



# Part Seven: Specialized Service Operations

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## Chapter 718: Human Resources Office

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## 718.01 Mission of the Human Resources Office

The Human Resources Office supports SUNY Cortland's mission and goals by encouraging work environments that optimize employee performance and growth and that will attract and retain a highly talented workforce. The office strives to provide employees with excellent service while maintaining the highest ethical standards and ensuring the fair and respectful treatment of employees.

## 718.02 Vision of the Human Resources Office

Through its team of knowledgeable professionals and dedicated staff, the Human Resources Office influences and promotes consistency and equity throughout the institution by providing innovative programs, streamlined processes and best practices, all within the context of laws, regulations, negotiated agreements and policies.

## 718.03 Core Values of the Human Resources Office

The Human Resources Office embraces the following core values:

1. Respect for the dignity of all people
2. Fair and equitable treatment of all employees
3. Honest and sensitive communication
4. Collaborative relationships
5. Accuracy, efficiency and effectiveness
6. Professional growth and development
7. Personal integrity and trustworthiness

## 718.04 Responsibilities of the Human Resources Office

### 1. Employee Relations

The Human Resources Office provides advice on legal, procedural and contractual issues to employees, supervisors and administrators on a continuing basis. Human Resources Office facilitates the resolution of grievances when they are presented.

### 2. Classification/Compensation

The Human Resources Office prepares documentation for all changes in title and salary for the classified and professional staff including promotions, demotions and reclassifications. The Human Resources Office also

determines exempt or nonexempt status for professional staff members and facilitates documentation associated with the Fair Labor Standards Act. The office oversees the campus compensation program for professional staff.

### **3. Recruitment and Staffing: Classified Employees**

The Human Resources Office is responsible for filling classified positions. This includes canvassing civil service lists, administering performance examinations, certifying qualifications, interviewing candidates and issuing appointment letters. All appointments must be made in accordance with complex Civil Service rules and regulations. The Human Resources Office provides advice to supervisors regarding regulations for hiring, transfer, promotion and dismissal.

### **4. Recruitment and Staffing: Faculty and Professional Employees**

The Human Resources Office oversees the search process for faculty and professional employees

### **5. Affirmative Action**

The campus affirmative action officer is a member of the Human Resources Office. See Chapter 940 for detailed information about equal employment and affirmative action.

### **6. Performance Management**

All formal evaluation programs for professional and classified employees are administered by the Human Resources Office. The office issues the necessary documents to supervisors for employee performance programs and subsequent evaluations.

### **7. Fringe Benefit Administration**

The Human Resources Office administers fringe benefits packages for the various employee groups on campus. It verifies eligibility for and processes enrollment in health insurance plans, employee benefit funds, retirement systems, flexible spending accounts and tax sheltered annuity programs. The Human Resources Office regularly provides information outlining changes and nuances in benefits packages and announcing new benefits as they become available. The Human Resources Office also assists employees with benefit questions and health insurance billing problems. The Human Resources Office conducts new employee orientation sessions, retirement planning/exit information sessions and organizes on-campus benefits-related programs.

### **8. Training/Professional Development and Tuition Assistance Programs**

The Human Resources Office coordinates education and development programs based on needs assessments and employee and supervisory requests. Proposals are submitted and grant funding is secured, if needed. The Human Resources Office also coordinates tuition reimbursement programs for campus employees.

### **9. Immigration**

The Human Resources Office is responsible for filing a completed I-9 form on each new employee hired. All new employees must provide proof of identity and employment authorization. See also 220.04.

It is the policy of SUNY Cortland to assist full-time faculty in their petition for employment eligibility by supplying all required recruitment and employment-related data and materials. The university underwrites the costs of this petition. Legal fees are borne by the university. These processes are coordinated through the Human Resources Office.

## **10. Payroll/Appointment**

The Human Resources Office reviews all appointments, reappointments and renewals to ensure the contractual-legal appropriateness of each transaction. In addition, it instructs the payroll office to initiate payment via documentation completed in the Human Resources Office.

## **11. Research Foundation**

The Human Resources Office is responsible for interpreting and carrying out Research Foundation policies relating to all aspects of personnel activity, including employee relations. The office directs the application of job descriptions to determine exemption status and job title classification. The Human Resources Office directs the implementation and administration of Research Foundation benefit programs. The office is responsible for all benefit programs and conducts new employee benefit orientations. Formal evaluation programs are administered by the Human Resources Office.

The Human Resources Office also administers the Research Foundation compensation program and analyzes compensation policies and government regulations in order to comply with legal requirements. The office recommends compensation adjustments according to findings, budgetary limits and pay policies. The office has responsibility for administering and implementing the Research Foundation Affirmative Action Program. It keeps records and compiles statistical reports concerning recruitment, interviews, hires, transfers, promotions and terminations to abide by affirmative action and equal employment opportunity laws. The office provides guidelines to supervisors concerning valid selection processes and employment law legislation.

## **12. Workers Compensation**

All employee accidents and injuries are recorded and claims are administered within this department.

