

SUNY Potsdam
Summary of Biennial Goals
2013-2015

- **Strategic and Budget Planning.** Unfunded salary increases, unmet tuition revenue targets, and unbudgeted spending increases have meant the use of mid-year rescissions and one-time fixes to close annual gaps. It's time to tie strategic planning and budget planning together, and move away from one-time fixes. In order for this to happen, the following actions will be undertaken:
 1. Immediately delay the refilling of vacant positions to allow for comparative decisions regarding any replacements.
 2. Review personnel in every academic and non-academic department, comparing against other SUNY campuses (Fredonia, Geneseo, Cortland, Oneonta), to determine appropriate personnel size.
 3. During the review, determine if any campus activities can and should be discontinued.
 4. Complete the proposed 2014-15 academic year budget planning by April 2014.

Anticipated Outcomes: Reduce baseline costs by \$1.5 million by June 2014, and by additional \$500,000 by June 2015

- **Enrollment.** The generation of more dollars, especially through enrollment growth, must be a major part of the long-term budget solution. In order to expand enrollment, the following actions will be taken:
 1. Form an expanded Enrollment Management Committee to ensure a campus-wide approach to student recruitment and retention.
 2. More fully feature academic programs and expand faculty involvement in the recruitment process (e.g.—more academic involvement in Open Houses).
 3. Develop and monitor enrollment targets for freshmen, transfers, and graduate students, by academic discipline.
 4. Sign agreements with international universities to expand the number of Korean students (effective spring semester 2015) and Turkish students (effective fall semester 2015).
 5. Review, and where appropriate modify, our student retention activities.
 6. Identify and approve several new degree programs that will help to expand student enrollment.

Anticipated Outcomes: Expand total FTE enrollment to 4200 for 2014-15 and 4400 for 2015-16.

- **Technology.** This area is critical for a college operating in the 21st century. In order to improve in this area, the following actions will be undertaken:
 1. Work collaboratively with Canton to standardize our computerized business processes.
 2. Review, and where necessary revise, the campus plan for updating the technology available in our classrooms.
 3. Develop a plan for spreading wireless technology throughout the campus' academic core.
 4. Improve services associated with supporting online courses.

Anticipated Outcomes: Fully developed technology upgrade plan by June 2014, and wireless academic core by December 2014. Online courses increased by 8 in 2013-14, and by 15 more in 2014-15.

- **Campus Climate and Diversity.** Potsdam has done an excellent job in recruiting a more diverse student body, but the SUNY Student Opinion Survey shows the need for further work on campus climate. In order for every member of this campus community – student, faculty, and staff – regardless of differences, to feel comfortable, safe, and welcome on this campus, the following actions will be undertaken:

1. Conduct an in-depth survey on campus climate to better clarify issues.
2. Review current offices that deal with diversity to ensure all are working closely together.
3. Develop a Campus Climate Task force to recommend further actions to be taken by the campus.
4. Form a Task Force on the Status of Women on Campus to evaluate the impact of prior actions and to provide baseline data for all women employees.

Anticipated Outcomes: Improvement (5 percentage points) in retention of diverse students by fall 2015, reduction in number of campus climate incidents.

- **Communication.** One of the hardest campus areas to fully satisfy is communication. To assist with better communication, the following actions will be taken:

1. Continue to revise the recently redesigned website.
2. Overhaul *The Reporter* to make it more informative and easier to read.
3. Expand the number of newspaper articles dealing with positive successes of students, faculty, staff, and alumni.
4. Develop and implement a plan to better disseminate the Potsdam story.

Anticipated Outcomes: Revised website and *The Reporter*, 5% more positive articles in 2013-14 than 2012-13.

- **Innovation and Creativity.** Under a general label of SUNY Potsdam's Innovation, Creativity & Entrepreneurship (SPICE) Center, the number of activities involving innovation and creativity will be expanded. Specific actions will include:

1. Expand student access to study abroad programs.
2. Expand the number of internships.
3. Continue to build upon existing joint student/faculty research successes.
4. Provide students with more opportunities to engage in entrepreneurial activities.
5. Develop a Task Force on Entrepreneurship to determine how our campus can best benefit from the Start-Up New York initiative.

Anticipated Outcomes: 5% increase in number of students involved annually in study abroad, internships, and joint student faculty research by 2014-15, and active involvement of students and alumni in Start-Up New York activities.