The State University of New York (SUNY) and the SUNY Potsdam College Council invite inquiries, applications and nominations for a President of SUNY Potsdam. The next president will celebrate the College’s bicentennial in 2016 and lead it into its next century.
About SUNY Potsdam

Potsdam College of the State University of New York, better known as SUNY Potsdam, is a public institution located in Potsdam, New York. Founded in 1816, and located on the outskirts of the beautiful Adirondack Park, the State University of New York at Potsdam is one of America’s first 50 colleges. SUNY Potsdam currently enrolls approximately 4,300 undergraduate and graduate students. Home to the world-renowned Crane School of Music, SUNY Potsdam is known for its commitment to students’ development and success, challenging liberal arts and sciences core, excellence in teacher education, and leadership in the performing and visual arts. Offering an array of 98 undergraduate majors and minors, plus 12 graduate degrees, Potsdam boasts the premier liberal arts experience.

SUNY Potsdam is a member of the Associated Colleges of the St. Lawrence Valley, which is an independent, non-profit educational consortium. The other members are Clarkson University, SUNY Canton, and St. Lawrence University. The consortium was created as a regional multipurpose organization to expand the number and variety of educational opportunities for students, faculty, and the community.

A list of majors and minors offered by SUNY Potsdam can be found by visiting Majors and Minors.

Our Mission Statement

The State University of New York at Potsdam prepares students to act as engaged global citizens and to lead lives enriched by critical thought, creativity and discovery. As an inclusive scholarly community, rooted in our historic role in providing exemplary teacher and music education and our leadership in the fine and performing arts, we are committed to the liberal arts and sciences as an academic foundation for all students. With an abiding sense of responsibility to our region and to the world beyond, SUNY Potsdam fosters an appreciation of and respect for the variety of human experience.

The Potsdam Pledge

Being more than a collection of individuals, SUNY Potsdam is a community dedicated to the pursuit of common goals. While these goals can be elusive, the community described in this document reminds us not only of what we are seeking to become but of all that we share in common. Therefore, let it be known that SUNY Potsdam strives to be:
• An Educational Community sharing academic goals and in which students, faculty and staff work together to strengthen teaching and learning;

• An Open Community uncompromisingly protecting freedom of thought, belief and expression;

• A Civil Community expressing disagreements in rational and non-threatening ways and treating all individuals with consideration, decency and respect;

• A Responsible Community accepting obligations under clearly articulated principles of behavior designed to support the common good;

• A Safe Community respecting each other’s rights, privacy and property;

• A Healthy Community respecting and promoting physical and emotional wellness;

• An Ethical Community reflecting honesty, integrity and fairness in both academic and extracurricular activities;

• A Diverse Community celebrating our differences and learning from our diversity;

• A Socially Conscious Community seeking to contribute to the betterment of the campus, the local community, the nation and the world; and

• A Watchful Community remaining alert to the threats posed by hatred, intolerance and other injustices and ever-prepared to combat them.

The State University of New York (SUNY)

The State University of New York is the largest comprehensive university system in the United States, educating more than 467,000 students in more than 7,500 degree and certificate programs on 64 campuses with more than 2.5 million alumni around the globe.

To learn more about SUNY, visit the University's website.

History of SUNY Potsdam

In 1816, Potsdam was founded as the St. Lawrence Academy by Benjamin Raymond. The New York State Legislature selected the Academy exclusively to offer a teacher education program for its senatorial district in 1834, which began the Academy’s, and later the College’s, longstanding tradition of excellence in teacher education. In 1866, Potsdam became one of only four normal schools established in the entire state. At the same time, Potsdam became the first normal school in the nation to train public school music teachers, through the Crane Normal Institute of Music, which later became The Crane School of Music. In 1948, Potsdam became one of the founding members of the State University of New York and was renamed the New York State Teachers College at Potsdam. The College adopted its current name in 1964, along with an expanded mission and new programs.