## **13. Americans with Disabilities Act (ADA)**

Compliance with the American with Disabilities Act (ADA) as it relates to employees is handled through the Human Resources Office. The office assists employees who request accommodations under the law, manages ADA cases and reviews and revises ADA position descriptions as needed.

## **14. Family and Medical Leave Act (FMLA)**

The Human Resources Office ensures compliance with the FMLA by verifying employee eligibility, placing employees on FMLA leave as required and providing appropriate employee notification.

## **15. Miscellaneous**

The Human Resources Office is responsible for compliance with a variety of rules, regulations and policies. It is responsible for the implementation and administration of workplace-related legislation, such as the Workplace

Violence Prevention Act, and the Omnibus Transportation and Testing Act (OTETA). The Human Resources Office also maintains the Human Resource Management System (HRMS), which is a SUNY-wide database.

## 718.05 Location of the Human Resources Office

The Human Resources Office is located in Miller Building, Room 301. For general information, call 607-753-2302.

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## Chapter 725: Campus Child Care Center

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### 725.01 Objectives and Functions of the Campus Child Care Center

The SUNY Cortland Child Care Center is licensed by New York State and is accredited by the National Association for the Education of Young Children for 106 children ages six weeks to five years. Enrollment priority is given to SUNY students and staff and New York State employees.

The program operates year-round, Monday through Friday, from 7 a.m. until 5:30 p.m. Only full-time care is offered. Applications may be obtained by calling the center at 607-753-5955.

Breakfast, lunch and afternoon snacks are prepared according to New York State Department of Health nutritional requirements.

The program uses a creative curriculum providing age-appropriate activities where children can learn through their play experiences. SUNY Cortland Child Care Center receives funding from the SUNY Child Care Advisory Committee to assist with tuition subsidies for student families and to provide for quality care experiences for the children. The center also provides an in-house summer program for school-age children. The center does not discriminate on the basis of race, religion, color, sex, national origin, or disability. Reasonable accommodation will be provided upon request.

### 725.02 Campus Child Care Center Philosophy

The center's goal is to provide a safe, healthy, caring and stimulating environment for children. This environment is designed to meet the children's emotional, social, physical, intellectual and developmental needs. In addition, the center provides a support service to parents which allows them to work or attend college with the knowledge that their children will be in a safe, caring learning environment. Parents are welcome to visit their children at the center whenever their schedule will allow.

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## Chapter 730: Institutional Research and Analysis Office

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## 730.01 General Purpose

The purpose of the office is to provide and coordinate information support for planning, administering, and evaluating academic and administrative programs in ways that will continuously improve the State University of New York College at Cortland. The office also serves as the Institutional Research liaison with SUNY System Administration, providing data for university, state and federal reporting requirements.

## 730.02 Function

The operations of the office can be divided into three overlapping functions:

1. providing institutional data to internal (campus community) and external (SUNY System Administration, NY State Education Department, Middle States Association of Colleges and Schools, and other outside agencies) constituents;
2. providing assessment support to academic and support/service units; and
3. providing administrative planning and research support for executive decision-making.

The office responds to data needs through the preparation and dissemination of a series of reports over time and within subject area, as well as through special-focused research projects. Assessment support includes research design, data collection and analysis support, survey research, educational communications and publications about accepted assessment practices, and assistance with evaluating third-party assessment support.

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### 732.01 General Purpose

The Research and Sponsored Programs Office, which reports to the provost and vice president for academic affairs, is responsible for the coordination of all sponsored research activities conducted by faculty, staff or students.

### 732.02 Function

The Research and Sponsored Programs Office coordinates activities that seek outside funding to support research, training or demonstration projects; coordinates faculty development activities related to sponsored program efforts.

## 732.03 Administration of Grants and Gifts to SUNY Cortland

All grants and gifts to SUNY Cortland and all solicitations and proposals for such funds must have the approval of the university and must conform to the [SUNY Cortland's Mission Statement](#), SUNY policies, applicable laws and regulations and the [SUNY Cortland Handbook](#). All grants and donations shall be coordinated either through the Research and Sponsored Programs Office or through the Division of Institutional Advancement. A complete copy of the guidelines for administering grants and gifts may be obtained from the Research and Sponsored Programs Office or the Division of Institutional Advancement.

(Approved by the President's Cabinet, Feb. 2, 1999)

## Chapter 736: Access to College Education (ACE) Program

### 736.01 General Purpose

The Access to College Education (ACE) Program is a joint effort of SUNY Cortland, Ithaca College, Cornell University, Tompkins-Cortland Community College and local school districts, in cooperation with the Tompkins-Seneca-Tioga BOCES and Onondaga Cortland Madison BOCES, to support high school students to complete high school with the skills and abilities to access and succeed in higher education. The provost and vice president for academic affairs is SUNY Cortland's representative to the ACE Policy Committee. Appointments to the ACE Operating Committee are made by the provost and vice president for academic affairs.

