



THE SUNY CENTER FOR PROFESSIONAL DEVELOPMENT

ANNUAL IMPACT REPORT ACADEMIC YEAR 2024 / 2025

The SUNY Center for Professional Development (CPD) is proud to present its Annual Report, highlighting a year of growth, innovation, and collaboration across the State University of New York system. As a strategic resource for faculty, staff, and campus leaders, CPD continues to advance professional learning that empowers individuals, strengthens institutions, and supports student success.

Over the past year, CPD has expanded its offerings, deepened partnerships, and embraced new program designs to meet the evolving needs of our diverse SUNY community. From leadership development and instructional design to technology integration and equity-focused programming, our initiatives reflect a commitment to excellence, inclusivity, and lifelong learning.

This report showcases key achievements, data insights, and stories that illustrate the impact of our work. It also serves as a testament to the dedication of our team, the engagement of our participants, and the shared vision that drives SUNY forward.

As we look ahead, CPD remains focused on fostering a culture of continuous improvement and innovation. We thank our partners and participants for their ongoing support and collaboration, and we invite you to explore the milestones and momentum captured in this year's report.

RETURN ON INVESTMENT FOR CAMPUSES PARTNERING WITH SUNY CPD

Campuses that support and partner with the SUNY Center for Professional Development (CPD) realize significant return on investment through cost-effective, high-quality professional development opportunities. By leveraging SUNY CPD's internal training programs, campuses avoid the higher costs typically associated with comparable offerings from external, non-SUNY providers. These savings are amplified by CPD's system-wide pricing models, shared resources, and tailored programming that aligns with SUNY-specific needs and priorities. In addition to financial savings, campuses benefit from increased staff engagement, improved performance, and streamlined access to professional development that supports institutional goals.

**This year alone, SUNY CPD has
saved SUNY Campuses over nearly
1.5 MILLION DOLLARS**

ACHIEVEMENTS KEY INITIATIVES IN 2024/2025

TRANSITION TO A NEW EVENTS MANAGEMENT SYSTEM

Our event management system is central to everything we do at the CPD. Cvent offers all the core features of our previous system, including event websites, online registration, abstract and proposal submissions, SUNY Single SignOn (SSO), financial processing, and participant activity tracking. However, the move to Cvent enhanced our ability to address accessibility needs, create more dynamic program websites, and simplify administrative processes on the back end. Users have found the platform's interface intuitive and responsive.

PUBLIC GOOD U: STRENGTHENING THE CASE FOR PUBLIC HIGHER EDUCATION

CPD Provided Conference Support Services, planning management, and organization of Public Good U, organized by SUNY University Faculty Senate, SUNY Faculty Council of Community Colleges, and State University of New York in partnership with the City University of New York. Public Good U attracted over 300 people and highlighted the vital role of publicly funded colleges and universities in providing accessible education, fostering economic growth, and promoting community engagement. Each presentation and conversation underscored the importance of our mission in advancing equity, innovation, and economic development.

NEW PROGRAM CATALOG: ONLINE AND PRINT

With our continued growing activity, CPD published a new print program booklet this year, which is found on the CPD website under "About Us." We are happy to send you print copies to distribute on your campus. Please contact us directly at our cpdinfo@suny.edu account.

Extensive design was put into our new Online Catalog, found on CPD home page. The Online Program Catalog allows users to search by keyword and apply filters to find offerings that match your needs. Filters include course duration, modality, frequency, and cost. You can also search by your role. See what programs are offered especially for you!

AS PROGRAM AREA SIGNATURE ACHIEVEMENT

- **Technical Programs:** Launch of the SUNY COA (Computer Officers Association) Mentoring Program — advancing IT Leadership — 14 Participants from 11 SUNY campuses.

- **SAIL Leadership Programs:** In response to campus requests, CPD launched a fully online version of the unique Department Chair Academy, offering SUNY's chair an opportunity to prepare for the critical role. The academy is now offered twice a year in either the winter or summer intersessions, giving participants preference as to modality: fully online asynchronous or a hybrid version.
- **SUNY Online Program:** Launched the newly redesigned Distance Learning Leaders and Instructional Design Certificate Programs.

SUNY TRANSFORMATION FUND SUPPORT

CPD worked with leadership in the SUNY Office of Student Success to plan and deliver several new training and community opportunities:

- Transformation Fund Community of Practice Webinar Series
- Complete College America Partnership Convening
- SUNY Student Success Summit: Focused on ASAP | ACE efforts to enhance enrollment and retention
- Launched the online training course for new ASAP|ACE advisors

NEW PROGRAM DEVELOPMENT

CPD launched several new Certificate Programs this past year. They include:

- Data Literacy Courses:
 - » Fundamentals of Working with Data
 - » Data Visualization
- Academic Advising Certificate Program: Three course certificate program
- Online Department Chair Academy
- ASAP|ACE Advisor Training
- Internationalizing the Curriculum
- Crucial Learning Series: Mastering Dialogue, Accountability, The Power of Habit, Influencer, and Getting Things Done

PROGRAM & REGISTRATION DATA

A *program* may consist of one offering or may contain a series or courses, workshops, and events.