For more information about the history of the College, please see History.
A Leader in Giving

Although SUNY Potsdam is one of the smallest in its SUNY peer group of the 13 comprehensive colleges, it ranked No. 1 in total alumni participation in giving (the percentage of alumni who give to their alma mater) in the 2012 Voluntary Support of Education Report. The College is also ranked No. 11 in the nation among public master’s universities in the U.S. for alumni participation in giving, and recently launched its third comprehensive campaign—the College’s most ambitious yet. Following its leadership phase, which began in 2010, Take the Lead: The Campaign for Potsdam launched its public phase in April 2013, and has already raised just under $20 million of its $27 million goal. The Take the Lead Campaign will launch SUNY Potsdam into its third century of excellence, with campaign priorities focused on annual giving, scholarships, academic excellence, the student experience, and the arts (see Take the Lead Campaign).

SUNY Potsdam enjoys an excellent relationship with the Potsdam College Foundation, Inc., which is singularly committed to raising gifts to meet the priorities set by the campus. More than simply an “honorary” board of individuals, the Foundation is a dynamic group of extraordinarily accomplished professionals who actively participate in the ongoing fundraising activities of the College, including the expert management of the Take the Lead Campaign and the highly successful investment of the College’s endowment. The Foundation boasts nationally and internationally recognized leaders in business, technology, marketing, education and the arts, making it a uniquely vibrant group of dedicated alumni and supporters truly committed to working collaboratively with the College’s president and administration to increase revenue to meet the needs of SUNY Potsdam students, faculty and programs (see Foundation).

Academics

Academic programs at the College are found in these schools:

- **The School of Arts and Sciences**: The School of Arts and Sciences provides all Potsdam students access to a wide range of disciplines within the fine arts, sciences, humanities, and social sciences. The School’s strong foundation in the liberal arts prizes ingenuity and inquiry, offering broad-based study in programs that encourage hands-on interdisciplinary learning opportunities for every student. The School of Arts and Sciences is comprised of 17 departments: art, anthropology, biology, chemistry, computer science, economics, English and communication, geology, history, mathematics, modern languages, philosophy, physics, politics, psychology, sociology, and theatre and dance. The School is also home to the Art Museum at SUNY Potsdam, which is an integral part of the campus’s liberal arts education. It hosts major exhibitions throughout the year in the Roland Gibson Gallery and other spaces across campus (see Art Museum). The School of Arts and Sciences, the largest of the three Schools at SUNY Potsdam, provides a majority of the general education courses at the College. It serves nearly 2,800 students through 130 full-time faculty, 38 part-time faculty, and 25 staff members. A new state-of-the-art Performing Arts Center that will feature 97,000 square feet in support of the acclaimed Department of Theatre and Dance opens in January 2014.

ACADEMICSEARCH
• **The School of Education and Professional Studies**: Potsdam is unique in its certification of teachers with a Bachelor of Arts degree and its strong liberal arts core. Beginning with the College’s founding as the St. Lawrence Academy, the institution has been preparing educators for nearly 200 years, and has offered publicly funded teacher education since 1843. Today, SUNY Potsdam’s School of Education and Professional Studies brings that legacy of educational excellence to programs in business administration, community health, wilderness education, and information and communication technology, to help students prepare for professions in the global economy. The School is also home to the Rebecca V. Sheard Literacy Center. The School of Education and Professional Studies is comprised of six academic departments: four in teacher education (curriculum and instruction, secondary education, literacy education, and inclusive and special education) and two other professional programs (business administration and community health). Sixty full-time faculty members, seventeen part-time faculty members, and nine support staff work within the School. Teacher education programs are available at both the undergraduate and master’s levels.

• **The Crane School of Music**: Founded by pioneering educator Julia Etta Crane in 1886, The Crane School of Music has a long legacy of excellence in music education and performance, and is known as the birthplace of music education in America. Life at Crane includes an incredible array of more than 300 recitals, lectures, and concerts presented by faculty, students, and guests each year. The Crane School of Music is the State University of New York’s only All-Steinway institution. One of the oldest music schools in the nation, the Crane School has been an accredited member of the National Association of Schools of Music since 1957. The School’s three departments (music education; theory, history, and composition; and performance, along with the Crane Institute for Music Business and Entrepreneurship), offer Bachelor of Music degrees in four areas, the Bachelor of Arts in Music, and three Master of Music degrees. The School enrolls nearly 600 students, of which about 50 are graduate students. It employs approximately 80 faculty members. Crane music teacher education graduates represent a significant percentage of music teachers in New York State. Crane music business students serve as industry interns, with the required final internship involving national and global companies. A traditional culminating event each spring is the performance of a major work by the Crane Chorus and Crane Symphony Orchestra at the conclusion of the Lougheed Festival of the Arts. In 2012, the Lougheed Festival performance Verdi Requiem was repeated at New York’s Lincoln Center. Recently, SUNY Potsdam became the first campus in the State University of New York system to provide comprehensive ongoing videostreaming of concerts and performances, live from The Crane School of Music (see News and Events).
Accreditation