The coordinator for the ACE Program is housed at SUNY Cortland and is supervised by the dean of education in cooperation with the ACE Operating Committee. The coordinator is responsible for working with school liaisons to recruit and monitor student participation and success, coordinating programs for students and parents with each of the four colleges, and coordinating many aspects of program administration including the budget. The coordinator also works with Operating Committee members and other individuals on the Cortland campus to host programs for registered students and their parents. These include campus explorations, summer short courses, conferences, special arts and cultural events.

## Chapter 737: Liberty Partnerships Program

### 737.01 General Purpose

The Liberty Partnerships Program, funded through a grant by the New York State Education Department, connects four area school districts, SUNY Cortland and numerous local community-based organizations and businesses. The program's services provide support to address the needs of participating students in grades 7-12 targeted as at risk of not completing a high school education.

The overarching goal of the program is successful graduation from high school and entrance into post-secondary education and/or the workforce.

The program director works closely with achievement specialists, community members and the Advisory Committee to develop, implement and monitor program relations and grant goals. The director is responsible

for all grant management including, but not limited to, completing NYSED reports, budget management and the preparation of proposals for continued and additional funding. The director serves as a resource and liaison to other related school, college, community and business-related partnership initiatives.

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### 745.01 Mission

The [Division](#) is committed to enhancing the experiences of students both in and outside of the classroom by promoting their holistic well-being and intellectual and emotional growth. Beginning with orientation and continuing throughout college and beyond, the Division offers high-quality programs and services that facilitate student development and growth. Information regarding the Division of Student Affairs and Offices within the Division are found at this [website](#).

### 745.02 Conley Counseling and Wellness Services

#### A. General Functions of Conley Counseling and Wellness Services

[Conley Counseling and Wellness Services](#) includes the [Counseling Center](#), [Health Promotion](#) and [Prevention Education](#). The staff recognize that the adjustment to college life can be stressful and challenging, while providing opportunity for growth and learning. Conley Counseling and Wellness Services assists students in their adjustment by providing developmentally focused programming and various support services. The Counseling Center provides short-term therapeutic services and programming to facilitate students' personal, social and educational adjustment. Health Promotion and Prevention and Education offer developmental programming and other support services.

#### B. Referrals to Conley Counseling and Wellness Services

Faculty, staff and students are encouraged to make referrals to Conley Counseling and Wellness Services when they deem it appropriate. Consultation is available to discuss possible referrals, options and ways to approach a situation.

### 745.03 Student Health Service

#### A. General Function



The primary mission of the [Student Health Service](#) is to provide high quality, ambulatory health care to SUNY Cortland students so that they may participate successfully in the academic and extracurricular programs of their choice.

## B. Services

1. The Student Health Service provides routine, outpatient medical care to SUNY Cortland students. This care includes, but is not limited to, diagnosis and treatment of common medical conditions, care of students with more chronic medical illnesses, diagnosis and treatment of sexually transmitted illnesses, post-coital contraception and immunizations.

2. During the academic year, services are provided between 8:15 a.m. to 12 p.m. and from 12:45 to 4:30 p.m. During summer school, services are available from 9 to 11 a.m. and from 1 to 3 p.m.

3. When the Student Health Service is closed, emergency medical care is available at the Emergency Department of the Cortland Regional Medical Center, which is staffed by physicians 24 hours a day. The student is responsible for charges incurred at an off-campus facility. A list of local doctors and walk-in clinics is available upon request.

### [Immunization Policy and Procedures](#)

## 745.04 Disability Resources Office

The [Disability Resources Office](#) welcomes all students with disabilities. Its mission is to eliminate environmental barriers and provide inclusive experiences so students have equal access to courses, programs and activities. By completing an online [accessibility request form](#), students indicate what resources or accommodations they would like to use. Students then meet with Disability Resources professionals to discuss access planning and determine how best to move forward. Fundamental goals of the office are to engage students as key contributors in the interactive process, educate students about being self-advocates and assist students in understanding disability identity including their rights at SUNY Cortland.

## 745.05 Career Services

### A. General Functions of Career Services

[Career Services](#) helps students and alumni design rewarding careers through a variety of innovative programs and services, emphasizing the development of career readiness skills that lead to educational and career success. Career Services assists students with connecting majors to careers, coordinates elective internships (CPV 400) and facilitates student employment services including I-9 compliance for New York state student employees.

### B. Career Services related policies

- Elective internship process and policies are outlined on the [SUNY Cortland Internships page](#).

- Student employment process and policies, including information on hiring and I-9 compliance, are linked on the [Student Employment Services page](#). Additional information on student employment policies are outlined on [Human Resources' Policies and Procedures page](#).
- SUNY Cortland [Recruitment Policies are available online](#).

## 745.06 The Learning Center

The mission of [The Learning Center](#) (TLC) is to increase student academic confidence and success through collaborative, student-centered academic support programs. Our programs and services allow students to focus on their development as learners in a setting that values student agency and promotes critical, reflective thinking. Our goal is to equip students with the skills to independently and accurately take in, think about, organize and apply knowledge.