Registration data refers to an actual registration collected by the event management system for a course, workshop, and event. An individual may register for a complete program or may register for an individual course or professional development activity. For example, the Teaching and Learning Certificate is a program consisting of 3 courses.

Data is aggregated from our Event Management System where registrations are processed and a tracking system of all CPD activity. Data has been collated here.

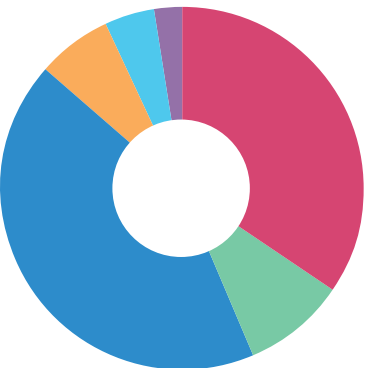


- Academic **22**
- UDL **9**
- Technical **16**
- OPEN SUNY/ SUNY Online **9**
- SUNY SAIL **9**
- OLIS/OER **5**
- Conferences **8**
- SUNY System **5**
- Vendor Direct Contracts

104 PROGRAMS OFFERED

12,350 TOTAL REGISTRATIONS

291 COURSES, WORKSHOPS, WEBINARS, AND CONFERENCES

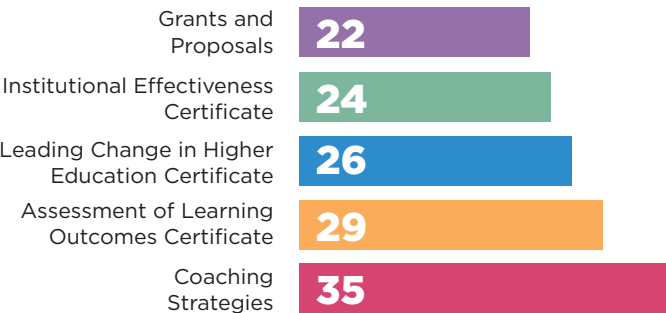


- Courses **101**
- Other/General **26**
- Webinars **125**
- Training **19**
- Conferences **13**
- Other **7**

9 CONFERENCE PROPOSAL & NOMINATION PROCESSES DESIGNED & MANAGED

934 TOTAL SUBMISSIONS MANAGED

212 CERTIFICATES AWARDED



MOST POPULAR CERTIFICATES

1,987 BADGES ISSUED



DIGITAL ENGAGEMENT

YOUTUBE CHANNEL

17.4k
VIEWS

162.8k
IMPRESSIONS

+88
SUBSCRIBERS

2.1k
HOURS SPENT
WATCHING

MOST WATCHED:



**TEACHING WITH AI: BUILDING CRITICAL AI LITERACY
WHILE ADVANCING EXISTING LEARNING OUTCOMES**

427 VIEWS

COMMUNICATIONS

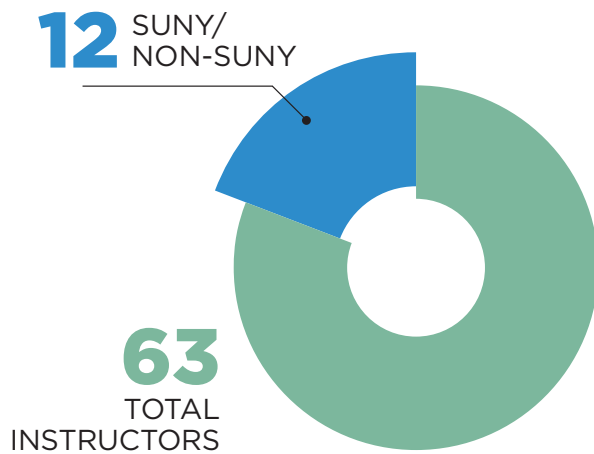
744,475
EMAILS SENT

37%
OPEN RATE

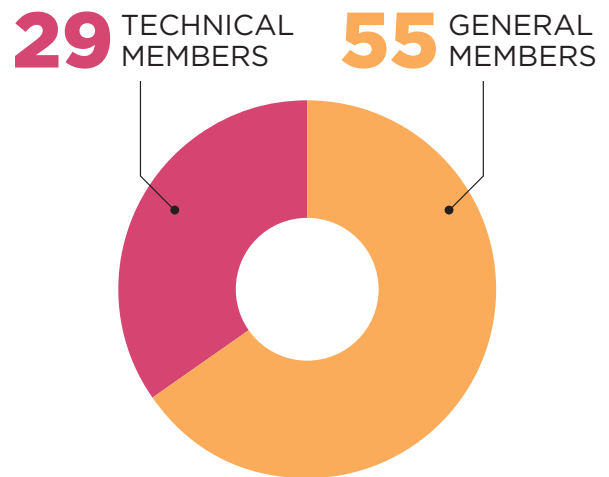
CIO LEADERSHIP
ACADEMY ALUMNI

TOP PERFORMING
CAMPAIGN

INSTRUCTORS



CPD MEMBERSHIP



✉ CPDINFO@SUNY.EDU

☎ (315) 214-2440

🌐 CPD.SUNY.EDU

SUNY

Center for Professional
Development