The State University of New York at Potsdam is accredited by the Middle States Commission on Higher Education. Education programs are accredited by the National Council for the Accreditation of Teacher Education (NCATE). The Crane School of Music is accredited by The National Association of Schools of Music (NASM). The Business Administration program is accredited by the International Assembly of Collegiate Business Education (IACBE).

The following graduate education programs have received National Recognition by their respective specialized professional associations:

- ACEI MST Childhood Education
- NCTE MST Adolescence Education: English
- NCTM MST Adolescence Education: Mathematics
- NSTA MST Adolescence Education: Science
- NCSS MST Adolescence Education: Social Studies
- IRA MSED Literacy Specialist
- CEC MSED Special Education
- AECT MSED Educational Technology Specialist

Culture of Excellence

Faculty at Potsdam are committed to engage students actively in research, realizing that such opportunities prepare students for success in future professional endeavors and hold the promise of discovery that can positively impact the world. Our faculty are dedicated to mentoring and providing resources and significant time to spend one-on-one with their students. Among our faculty are numerous Fulbright scholars and Chancellor’s awardees for teaching excellence. They are published authors, well-known researchers, accomplished artists and musicians. The college has a student-to-faculty ratio of 15:1, with the vast majority of faculty being full-time tenure track. Beyond the numbers, the faculty and staff at Potsdam have a history and culture of high standards and close engagement with students. There is a palpable commitment to students, with a faculty devoted to individualized education, student research, and field work. In a recent Harvard survey on working conditions, Potsdam faculty cited congeniality of the Potsdam “family,” a word used often to describe the campus environment, and the quality of their students as what they liked most about being at Potsdam.

The student body is made up of approximately 4,060 undergraduate students and 300 graduate students. SUNY Potsdam’s student body is

Notable Alumni

Stephanie Blythe, World Renowned Award-Winning Mezzo-Soprano
Lynne Boles, VP for Global Marketing, Procter & Gamble
TC Boyle, Award-Winning Novelist
Ed Burghard, Harley Procter Marketing Director, Procter & Gamble
Renée Fleming, World Renowned Award-Winning Soprano
Kathleen Friery, Emmy Award-Winning Executive Producer, Anderson Cooper 360
Linda Gibbs, NYC Deputy Mayor for Health and Human Services
Chuck Lorre, Creator/Producer, “Two and a Half Men” and “Big Bang Theory”
Dimitri Pittas, Renowned Tenor
Stephan Savoia, Pulitzer Prize-Winning Photo Journalist
Lisa Vroman, Award-Winning Soprano
Jerry Welsh, National Championship Basketball Coach
Marilyn Weiner, Emmy Award-Winning Filmmaker
now more diverse than ever—with 18% of students self-identifying as students of color. Since Potsdam became the first comprehensive college in SUNY to offer test-optional admissions, its first-year class has jumped from 9% minority students to 24% minority students in just three years. Thanks to its proximity to the US-Canadian border and to the Akwesasne Mohawk reservation, SUNY Potsdam is home to the System’s largest percentage of both Canadian students and Native American students. The College’s vibrant student campus life offerings include involvement in more than 100 clubs and organizations, an active student government, campus ministry, Greek Life, hundreds of activities to choose from throughout the year, and a local community with opportunities for all tastes and interests. The students’ opportunities also include involvement in international travel and study, internships, and undergraduate research.