We are committed to supporting student learners as they deepen critical and reflective thinking skills in a safe, inclusive environment, providing the space to explore their academic interests and become thoughtful, contributing members of the campus, local and global communities.

The Learning Center provides professional tutoring in writing, reading, math, chemistry and study skills, as well as Nightowl Online Tutoring and peer-led programs for various courses to help students develop successful academic behaviors. Students who regularly use TLC services often demonstrate increased academic confidence, stronger learning skills and improvement in their coursework.

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## Chapter 760: The Campus Store

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### 760.01 General Function

The Campus Store is part of SUNY Cortland Auxiliary Services, which is a not-for-profit corporation organized and operated exclusively for educational purposes at State University of New York College at Cortland.

### 760.02 Merchandise and Services

The store provides required textbooks (rentals, new and used) in a timely manner, general books, including bestsellers and books by faculty authors, special order books, supplies (both academic and art), insignia gifts and clothing, computers and computer software, personal items, candy, stamps, class rings, caps and gowns and miscellaneous items. The Campus Store also provides personal and business mailings by FedEx or UPS.

### 760.03 Textbook Requirements

## A. Faculty/Staff/Chair Duties:

1. Each academic department is to select one member to perform the following functions:
  - a. Implement the requisition deadline,
  - b. Verify the accuracy of the number of books ordered,
  - c. Verify the accuracy of information related to instructors assigned to teach each section.
2. Ordering of textbooks: Instructors will complete a requisition using The Campus Store's [online requisition system](#) listing all books (required or recommended) to be ordered for each course they are teaching. The chair's approval is required prior to submitting requisitions to The Campus Store. Deadlines for orders will be publicized at least thirty days in advance by The Campus Store. A copy of all book requisitions should be forwarded to the records access officer in the Division of Institutional Advancement at the same time they are submitted to The Campus Store. Textbook orders may also be submitted online via [The Campus Store's website](#). The Campus Store will then forward a copy of all online orders to both the department secretary and to the records access officer in the Division of Institutional Advancement.
3. Faculty Complimentary Copies: Forms for requesting complimentary textbook copies from the publisher are available from the department secretary. In the event that the faculty member needs a copy prior to receipt of their complimentary copy, they may either charge to a department account or pay personally for a copy from The Campus Store and then return the complimentary copy to the store for credit or a refund once it is received from the publisher. The Campus Store can only accept copies which are in new, resalable condition. The store is unable to accept complimentary copies stamped "Complimentary - Not for Resale."
4. Faculty may have original work published by an outside bookseller. As with any publisher, when a bookseller compiles original research by a faculty member (not reprints of the work of others) and publishes a book, The Campus Store has the right to purchase that book for resale to students.
5. Cortland faculty may assemble course packets (including original material and/or reprints of the work of others, perhaps with additional analysis) for students and sell them at any outlet they would like such as Mando Books, Barnes and Noble, Amazon.com, etc., provided that the faculty member also provides the content to The Campus Store. This ensures copyright compliance and protects students who do not have transportation to other locations. Instructors are prohibited from selling textbooks or course materials directly to students.
6. All textbook requisitions received by The Campus Store are made available to outside vendors through the Communications Office. Course packets produced by Cortland Auxiliary at the request of faculty can be made available to outside vendors with permission of the faculty member. The outside vendor will be responsible for all duplicating costs.
7. SUNY Cortland instructors may assign textbooks and other course materials in which they have a financial interest only with the permission of their direct supervisor, namely, the chair of the department offering the course. Department chairs seeking to adopt such materials must obtain permission from the appropriate dean. Any questions regarding this policy should be referred to the campus ethics officer.  
(Approved by President's Cabinet Aug. 29, 2016, effective Jan. 1, 2017)

## B. The Campus Store Duties:

1. Campus Store staff should notify faculty members (or the designated department representative) of drastic deviations in the number of books ordered before purchase orders are sent to publishers. The bookstore should notify instructors when the edition they have ordered is unavailable to permit a change or elimination of a particular title.
2. The Campus Store buys back used books on a daily basis when the store is open, except during the first two weeks of fall and spring semesters. Prices paid are determined by the wholesale market value of the books. At the end of the fall and spring semesters, The Campus Store holds a large buyback during which students receive half of the new price for books which have been readopted and which the store needs for the following semester. Books not yet adopted will be bought at their wholesale market value. Faculty can help students to keep down their overall textbook costs by submitting their course adoptions by the deadlines specified in section A.
3. Refunds and Exchanges: Books will be accepted for exchange or refund only during the Drop/Add period at the beginning of each semester and the first five days of classes (Summer Sessions I and II). Students must have a receipt. New books must be clean. New books with names or any kind of marking must be treated as used and will be refunded at the used price. The condition of each book is determined by the Book Department. Defective books will be replaced at any time.
4. Evening Courses: Additional hours are provided the first week of the fall and spring semesters and the first two days of Summer Sessions I and II until 8 p.m. In addition, shipment may be made by calling the store or ordering on the [store's website](#).
5. Returns to Publishers: Books not purchased by students may be returned to the publisher by Oct. 15 and Mar. 15 of the fall and spring semesters respectively, and after the first month of Summer Session I and II.
6. Federal and state law require that every college publicize its book list and certain other information regarding how to access textbooks. This information is made available to the public through the Communications Office.

