Spotlight: Jeffrey T. Gates

Jeffrey T. Gates is the Vice President of Enrollment Management here at Utica College. Before coming to Utica College he worked for the SUNY system recruiting for all 64 SUNY campuses, Gates said employment at Utica College found him, though he mentioned a few reasons he said yes. "But really it's the forward thinking of the institution is what brought me here at a time when demographics weren't in our favor," as well as "the innovative services that we offer here. We have 16 of the top 20 programs that students want today, so it makes your job on the recruitment side a little easier."

Transformations are constantly occurring, whether that be adding a new welcome center, creating new programs, or resetting the tuition. The new tuition reset seems to be the main discussion around campus. Having 360 million online hits across the country, the new tuition price has sparked a great deal of interest. The decrease in tuition is a huge change for the undergraduate level, causing many graduate students to ask, "What does this mean for us?" Gates has assured us all that change is happening for graduate students. He spoke of three growth areas for the graduate programs: creating a new pillar, expanding programs in education, and adding professional doctorate programs. The pillars of Utica College in terms of the graduate programs include cyber, management, and health. Is there a new pillar for us? Possibly. Gates speaks of

Important Dates

Please note the upcoming deadlines:

- **November 1** - Capstone submitted to chair/committee (for December graduates only)
- **November 6** - Last day to withdraw or change classes to pass/fail
- **November 16** - Spring registration opens
- **November 25-27** - Thanksgiving break
- **December 11** - Last day of on-ground classes
- **December 14-18** - Final exams for on-ground classes
- **December 18** - Last day of online & hybrid classes
- **December 18** - Completed Phase III form (for December graduates only)
- **December 21** - Comprehension Exam and Portfolio Deadline (for December graduates only)
expanding in the pillar of education or adding a new pillar for liberal arts. "There's a lot of changes in New York in terms of education at the graduate level. The competition is fierce, but our program is very strong." Although it's currently all "in the works", Gates elaborates that changes are happening. "We need to look at new and upcoming graduate programs. But we're also looking to see what else we can add here on ground."

While much will be changing for students at Utica College, the spirit of the college will stay true. According to Gates, Utica is known for a "private, personal, individual education." The current ratio of students to faculty at Utica College is 11:1, this won't change much, Gates hopes not more than 12:1. "Personal interaction between staff and students is what differentiates us."

Utica's new affordability makes getting a degree even easier. Non-traditional students make up over half of student population. To those who fear that a degree is just not a possibility, Gates says, "It is a possibility. One of the things that we are good at is creating an individualized plan for a student and their family and understanding how this can work for them." The programs we have are suited to make sure everyone can get the education they want. However, he made it clear he wants to do more for this demographic. "We used to have a very strong night and weekend program here on campus, the community colleges really took it over. We need to do something similar." Utica College is committed to making a degree possible to everyone.

Jeff Gates joined Utica from recruiting for the SUNY system, and looks to the future to make this private institution stronger. Tuition cuts, to keeping integrity, the hope for Utica College is that it will be able to change the lives of students around the world.

The Write Idea:
How to Write Professional Emails

Email is becoming a preferred method of communication. On average a person spends thirteen hours a week on email. It has become highly integrated into our daily lives to the point where sending an email has become informal, more like an instant message instead of the formality of a handwritten letter. This level of informality creates certain pitfalls. Before hitting send, consider if the email needs an extra touch of formality such as: an email to a professor, administrator, supervisor, or in reference to a job opportunity.

An important part of any type of writing is editing and proofreading. Give your email an advantage before you send it by checking for spelling and grammar mistakes, and the general flow of your sentences. Pay particular attention to names and make sure they are spelled correctly. Instead of using the generic "To Whom this...
May Concern”, put in a bit more effort to determine your audience to make it more personalized. For example, many businesses have staff members listed on their website, where you can obtain the name of the person you are contacting. This extra bit of effort will give you more of an advantage in the eyes of the recipient.

Emails should always contain a subject line. The subject should give your recipient a hint of what the email is about; it should be short and to the point, but meaningful. Remember to start your email with a greeting to start out on a friendly note. Without a greeting line an email may seem abrupt and demanding. The same goes for a closing line; if you are asking for something remember to thank the reader in advance.

Many emails today are actually sent from a smartphone as opposed to a computer. This makes it easier for the composer to send out quick short responses, but lends to its own set of pitfalls. When composing an email try to write as if you were hand writing and mailing a letter. Avoid emojis and text language such as "lol" which makes the email sound unprofessional. Also keep in mind that when the recipient opens the email, an emoji may not look the same and sometimes appears as a series of unrecognizable characters. Instead of using abbreviations spell out the words, such as appointment instead of appt.

In this digital age people receive an overabundance of email. Before hitting reply all, consider if the response is relative to the group or only to the sender. For example, pretend you receive an invitation to a meeting. Only the sender of the email needs your RSVP, not everyone else who was invited.

Another way to reduce email overload is to make sure that your email addresses all points or concerns and avoids unnecessary questions. Before sending a quick email with a question, check the conversation thread to see if it contains what you need. This means one less sent message and keeps you from looking inattentive. When responding to an email, check that your response includes all pertinent information. Some people find that it works to make a bulleted list of the questions and add in the response one-by-one to each question for clarity. This shows that you have taken the time to address each and every question or concern.

One final tip on writing a professional email is to monitor your tone. Tone of voice is easy to interpret in a vocal conversation, but difficult when in writing. What sounds innocent to one person could be interpreted as demanding or insulting to another. Take a moment to read over your message and make sure your main point and tone are expressed as clearly as possible.

The next time you send an email, ask yourself a few questions: Is my message too informal? Is it professional enough? Is my point clear? Is there anything I should add or take out? Remember, always look it over once more for spelling, grammar, and punctuation.

For more information see The 12 Most Common Email Mistakes Professionals Make from the Business Insider

Did you know?

Here at UC, all students can get vaccinated from the flu for FREE!

The flu vaccine is available in a shot form or nasal spray at The Student Health Center located in Strebel Hall.

Call the office at (315) 792-3094, to make an appointment!

Health Center Office Hours:
Monday-Friday
8:30am-5pm

If this newsletter was forwarded to you and you would like to be on the regular mailing list, please click on the button below: