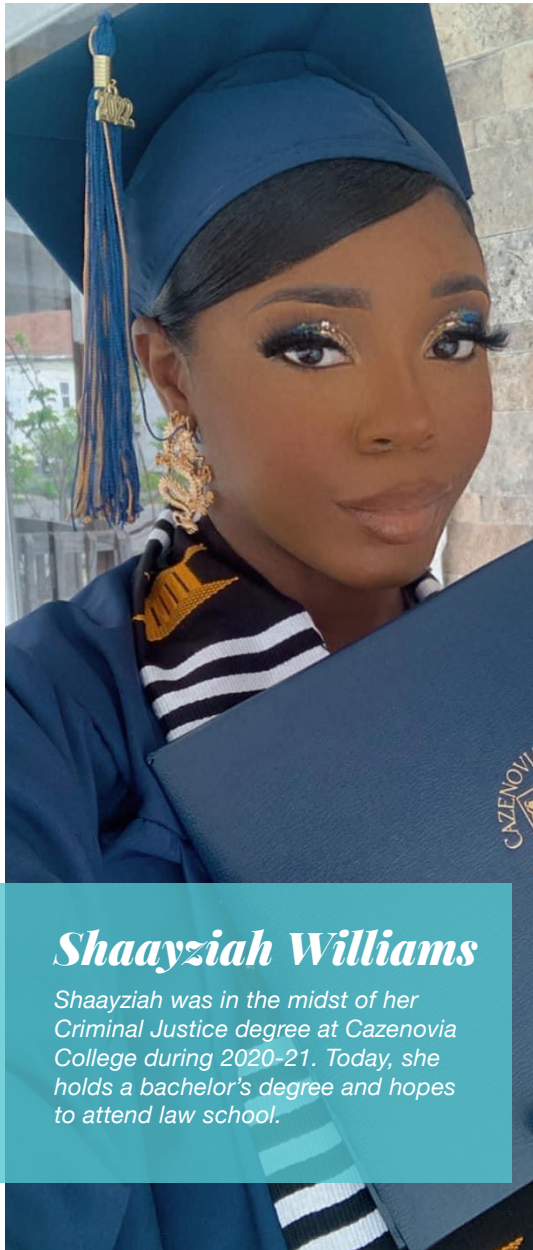
Giovanni "Gio" Harvey (page 9) was elected President and Chief Executive Officer of the college's Student Government Association before being named a Student Ambassador for SUNY's Educational Opportunity Program (EOP). Gio first proposed the ambassador program to SUNY administration and was one of only 21 students from the entire statewide system chosen for this newly created role.

**Persistence rate is an industry benchmark that reflects the percentage of students who return to college at any institution for their second year.*



Glory Htoo

Glory graduated from SUNY Poly in May 2021 with bachelor's degree in Community and Behavioral Health.



Shaayziah Williams

Shaayziah was in the midst of her Criminal Justice degree at Cazenovia College during 2020-21. Today, she holds a bachelor's degree and hopes to attend law school.

2022 Board of Directors, Advisory Committee, and Team

Board of Directors

Chris Steenstra
 Michael Humphrey
 Andrea Pagano
 Cristina Hatem
 Me'Shae Brooks-Rolling
 Bill Bullen
 Chris Caver
 Victoria Coit
 Virginia Donohue
 Shynique Grainey
 Stefon Greene
 Jason Hamilton
 James Heffernan
 Vincent Love
 Chol Majok
 Emily Middlebrook
 Priscilla Santana-De Los Santos
 Anthony Stewart
 Quindell Williams
 Ryan Williams

Chief Administrative Officer, Mower
 Chief Executive Officer, SOS
 Instructor of Accounting, SUNY Oswego
 Director of Marketing, Syracuse University Libraries
 Exec. Dir., Upstate Minority Economic Alliance; Pres., Just the Basics Financial Literacy
 Principal, North Shore Senior Healthcare
 Senior Analyst, National Grid; On Point for College Alumnus
 Director of Public Affairs, Office of NYS Senator John Mannion; OPFC Alumna
 Founder, On Point for College
 Branch Manager, Pathfinder Bank
 Founder & Exec. Producer, Greene Lighted Visuals; OPFC Alumnus
 Corporate Controller, JMA Wireless
 Retired, SUNY ESF: Cornell University
 Treasurer, North Syracuse Central School District
 Syracuse Common Councilor; On Point for College Alumnus
 Attorney, Hancock Estabrook
 Team Lead, Interpreting Services Department, Upstate Medical University
 Corporate Vice Presidents of Quality, SRC
 Teacher, Syracuse City School District; On Point for College Alumnus
 Vice President for Enrollment Management, Syracuse University

Utica Advisory Committee

Erol Balkan
 Martin Babinec
 Bill Blanchfield
 H. Tom Clark
 Frank Giotto
 David Mathis
 Sonia Martinez
 Rick Short
 John Zogby

Professor, Department of Economics, Hamilton College
 Founder and Chairman, Upstate Capital Connect; Founder, TriNet
 Retired, Utica College
 Chairman of the Board, Adirondack Bank, McDonald's Franchise Owner
 Founder and President, Fiber Instrument Sales
 Director, Oneida County Workforce Development; Mohawk Valley CC Board
 Founder and President, Mohawk Valley Latino Association
 Corporate Associate Vice President, Indium Corporation
 Founder Zogby, International and Zogby Analytics

On Point for College Team

Administration

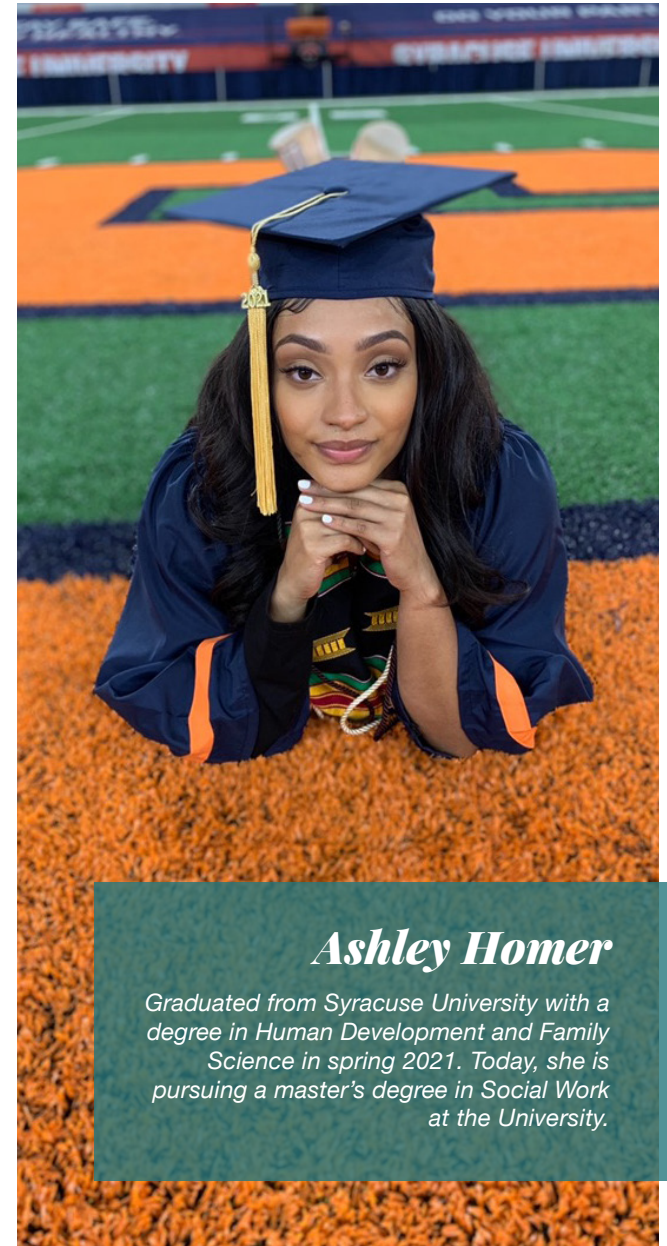
Samuel Rowser
Bill Cass
LaSonya Griggs
Theresa Hadlich
Kevin Marken
Lynne Pascale
Chrissie Rizzo
Courtney Black
Anita Diefes
James Kiki
Katie Schmid
Tyra Sims
Adam Stuper

Programs

Tiffany C. Rush
Nicole Burnett
Tealye Pinet
Kishma Alexander
Anny Guerrero-Brown
Abeer Alziadi
John Atkins
Zachary Berle
LuPway Doh
Monalisa Htun
Nadia Ingram
Carla Jackson
Latasha Luckie
Jasmin Ray
Duane Reese

Executive Director
Finance Director
Director of Special Projects
Office Manager
Utica Director
Director of Development
Grants Officer
Development Associate
Bookkeeper
General Accountant
Volunteer Coordinator
Office Assistant
Data Analyst

Director, Advancement & Completion
Co-Director of Program
Co-Director of Program
Lead Advisor Syracuse
Lead Advisor Utica
Advisor Syracuse
Career Services Advisor Cayuga County
Career Services Advisor Utica
Advisor Utica
Advisor Utica
Advisor Syracuse
Advisor Syracuse
Career Services Advisor Syracuse
Advisor Syracuse
Advocate Syracuse



Ashley Homer

Graduated from Syracuse University with a degree in Human Development and Family Science in spring 2021. Today, she is pursuing a master's degree in Social Work at the University.



Marcus Webb

Following a successful On Point internship placement at CenterState CEO, Marcus was hired by the agency as their first Economic Inclusion Fellow in Spring 2020. Later that same year he enrolled at the Whitman School of Management, from which he graduated with an MBA in Spring 2022.

onp•int

FOR COLLEGE

Transforming lives, transforming communities.

On Point for College Syracuse
488 W. Onondaga Street, Syracuse, New York 13202
(P) 315-362-5003 | (F) 315-671-1960

On Point for College Utica
500 Plant Street, Utica, New York 13502
(P) 315-790-5588 | (F) 315-790-5661

onpointforcollege.org



Let's keep in touch!