**Culture of Creativity**

SUNY Potsdam is one of only three designated arts campuses in the entire SUNY system. SUNY Potsdam’s arts curriculum offers the full palette: music, theatre, dance, fine arts and creative writing. In addition to the internationally known Crane School of Music, the campus is home to the Art Museum at SUNY Potsdam and the most advanced performance venue in Northern New York. The College’s new $55 million Performing Arts Center will house the Department of Theatre and Dance. SUNY Potsdam’s immersive arts experience extends to the Community Performance Series, a college-community partnership that brings world-class performing artists and educational opportunities to the North Country, as well as to another community partner, the Orchestra of Northern New York, which was founded on campus. Potsdam is the first campus in SUNY to offer a theatre education program and a Bachelor of Fine Arts program in creative writing, along with its BFA in visual arts. The endowed Lougheed Festival of the Arts brings both campus and community to life with arts enrichment each spring.

**The College**

SUNY Potsdam employs 881 full- and part-time faculty and staff. In addition, Potsdam Auxiliary and College Education Services (PACES) employs 180 full- and part-time employees, serving the SUNY Potsdam campus. The College is the third largest employer in St. Lawrence County, generating approximately $375.9 million worth of economic activity in the North Country region each year. It generates 1,538 full- and part-time jobs, both on and off campus. The construction of the Performing Arts Center between 2010 and 2014 also added another $128 million in annual economic activity and
brought 344 jobs to the region. In short, SUNY Potsdam is an economic engine that helps to keep its community strong.

SUNY Potsdam is a leader in sustainability, having been consistently named to the Princeton Review Guide to Green Colleges every year that the guide has been published. The College is a signatory to the American College and University Presidents’ Climate Commitment. The Performing Arts Center has already been certified LEED Silver, and is on track to receive Gold status. The College’s Combined Heat and Power cogeneration plant will transform the campus’s energy efficiency. Potsdam Auxiliary and College Education Services (PACES) is committed to trayless dining facilities and purchasing local and organic food, with more than $300,000 spent annually on goods from local farmers and maple and honey producers. The College’s research also dovetails with its commitment to the environment, with professors working alongside students on studies of endangered species, biomass sources, and field experiences in the Adirondacks and beyond.
**Potsdam, New York**

With a population of just under 10,000, Potsdam is a village located near the U.S.-Canadian border, which has been described as the educational and cultural center of Northern New York. Potsdam is situated on an abundant and wide band of renowned, reddish-orange Potsdam sandstone located north of the Adirondack foothills in central St. Lawrence County. The sandstone was used to construct many buildings on the campus and in town, and it forms the foundation of many local houses. Potsdam is rich in history, and its Victorian and sandstone architecture is laid out along the beautiful Raquette River.

The Village enjoys modern educational, cultural, and scientific centers; medical and shopping facilities; wide variety of restaurants; local private airport; and accommodations. Visitors can enjoy dining at over thirty local restaurants. Potsdam also offers a wide variety of retail stores including clothing, antique, gift shops and art studios. In addition to SUNY Potsdam, the village is home to Clarkson University, which is well known for its engineering and business programs and Division I hockey, as well as Canton-Potsdam Hospital, which has been rated in the top 15% of community hospitals in the nation. Potsdam Central School has been consistently ranked as the best district in the region. Neighboring Canton, N.Y., is home to St. Lawrence University and SUNY Canton, making the region a higher education destination. The North Country is also home to Fort Drum and the U.S. Army’s 10th Mountain Division, in nearby Jefferson County. Located a stone’s throw from the Adirondacks and the Thousand Islands, the region offers some of the best freshwater fishing in the world, as well as a wonderful setting for hiking, biking, cross country skiing, and much more. Potsdam’s high quality of life and safe community atmosphere are enhanced by a low cost of living. The Village of Potsdam is located within easy driving distance of Ottawa, Ontario; Montréal, Québec; Burlington, Vermont, and Syracuse, New York.