(A1 and B1 approved by the Executive Council and President Jones, February 1973)

## 760.04 Campus Store Hours of Operation

During the fall and spring semesters, when classes are in session, The Campus Store, located in Neubig Hall, is open Monday through Thursday from 8:30 a.m.- 5:30 p.m., Friday from 8:30 a.m.-4 p.m., Saturday from 11 a.m.-4 p.m., and closed on Sunday. Summer hours are Monday through Friday from 8 a.m.-4 p.m. The store is closed on weekends during the summer. The phone number is 607-753-4621.

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## Chapter 765: The Business Office

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The Business Office, located in Miller Building, Room 323, provides business and financial support service to the university, financial and related administrative coordination with SUNY Central Administration and New York State agencies, and controls and manages university income and expenditures as set forth in university, SUNY and New York state guidelines and regulations. Please refer to the [Business Office webpage](#). The Business Office is comprised of the following areas:

## 765.01 Budgeting

Responsible for statistical preparation of university budget requests and financial plans and for ongoing position and budget control coordination, including State Operations, Dormitory Income Fund: Reimbursable, Income Fund: Reimbursable, State University Tuition Reimbursement Account and Restricted Current Fund.

## 765.02 College and Student Accounting Services

Responsible for the billing, collection, control and disposition of all university revenues including deposits, tuition, room, board, fees and miscellaneous income. All financial aid funds, third party payments and scholarships are received, processed and distributed through this office as are student refunds from financial aid or overpayments. In addition, College and Student Accounting Services manages all third party contracts and the Monthly Payment Plan. Account holds for past due balances are placed and released here as are submissions to third party collectors.

Responsible for maintaining the university revenue and appropriations accounting system under procedures and guidelines of SUNY and State of New York, distributing the monthly university accounting reports and auditing various financial systems, and completion of financial reports. Responsible for maintenance to the College Uniform Revenue Accounting System, an automated, double-entry system within BANNER, the campus student data system, and in compliance with federal, state and university requirements.

## 765.03 Payroll

Responsible for proper, accurate and timely execution of faculty/staff, graduate assistant, Work-Study and student payrolls, including related records control and documentation.

## 765.04 Purchasing and Accounts Payable Office

The Purchasing and Accounts Payable Office is responsible for authorization and coordination of the purchase of goods and services, ensuring the most economical and effective use of university resources while adhering to SUNY and state guidelines. The office coordinates MWBE, SDVOB and preferred source utilization,

administers and manages all aspects of the Procurement card (P-card), Travel card and Non-Employee Travel (NET) card programs and reviews all agreements and contracts prior to execution. The office administers all non-payroll expenditures which includes auditing and processing vouchers resulting from university purchases of goods and services, travel advances and reimbursements and relocation reimbursements.

## 765.05 Research Foundation Fiscal Administration

Responsible for financial administration of externally funded grants and programs administered through the Research Foundation of State University of New York in accordance with State University Research Foundation, federal and sponsor requirements, as applicable.

## 765.06 Risk Management

Responsible for developing and monitoring the attainment of SUNY Cortland's goals and protection of its resources.

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# Chapter 770: University Police Department

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## 770.01 General Objective of University Police Department

The objective of the [University Police Department](#) is the protection of the lives and property of the students and employees of SUNY Cortland. This objective is pursued within the framework of the State University of New York rules and regulations and all local, state and federal laws.

## 770.02 Parking Permits

All motor vehicle parked on campus must be registered with the [Parking Operations and Security Services Office](#).

## 770.03 Parking Rules and Regulations

Refer to [Parking Rules and Regulations website](#) for the current guidelines.

## 770.04 Bicycles, Skateboards and In-Line Skates Policy

SUNY Cortland has been designated as a pedestrian campus with the safety and welfare of the campus community in mind. Bicycles, skateboards and in-line skates must be operated under control at all times and may not be used in any building. Violation of this policy may result in confiscation of the equipment and disciplinary action. Pedestrians always have the right of way on campus.

NY State Bicycle Laws [are available here.](#)

(Approved by the President's Cabinet, June 23, 1998)

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## Chapter 775: Division of Institutional Advancement

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### 775.01 General Objectives

The Division of Institutional Advancement provides leadership in building awareness and support for SUNY Cortland and its mission. The division does this by establishing and nurturing mutually beneficial relationships between and among campus community members and extended constituencies. Its goals focus on building support, assisting in marketing SUNY Cortland to students, raising funds and strengthening bonds with graduates. The vice president for institutional advancement reports directly to the president.

### 775.02 Communications

The Communications Office oversees the university's news services, social media, sports information, government and community relations' efforts. The communications staff assists in the university's marketing and fundraising initiatives and participates in planning a variety of special events throughout the year. The office serves as the official SUNY Cortland liaison with the news media, and plays a leadership role in marketing and brand promotion efforts. The staff strives for consistent image, accuracy and quality in promoting the university and communicating its message to both internal and external publics.



To achieve its goals, the Communications Office collaborates closely with campus leadership. It writes and edits a variety of key institutional print and electronic communications. These include news releases; The Bulletin, the internal bi-weekly campus electronic newsletter; Columns, the 32- page print publication sent to alumni worldwide; Red Dragon Tales, the alumni association's electronic newsletter; the Annual Report of the Cortland College Foundation; and a variety of special publications.

The communications staff coordinates content for the university's official social media channels, manages the campus visual messaging screens and maintains the university's news website. The office produces the online featured events and plays a leadership role in crisis communications.

### **775.03 Marketing**

The Marketing Office is responsible for producing many of SUNY Cortland's official printed and digital materials, including the campus website, the SUNY Cortland Handbook, Undergraduate Catalog, Graduate Catalog, publications for special events such as Commencement and Honors Convocation and a variety of marketing pieces for campus offices. The staff also provides photography and editorial services, manages SUNY Cortland's licensing program, handles stationery requests and replacement signage artwork, produces the university's admissions, fundraising and advertising materials, helps to implement its marketing initiatives and administers its brand management program.

### **775.04 Sports Information**

The sports information staff promotes and maintains official records pertaining to the university's 25-sport intercollegiate athletic program and the participating student-athletes and coaches. The office serves as the official athletic information liaison between SUNY Cortland and the news media, other college and university intercollegiate athletic communication operations and state, regional and national conferences. The staff maintains statistical records, writes sports releases, supervises home press box operations, updates the university's Athletics social media platforms and website (including student-athlete rosters and bios and team statistical and historical information) and creates athletic team media guides and game programs.

### **775.05 Alumni Engagement**

The staff of the Alumni Engagement designs and delivers compelling involvement opportunities and activities for SUNY Cortland alumni. The office develops and promotes programs to create a closer partnership between graduates and their alma mater. The staff also provides administrative support for SUNY Cortland Alumni Association business, serves as a point of contact for requests for alumni information and controls records usage for official purposes. The SUNY Cortland Alumni Association exists to represent the interests of graduates in a lifelong relationship with SUNY Cortland, organizes and conducts alumni programs and events in support of the university's mission, and benefits students, faculty and alumni.

The Alumni Association also provides opportunities for alumni to stay connected with their alma mater through lodging and event services offered at the Lynn Parks '68 SUNY Cortland Alumni House.



## 775.06 Foundation

The Cortland College Foundation is the official gift-receiving agency for SUNY Cortland. The purposes of the foundation are to solicit, receive, acknowledge, invest, manage and steward funds for the encouragement and promotion of education at SUNY Cortland. The foundation is a separate nonprofit corporation chartered in the State of New York. The foundation exists to advance the mission of SUNY Cortland through promotion of private philanthropy.

The relationship of the foundation to SUNY Cortland and The State University of New York is periodically defined in a Memorandum of Understanding between the Foundation Board of Directors and the State University of New York. Institutional advancement staff manages the day-to-day activities of the Cortland College Foundation. An independent board of directors governs the foundation. A central role of the Cortland College Foundation is building and investing a permanent endowment to support the educational activities of SUNY Cortland.

The foundation has an affiliated corporation known as Cortland College Foundation Properties, Inc. This entity's purpose is to acquire and manage real property for the benefit of the foundation and SUNY Cortland. The officers of the foundation also serve as the officers of the properties corporation.

Foundation board members are entitled to free access to the Student Life Center. For more information, see Chapter [440.19](#) of this handbook.

## 775.07 Administration of Grants and Gifts to SUNY Cortland

All grants and gifts to SUNY Cortland and all solicitations and proposals for such funds must have the approval of the university and must conform to SUNY Cortland's Mission Statement, SUNY policies and applicable laws and regulations. All grants and donations shall be coordinated either through the Research and Sponsored Programs Office or through the Division of Institutional Advancement. A complete copy of the guidelines for administering grants and gifts may be obtained from the Research and Sponsored Programs Office or the Division of Institutional Advancement.

(Approved by the President's Cabinet, Feb. 2, 1999)

## 775.08 Annual Giving

The staff of The Cortland Fund annually solicits unrestricted operating support and designated gifts for the benefit of SUNY Cortland from alumni, parents, friends, faculty and staff of the university. This is done through direct mail solicitations, phonathons by the student call center, e-solicitations, as well as staff and volunteer personal solicitations. The Cortland Fund staff also coordinates designated support for specific academic departments.

## 775.09 Leadership and Major Gifts

The development function in institutional advancement includes leadership and major gift officers, a senior gift officer, as well as a staff associate dedicated to compliance and stewardship. Gift officers identify, cultivate,

solicit and steward all donors, including individuals, corporations, foundations and groups. Outright donations of \$1,000-24,999 made annually are considered leadership-level gifts. Outright donations of \$25,000 or more made annually are categorized as major gifts. Participation in either category is acknowledged as being a member of the President's Circle, which strengthens the university's ability to grow and remain competitive — enhancing the institution and the value of a SUNY Cortland degree. The staff focuses on securing gifts to build the endowment of the university, to establish endowed scholarships and program funds, to support academic departments and athletic initiatives and, as well as oversee the naming opportunities program.

