THE MISSION OF MARIA COLLEGE IS TO INSTILL IN OUR GRADUATES A RESPECT FOR THE DIGNITY OF EACH PERSON AND THE ABILITY TO TRANSFORM LEARNED SKILLS INTO CARING SERVICE. THE IDEAL OF “SERVICE TO OTHERS” IS ROOTED IN THE JUDEO-CHRISTIAN TRADITION AND THE IDEALS OF THE SISTERS OF MERCY, WHO FOUNDED AND SPONSOR THE COLLEGE. THE INTENT OF THE COLLEGE IS TO PROVIDE EDUCATIONAL PROGRAMS WITH HIGH ACADEMIC STANDARDS, CONVENIENT SCHEDULING AND FORMATS FOR STUDENTS OF ANY AGE WHO MAY BENEFIT FROM SMALL CLASSES AND A WARM, ENCOURAGING ENVIRONMENT.
THE MARIA VISION

Embracing Our Potential

Maria College will become a college of first choice for the Capital Region, providing high-quality education at an affordable price while preparing our students for meaningful careers of leadership and service in today’s global society. Maria graduates will be grounded in the values of our Mercy heritage, embracing the importance of integrity, service, respect for others, compassion, and community.
DEAR FRIENDS OF MARIA COLLEGE,

The 2013-2014 academic year will long be remembered as a very positive year for Maria College. Not only did we receive approval of a formal charter change making Maria College a baccalaureate degree institution, the New York Board of Regents also approved our application for a four-year degree program in Psychology, we developed a new strategic plan, a new leadership team began their work, and the community prepared an extensive Periodic Review Report for the Middle States Commission on Higher Education. Maria’s Periodic Review Report resulted in a reaffirmation of accreditation and a commendation for the quality of the report.

As president of Maria College, I am honored to serve and work with an unusually dedicated team of faculty and staff. Maria’s institutional culture is rarely seen in higher education today, and I believe it is our culture and institutional spirit that propels us forward and is responsible for much of our success.

The following pages serve as a record of one of the most important years* in our history. Things are continuing on a positive trend, and we at Maria College look forward to our future.

Best wishes,

DR. LEA JOHNSON
PRESIDENT

* The reporting period is July 1, 2013 to June 30, 2014.
2013

Administrative office renovations are completed in the Main Building in August and the new Business Office suite is ready for the beginning of the school year. Admissions and Financial Aid move to a better customer service setting in the former Campus School building.

Maria College introduces the First Year Experience to incoming students.

Dr. Lea Johnson is inaugurated as the fourth president of Maria College on September 7, 2013. President Johnson joined the Maria College community in July of 2012.

As part of the Inauguration Week celebration, Maria College establishes the Presidential Scholarship Fund.

The New York Board of Regents approves an official charter change for Maria College on September 17, 2013. This change enables the college to officially offer the four-year Bachelor of Science Degree and become a baccalaureate degree institution.

2014

In February of 2014, the renovation of the former Sisters of Mercy bedrooms above the library is completed. The new wing includes an elevator, student/faculty meeting area, and numerous faculty offices.

Proposal written by Gail Waring, RSM ’63 to the Mercy Ministry Fund is accepted. Maria College is approved for a $10,000 academic scholarship and $5000 for the food pantry.

Plans are made for a study abroad trip to Ireland in conjunction with a new course offering: World Cultures.

The Nursing Department begins development of the Accelerated Baccalaureate Program in Nursing.

The Nursing Department begins development of the Accelerated Baccalaureate Program in Nursing.

The Associate Degree program in Nursing receives renewed accreditation through the Accreditation Commission for Education in Nursing.

Maria College submits its first grant application to the Arthur O. Eve Higher Education Opportunity Program to support academically and financially underserved students.
The Carnegie Foundation changes Maria’s institutional classification to reflect baccalaureate degree status.

Concurrent with the change of charter, the New York Board of Regents approves Maria’s first four-year Bachelor of Science degree: the Bachelor of Science in Psychology.

Maria College holds its first Fall Festival – a neighborhood event complete with craft fair, haunted house and kiddie activities.

Maria College is awarded the designation of most affordable New York private college for online learning.

On December 22, Maria College submits a second baccalaureate program for New York Department of Education review and Board of Regents approval – the Bachelor of Science in Healthcare Management.

Following the release of Dr. Johnson’s white paper, the College begins a new strategic planning process and completes the plan within four months.