**Potsdam/Canton Shared Services**

On June 15, 2011, the State University of New York (SUNY) Board of Trustees passed a resolution in support of shared services. SUNY Potsdam embraced the concept of finding ways to share and/or consolidate administrative services and began a partnership with SUNY Canton, a college of technology located 11 miles away. SUNY Potsdam and SUNY Canton began sharing services in June 2012 and have been the leaders in shared services for SUNY since that time. Shared services now involve shared administrators in human resources and payroll, environmental health and safety, University Police, compliance training, information services, interlibrary loan, central printing and purchasing. A Shared Services Steering Committee, with members from both campuses, guides and advises the implementation of shared services across the two campuses. Natalie Higley, shared vice president for
business affairs and administration, was nationally recognized by the National Association of College and University Business Officers (NACUBO) with the 2013 Innovation Award in July 2013. Shared services has allowed for creative solutions in meeting the business and operational needs of both campuses, while developing efficiencies, improving services and quality, and redirecting funding to the academic and student services of the two campuses. In the current fiscal year, SUNY Canton and SUNY Potsdam will complete the union of the procurement, accounts payable and travel departments, as well as the budget office. Information services continues to work towards standardizing processes across both campuses. Additional areas to be explored have been identified as energy management, capital project management, revenue accounting and a financial aid assistance center.

**Potsdam Bears Athletics**

Competitive athletics are an important part of SUNY Potsdam campus life. Potsdam Bears teams compete at the NCAA Division III level in 14 varsity men’s and women’s sports, including basketball, cross country, equestrian, golf, ice hockey, lacrosse, soccer, softball, swimming and diving and volleyball. SUNY Potsdam recently celebrated the grand reopening of the Maxcy Hall Ice Arena, following $8 million of major renovations. Intramural programming and wellness and fitness offerings are also popular with students and the campus community alike. SUNY Potsdam student athletes are consistently named to the SUNYAC All-Academic Team and the Commissioner’s List for academic and athletic excellence (see Potsdam Bears).
Leadership Agenda

Upon the resignation of President John F. Schwaller following the 2012-13 academic year, Dr. Dennis Hefner, who had retired from the Presidency at SUNY Fredonia in 2012, became interim president of SUNY Potsdam on June 1, 2013. During the 2013-14 academic year, under President Hefner’s administration, the College has recently completed a two-year plan for goals to be reached by 2015. These goals, adopted by the College’s Faculty Senate, are:

**Enrollment:** Expand the Enrollment Management Committee, to ensure campus-wide recruitment and retention, involve more faculty in the recruitment process, identify new degree programs and expand total FTE student enrollment to 4,200 for 2014-15 and 4,400 for 2015-16.

**Innovation and Creativity:** Expand student access to study abroad and internship opportunities, continue to build upon joint student/faculty research successes, and provide students more opportunities to engage in entrepreneurial activities, including a task force to determine how Potsdam can benefit from Start-Up NY to spur economic development.

**Technology:** Commit to work with SUNY Canton to standardize computerized business processes, develop a plan for enhancing wireless technology across campus, and improve services for supporting online courses.

**Strategic and Budget Planning:** Delay filling of vacancies until a comprehensive personnel review of every academic and non-academic department has been completed. Then, using strategic decision-making, build the proposed 2014-15 budget by April 2014.

**Communication:** Devise a general plan to better disseminate the Potsdam story, continue to enhance the recently redesigned website and work to expand media coverage of positive successes of students, as well as gauge success following the overhaul of *The Reporter*, SUNY Potsdam’s news portal for faculty and staff, to make it more informative.

**Campus Climate:** Improve on the excellent work in recruiting a more diverse student body by better coordination of offices that work with diversity, conducting an in-depth survey on campus climate, forming a Task Force on the Status of Women, and developing a Campus Climate Task Force to recommend further actions.

Expectations for the new President

The College has developed the following agenda that will capitalize on creative, insightful, and decisive leadership:

**Achieving Financial Sustainability**

SUNY Potsdam’s next president will need the fiscal acumen to enable strong financial management across all areas of the College’s programs. As aspirations are weighed against resources, the president will be asked to tie together strategic planning and budget planning, oversee reliable operating budgets, build strategic academic business models, integrate financial matrices with long-range plans, identify new and existing resources for program and infrastructure investment, and maintain strong internal
controls. This calls for qualities of integrity, care for detail, and transparency to the greatest extent possible.

**Enriching a Culture of Giving**

As the College’s chief fundraiser, the president should have direct involvement with the Potsdam College Foundation, Inc., and the campus’s successful advancement program. As one of the most successful fundraising schools in its peer group, Potsdam has a rich history of alumni engagement and giving. The president will be expected to solidify and build upon that, as well as expand outreach efforts to even more constituencies. As the College nears completion of a $27 million campaign, which is already exceeding expectations, the new president will have the opportunity to establish priorities for future fundraising and set expectations for the next campaign. The president’s engagement is expected to result in an enriched philanthropic culture for Potsdam.