## 775.10 Planned Giving

The planned giving officer identifies and promotes gift opportunities to individuals through their estate plans, retirement plan assets, insurance policies and life income gift vehicles such as charitable gift annuities and charitable trusts. The planned giving officer works to document donor intent and stewards and recognizes alumni, parents, friends, faculty and staff of the university who make planned gifts through the The Lofty Elm Society, the planned gift donor recognition society.

## 775.11 Fundraising Guidelines

**Mission Statement:** The Cortland Fund encourages participation through annual gifts from alumni, parents, faculty, staff, students and friends of the university in order to provide exceptional educational experiences for SUNY Cortland students. Through education and stewardship, donors gain satisfaction in knowing that their contribution to The Cortland Fund results in an extraordinary education for future generations.

The main objective of every annual fund solicitation is to maximize dollar support and donor connection, while also creating a pattern of giving that often serves as the foundation for a major or planned gift. To most effectively serve alumni, maximize financial return and minimize costs, a policy has been developed to ensure that all constituents are annually asked to make an investment in SUNY Cortland while also taking into account the number of times they are solicited for special purposes.

**The Cortland Fund focuses its activities primarily on the following constituencies:**

- Previous donors and lapsed donors at all giving levels
- All reunion class members (donors and non-donors)
- All young alumni (alumni who graduated within the last ten years)
- All senior class members
- All parents of undergraduates

**Project time frame:** Solicitations for departments, projects and affinity groups are limited to the period between January 1 and May 15 of each fiscal year. The Cortland Fund staff will work with programs/departments and affinity groups to clarify solicitation language and define the appropriate group to receive the message, removing alumni who have asked not to be solicited, phoned, etc. Each department will be responsible for the costs associated with the special mailing such as postage, letterhead, envelopes, etc. The staff will provide any

other non-budgetary support and advice that might be helpful or necessary. The purpose of these mailings is to give campus organizations the opportunity to solicit restricted current-use gifts from alumni.

**Departmental solicitations:** The dean of each school — School of Education, School of Arts and Sciences, School of Professional Studies — will designate one department within their school each year to develop a solicitation based on current needs to be done during the spring semester.

**Newsletters:** Newsletters sent to constituents during the fall semester should not ask for designated gifts; however, newsletters sent during the spring semester may contain information for constituents to consider making a designated gift to the department, project or affinity group.

**Mailings to non-donors:** Programs and departments may solicit non-donors at any time during the year. Non-donors are categorized as alumni who have never given a gift to SUNY Cortland. Non-donors who belong to a reunion year will be solicited only through The Cortland Fund. Because of the high cost/low return characteristics of such non-donor mailings, careful consideration should be given to the allocation of resources to this type of prospect identification/donor acquisition program.

## 775.12 Physical Space and/or Facilities and Plaque Policy and Procedures

Recent changes in SUNY policy now permit SUNY Cortland to acknowledge and honor philanthropy by naming physical spaces, facilities and programs. Below are the procedures for developing and creating plaques to describe the individual or organizations for whom spaces and programs are named.

These procedures outline the personnel involved in acquiring philanthropic gifts, creating naming agreements, developing biographical information of donors, and the record-keeping required by the approved naming policy.

1. A member of the Cortland College Foundation staff, typically one of the gift officers, secures the pledge agreement for the required gift and develops the naming agreement. The naming agreement is signed by the donor and the representatives of SUNY Cortland and the foundation.
2. The manager of donor relations consults with the director of marketing to determine the official name for the space and develops the biography of the donor. The president, Cabinet and College Council review the biography and either approve or disapprove the proposed individual or organization.
3. The executive director of the foundation and the vice president for institutional advancement forward the donor information to the President's Office for review and approval. Once approved by the president and the Cabinet, the naming proposal (if for a physical space or facility) is forwarded for consideration and approval to the College Council.
4. After the naming proposal is approved, the gift officer and the donor develop the plaque wording, using the plaque guidelines outlined in the university's Brand Identity Guide.
5. A draft of the plaque language is shared with the donor for approval. Once approved, the manager of donor relations will send the text with style requirements to the plaque fabrication company.

6. The finished plaque is inspected and approved by the manager of donor relations and the director of marketing.
7. Plaque installation location will be coordinated with the building administrator and the Facilities Planning, Design and Construction Office.
8. The executive director of the foundation will maintain a file with facsimiles of all plaques placed on campus with a record of when and where the plaque was placed on campus. Additionally, the office of the executive director and the vice president for institutional advancement are required to maintain a complete listing of all named facilities and space on the campus. It will be the responsibility of the manager of donor relations to formally notify the Marketing Office as to the long and short versions of the name to be used in university publications and publicity.
9. The same plaque procedures must be followed for non-physical/facility namings (endowed chairs or programs for example).