Maria College administration, faculty, and staff work together to develop the Periodic Review Report for submission to the Middle States Commission on Higher Education in June.

Faculty develop the curriculum plan and syllabi for the next two baccalaureate degree programs: Occupational Science and Liberal Arts.

Work begins on a new nursing and simulation lab on the first floor of Marian Hall.

Maria College is accepted for listing in the US News and World Report rankings.
TOP STATS

89% FEMALE
11% MALE

STUDENT GENDER

8,732
ALUMNI HAVE GRADUATED FROM MARIA COLLEGE SINCE 1958

3,705
ALUMNI ARE FROM MARIA’S NURSING PROGRAM

GEOGRAPHICS
MARIA REPRESENTS STUDENTS FROM

MA • NH • VT • CT • NJ • NY • OH • TN • OR • PA

ENROLLMENT GROWTH

NURSING PROGRAM

OTA PROGRAM

MARIA SERVES OVER 1,000 FULL AND PART-TIME STUDENTS DURING THE COURSE OF EACH ACADEMIC YEAR.

WHAT STUDENTS THINK

THE CLASS OF 2014 GRADUATES ANSWERED A SURVEY QUESTION, THE BEST PART OF ATTENDING MARIA COLLEGE WAS...

“THE FAMILY ATMOSPHERE AND CLOSENESS OF FACULTY & STUDENTS, AND THE SUPPORT THAT EACH PROVIDED.”

“FLEXIBLE COURSE TIMES, AND AVAILABILITY OF STAFF.”
The enrollment strategy includes increasing the number of full-time students.

**STUDENTS ENROLLED**
- 31% of students are full-time
- 63% of students are part-time
- 6% not reported

**AGE OF STUDENTS**
- 24 and under: 31%
- 25 and over: 63%
- Not reported: 6%

**ETHNICITY**
- White
- Hispanic/Latino
- Black/African American
- Race Unknown
- Asian
- Two or More Races

**ENROLLMENT TRENDS**
- 2013
- 2014

**INQUIRIES**
- 2013: 1,500
- 2014: 2,250

**APPLICATIONS**
- 2013: 1,200
- 2014: 1,400

**FULL-TIME STUDENTS**
- 2013: 200
- 2014: 225

**TOP STATS**

**#1 PRIVATE COLLEGE IN NEW YORK STATE FOR ONLINE LEARNING AFFORDABILITY**
A NEW STRATEGIC PLAN FOR MARIA
EMBRACING OUR POTENTIAL

In the spring of 2014, more than 70 members of the College community came together to participate in the Maria College strategic planning process. Faculty, staff, administration, students, alumni and trustees met for two days of visioning exercises.

Eight areas of focus or visions evolved (see illustrations on right). Strategic planning teams were formed to reflect each of the eight visions and their importance for the future well-being of Maria College. The teams’ discussions culminated in a strategic planning document, “Embracing Our Potential,” which will serve as the College’s compass during the next five years.

What can we expect for Maria College in the future?

The College will focus on financial sustainability while working hard to maintain the distinction of being the most affordable private college in New York.

With national demographic projections showing decreasing numbers of college-age students, Maria will face increasing competition for its students. As a four-year college, the goal will be to add a small number of baccalaureate majors with the focus on the quality and accessibility of the educational programs.

We will continue to invest and enhance the following to make the College appealing to prospective and current students, as well as continuing to strengthen the ties with alumni and the Sisters of Mercy: student services, co-curricular offerings, academic programs and technology and facility improvements.

We will also strive to be an employer with a work environment that reflects our respect and support for all employees.
TAYLOR HORNSCHEMIEIER
OCCUPATIONAL THERAPY ASSISTANT PROGRAM, CLASS OF 2015

Taylor Hornschemeier has been adjusting to life as a “New Yorker” for the last 6 months. She calls Cincinnati, Ohio, “home”, but considers Maria College a close second. She described finding Maria College as very serendipitous. An online search for an OTA program led her to Maria’s April Open House. Her visit last spring confirmed that this is the place where she would like to study and achieve her OTA dream.

Her previous college experience (alumna of the University of Cincinnati with a Bachelor of Science in Communication Sciences and Disorders) is described as dramatically different from Maria. She states, “There are no large lecture halls at Maria and getting to know faculty and colleagues is very easy.”

She is very passionate about providing individuals with personal care. Her family owns a home health company and from the age of 16, she worked with elderly clients as a home health aide. She originally chose speech therapy but after a family member became stricken with Lou Gehrig’s disease, she became inspired to study occupational therapy and provide supportive care for individuals with similar needs.