**Bolstering Enrollment Management**

The president will be expected to lead efforts that more fully engage the entire campus in enrollment management, develop and monitor targets by academic discipline, increase agreements with international universities, identify and approve new degree programs to expand enrollment, and enhance student retention activities. Taken together, these efforts should result in expanding FTE enrollment to 4,200 students for 2014-15 and 4,400 for 2015-16.

**Telling the Potsdam Story**

As the oldest institution in the SUNY system, SUNY Potsdam holds special stature in New York State. Nevertheless, opportunities exist to further the regional and national reputation of the campus by recognizing programs of excellence through effective communication and publicly championing the excellent work of students and faculty and staff members. The College will profit from a president that can articulately champion the institution to a broad audience. With the bicentennial approaching in 2016, this president will have the opportunity to make a lasting impact on the reputation of Potsdam as it enters its third century. The president will be expected to articulate a narrative that will lay a foundation for the work that needs to be done in terms of attracting and retaining a diverse group of high-quality faculty and students as well as enhancing the overall fundraising efforts of the institution.

**Boosting Morale and Enhancing the Potsdam Sense of Community**

With many deeply committed students, faculty, and staff, Potsdam has long engendered a strong sense of community and many speak of the Potsdam “family.” Nevertheless, the budget austerity that has been imposed throughout the SUNY colleges and universities has had an impact on morale. The next president can promote trust and nurture a spirit of mutual respect through open and effective communication. Shaping a discourse that leads to principled agreement and consensus around competing issues will help to build an even stronger sense of community at Potsdam. For example, the president should quickly grasp a culture that practices high standards and rigor, values high quality teaching in the arts and sciences, wrestles with meeting enrollment and retention goals, and values shared governance in concert with strong and decisive leadership. Through careful listening and an inclusive dialogue, the opportunity exists to encourage the sense of shared mission and vision among and between all constituencies, which is so important to fulfilling the College’s potential.
Application Process

Requirements:

The Search Committee seeks an energetic, student-centered leader who inspires, supports, and motivates students, faculty and staff, is a proven fundraiser and can articulately and effectively advocate for the unique role and mission of SUNY Potsdam. S/he will be a committed team member of the SUNY System, a decisive yet collaborative decision maker, who also enjoys personal contact with students, faculty, staff, alumni and donors, and welcomes being a visible and integral part of the campus and greater North Country community. It is expected that the next president of SUNY Potsdam will have a solid record of accomplishments in budgetary and fiscal management as well as strategic planning and will utilize those experiences to help guide the College in pursuit of its mission as a distinctive public liberal arts college. Strong communication and interpersonal skills, unquestioned integrity, support for diversity, a sense of humor, and a commitment to shared and transparent governance are required. An earned terminal degree and solid academic administrative experience are strongly preferred.

Application Process:

In deference to the sensitivity of the positions presently held by many of those who will be nominated and considered, the search will be conducted in strict confidence until finalists are brought to campus.

The search is being assisted by Academic Search, Inc. Candidates for the position should submit a cover letter that specifically addresses how their experiences match the characteristics listed above; a current curriculum vitae; and names, phone numbers, and e-mail addresses of at least five references. Screening will continue until a president is chosen, but only applications received by January 6, 2014, can be assured full consideration. The position is available July 1, 2014. All materials should be submitted to the following contact: SUNY-Potsdam@academic-search.com.

Conversations with Senior Consultants Jessica Kozloff (jsk@academic-search.com) or Tom Fitch (rtf@academic-search.com) are best arranged by contacting Michelle Sarver, Associate Consultant, at mrs@academic-search.com or 202-263-7478.

SUNY Potsdam is an EEO/Affirmative Action Employer. Potsdam is committed to finding a candidate that both reflects the diverse possibilities in the human experience and fostering leadership in celebrating a diverse community. The administration, faculty, staff and students embrace diversity and prohibit discrimination on the basis of race, religion, color, gender, age, national origin, non-disqualifying disability, veteran status, sexual orientation, or any other legally protected class status. Women and minorities are strongly encouraged to apply.