(Approved by President's Cabinet July 18, 2011)

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## Chapter 785: Central Stores

### 785.01 General Purpose

Central Stores is part of the conglomerate department called Central Receiving. Central Stores stocks most commonly needed office supply items.

- A. Central Stores serves only university needs.
- B. Supplies can be ordered through the [Central Stores Online Ordering System](#).

## Chapter 790: The Duplicating Center

### 790.01 General Purpose

The Duplicating Center, located in Corey Union, offers high-speed digital duplicating service.

- A. The center serves only official university needs.
- B. Requests for duplicating services must carry the account number and the signature approval of the department requesting service and being charged. Large orders or orders with deadlines must be scheduled in advance. The center reserves the right to determine the most appropriate method of copying in light of costs, quality, work schedules, and availability of supplies.

## Chapter 795: Mail Service

- [795.01 Regulations of Mail Service](#)
- [795.02 Mail Delivery and Pickup Schedule](#)

## 795.01 Regulations of Mail Service

- A. Only official outgoing or interoffice mail should be sent through the mail room. Employees are not permitted to send personal mail through the mail room.
- B. Only interoffice envelopes should be used for correspondence within the university. Interoffice mail should be batched by department/building, with the department/building clearly listed for delivery to the building drop point. Only black or blue ink should be used.
- C. All official envelopes and packages must be clearly marked above the SUNY Cortland logo on the envelope/label with the six-digit department account code of the originating department. This will facilitate charging the originating department as an overhead cost. Items need not be individually marked if they are tied or banded together in groups with an attached slip indicating the department account code. Units that have been assigned a bar code should include this code with their mailings. Even if each item is coded, it is requested that they be tied in bundles. Items without the Department code will be returned to the department for correction.
- D. Envelopes with the SUNY Cortland name imprinted are not to be used for personal mail or interoffice mail.
- E. Mail to the Cortland Auxiliary offices should be sent in interoffice envelopes.
- F. Please observe the following addressing conventions for incoming campus mail and packages:

### **U.S. Mail Address**

Your name  
Your department  
SUNY Cortland  
P.O. Box 2000  
Cortland, NY 13045

### **Packages and Freight**

SUNY Cortland  
Central Receiving  
32 Stratton Dr.  
Cortland, NY 13045  
ATTN: Recipient name and department

- G. All interoffice student mail should be sent through Residential Services. Student mail sent through the United States Post office must include the student's name, residence hall, room number and Cortland, NY 13045-0900. Issues with student mail should be addressed to Residential Services.
- H. The mail room will determine the most appropriate method of mailing, keeping the cost and time elements in mind.

## 795.02 Mail Delivery and Pickup Schedule

Outlined below is the general mail delivery schedule. It may vary occasionally due to inclement weather, holidays, special departmental needs, campus construction and mail staff absences. We ask for your understanding on those few occasions when the schedule may vary. If you have a particular need to be present when the mail is delivered, please call 607-753-2509 or -5750 to coordinate schedules.

### Morning Run

<b>Time</b>	<b>Location</b>
9:35 a.m.	Whitaker Hall
9:40 a.m.	Broadway House
9:45 a.m.	Brockway Hall
9:50 a.m.	Miller Building
10:05 a.m.	Cornish Hall, Van Hoesen Hall
10:15 a.m.	Bowers Hall
10:20 a.m.	Old Main
10:25 a.m.	Moffett Center
10:30 a.m.	Sperry Center
10:35 a.m.	Dowd Fine Arts Center
10:40 a.m.	Memorial Library
10:45 a.m.	Corey Union
10:50 a.m.	Student Life Center
10:55 a.m.	Park Center
11 a.m.	Service Group

### Afternoon Run

<b>Time</b>	<b>Location</b>
1 p.m.	Professional Studies Building

1:05 p.m.	Winchell Hall
1:10 p.m.	Neubig Hall
1:20 p.m.	Brockway Hall
1:25 p.m.	Miller Building second run

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## Chapter 796: Transportation Center

### 796.01 General Purpose

SUNY Cortland maintains a central fleet of 7- and 12-passenger, vans to serve the travel needs of its faculty, staff and students. The vehicles are for use by university employees or trained students only, solely for the purpose of SUNY Cortland business. A per-mileage charge to the staff member's department or student group will be applied for each request. Buses also are available for university-related class trips and student group activities. A per-mileage charge and an hourly non-driving charge will be incurred by the staff member's department or student group for each request. Account numbers are required on request forms in order for vehicles to be reserved.

Vehicle reservations should be made as far in advance as possible by completing a Vehicle or Bus Request Form, available on the [Facilities Operations and Services website](#). Requests are electronic and received via email. The Transportation Center is open from 7 a.m.-3:30 p.m. Monday-Friday.

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**Admissions Visits**

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**Library**

**Contact Us**

PO Box 2000  
Cortland, NY 13045  
607-753-2011



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