Taylor is steadfast in her goal to achieve an AAS degree in OTA and perform 1:1 care duties with patients. She stated, “I want to practice as an Occupational Therapy Assistant after I pass my boards, then work in the field for a few years and observe the duties between an OTA and OT professional. My passion is caring for people and if the OTA works more with clients (vs administrative management of OT cases), then I will probably not enroll in a Master of Science program.”

Despite being homesick at times for Cincinnati, Taylor has loved every minute of the Maria experience and its supportive environment. She gives the OTA faculty high marks for their ability to get to know each and every student extremely well so they can help them embark on a meaningful career path.

CASSIE IBBEYTON
PSYCHOLOGY BACHELOR OF SCIENCE, CLASS OF 2016

Maria’s new Psychology department is benefiting from the energy and enthusiasm of student, Cassie Ibbetson. She brings experience from another private college where she studied Psychology for two years and also served as a “peer counselor” to fellow students.

Ibbetson graduated from Ravena-Coeymans-Selkirk High School in three years. She wanted a college who would support an accelerated graduation plan and provide the necessary academic support. She found this at Maria College and describes the 1:1 support that the Psychology faculty provides as, “huge”. She states, “They have helped me identify a pathway to earning my bachelor degree on an accelerated timeline, while also gaining experience in counseling as an intern in the spring.”

Her academic schedule has included one online course at Maria. She was amazed at how well it was designed for the student learner who also juggles other responsibilities. Cassie is only one point away from a perfect GPA and describes the content of the Maria courses as interesting and relevant to her goals. She found the course, “Psychology of Aging”, especially insightful and stated, “It will help me provide compassionate care when counseling clients who are struggling with the natural aging process.”

She helped launch the Maria Psychology Club and was since elected President. She is very excited about the activities planned for next semester, which will include a field trip to an addiction counseling center. How does she manage the stress of her full time student responsibilities and employment at a fitness center? “Netflix movies”, of course!

GRANT W. BRAUN
NURSING AAS, CLASS OF 2016

Grant’s journey to Maria College came by way of a small Catholic high school near Newtown, Connecticut and a private college in the Capital District, where he studied Psychology for two years. A two year self-discovery process would lead him to Maria’s door in the fall of 2013, as a transfer student interested in the AAS Nursing program.

An intensive year of rebuilding his academic foundation for an AAS in Nursing is behind him with successful outcomes; passing the TEAS exam and prerequisite courses. Looking back, he sees some of the guideposts that were there pointing him to a Nursing career. His mother practiced Nursing in a neuro intensive care unit and the details on the critical care issues of her assigned cases interested and inspired him.

He is very grateful for the College helping him to start over and achieve his dream of becoming a nurse. As a transfer student, one of the things that stands out most to Grant about Maria College is its ability to focus on student success. He stated, “The Nursing faculty are incredible and have helped me succeed.” With only three semesters left in his AAS Nursing program, he is already thinking ahead to Maria’s Bachelor Completion program in Nursing. He stated, “Staying at Maria to continue my education in Nursing is very important to me, given the support I’m receiving in my two year degree program”.

Ultimately, his goal is to be a nurse practitioner in the emergency medical field and use his abilities in situation assessment and decision making. He thinks this will be the perfect combination to the academic foundation he is laying at Maria College and the practical field experience he is gaining at Samaritan Hospital as a Patient Care Technician. According to Grant, “I want to help people at their most vulnerable state. My adrenaline and energy will work well in taking care of individuals who require professionals to respond with skill and speed.”
Maria College maintained its strong financial position during the July 1, 2013 to June 30, 2014 fiscal year. Tuition and fees in combination with investment gains resulted in 97% of the revenue during this time period. The investment in an on-site coffee shop expanded the scope of Maria’s auxiliary services for the college community.

**REVENUES**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Tuition and Fees</td>
<td>$8,265,450</td>
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<tr>
<td>Investment Income</td>
<td>$3,144,867</td>
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<tr>
<td>Auxiliary Enterprises</td>
<td>$295,898</td>
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<tr>
<td>Federal and State Aid</td>
<td>$70,062</td>
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<tr>
<td>Contributions</td>
<td>$40,641</td>
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<tr>
<td>Other</td>
<td>$11,781</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$11,828,699</strong></td>
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**EXPENSES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Instructional</td>
<td>$3,791,077</td>
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<tr>
<td>General Institute</td>
<td>$1,405,114</td>
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<tr>
<td>Institutional Support</td>
<td>$1,196,076</td>
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<tr>
<td>Library and Resources</td>
<td>$757,074</td>
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<tr>
<td>Student Services</td>
<td>$727,096</td>
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<tr>
<td>Auxiliary Enterprises</td>
<td>$508,726</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$8,385,163</strong></td>
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</table>

**INCREASE IN NET ASSETS**

$3,443,536
STUDENTS RECEIVE SUPPORT FROM 12 ENDOWED AND INSTITUTIONAL SCHOLARSHIPS.

SCHOLARSHIPS

• ALLIED HEALTH SCHOLARSHIP
• CARON FAMILY SCHOLARSHIP
• GUIDO SCHOLARSHIP
• PRESIDENTIAL SCHOLARSHIP
• MARY K. KNAPEK SCHOLARSHIP
• JUDITH ANN MAROTTA SCHOLARSHIP
• JEAN A. SCHMITZ SCHOLARSHIP
• SHAPIRO/LYNCH SCHOLARSHIP
• THORNE NURSING SCHOLARSHIP
• THE SISTER LAUREEN A. FITZGERALD, RSM, PRESIDENTIAL SCHOLARSHIP
• THE PRESIDENT’S PSYCHOLOGY SCHOLARSHIP
• THE TIMOTHY MCDONALD SCHOLARSHIP

FOR MORE INFORMATION ABOUT THESE SCHOLARSHIPS, VISIT US ONLINE:
www.mariacollege.edu/scholarships
99% OF 2014 GRADUATES SURVEYED FOUND EMPLOYMENT IN THEIR FIELD OR CONTINUED THEIR EDUCATION WITHIN ONE YEAR OF GRADUATION

OVERALL PLACEMENT PERCENTAGE

The Maria College Placement and Transfer Report for the Class of 2014 reflects self-reported graduate data as well as information gathered from faculty members, employers, and web resources.

Overall, placement data was collected from 68.8% (n=117) of the 170 graduates.

Of the 117 responses collected, 99.1% (n=116) reported to be working in their chosen field, related field, or have decided to pursue further education.

PROGRAMMATIC PLACEMENT PERCENTAGE

Based upon the acquired sample.

<table>
<thead>
<tr>
<th>Program</th>
<th>Placement Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>RN BACCALAUREATE COMPLETION PROGRAM BS</td>
<td>100%</td>
</tr>
<tr>
<td>MANAGEMENT AAS</td>
<td>100%</td>
</tr>
<tr>
<td>NURSING AAS</td>
<td>100%</td>
</tr>
<tr>
<td>OCCUPATIONAL THERAPY ASSISTANT AAS</td>
<td>96%</td>
</tr>
<tr>
<td>PARALEGAL AAS</td>
<td>100%</td>
</tr>
<tr>
<td>LIBERAL ARTS AA &amp; GENERAL STUDIES AS</td>
<td>100%</td>
</tr>
</tbody>
</table>
BOARD OF TRUSTEES (2013-14)

Frederic M. Stutzman, Chairman
Gerald J. Jennings, Vice Chairman
Charles J. Kavanaugh, Treasurer
Gail Waring, RSM '63
Kathleen Brodbeck*
Dr. Bassam M. Deeb
Dr. Dennis R. DePerro**
Kathleen Graber, RSM '61*
Dr. Hilton Hallock**
Dr. Lea A. Johnson
Dr. Mary Jo LaPosta
Jean McGinty, RSM '63*

Marilyn Murray, RSM ‘61*
Maureen E. O’Brien**
Shannon E. Older
Michael E. Pizzingrillo**
Kathleen Pritty, RSM ’66**
Jane Somerville, RSM ’61
Joseph G. Salamack III**
Peter Semenza*
Thomas R. Tyrrell
Jeffrey Weiss**
Dr. Carole A. Wickham, ’84

*Rotated off Board in 2014
**Board members approved at June 2014 Trustee meeting

CABINET MEMBERS (2013-14)

Michele Auricchio, Chief Financial Officer
Debra Corrigan, Dean of Student Services
Thomas D. Iwankow, Dean of Enrollment Management
Dr. John Kowal, Vice President Academic Affairs
Beth Wales, Director of Marketing and Communications
Thomas Shattuck, Director of Information Technology

Maria College is a nonprofit, independent, coeducational institution founded in 1958 by the Sisters of Mercy and is one of 17 colleges and universities in the United States sponsored by the Conference for Mercy Higher Education.