

### Biennial Goals 2011-2013

**Preface:** At least three important themes need to be central to all that we do above and beyond the goals listed here. In the Spring of 2012, we will host the on-site visitation of the team from the Middle States Commission on Higher Education, our regional accrediting agency. While I am confident of a successful visit, we all must do everything in our power to bring that about. Also, assessment underlies everything we do. The Mission, Bicentennial Plan, and these Goals provide the framework of the future of our College. As we move forward we must evaluate and assess our progress. Then using the results of assessment we will make the changes necessary to lead us forward. Lastly, we hold diversity as a long-term goal of the College. We seek to create a community which reflects the diversity of the world in which our students will succeed, thanks to the lessons learned here.

#### Marketing and Communication

Marketing Plan	VP Advancement
Special Events Coordination Special Events staffing	President & VP Advancement
Develop communication plan for all types of resources	President's Council

#### Campus Infrastructure

Technology & CTS support Projection Classrooms Campus WiFi	President & Provost
Academic equipment	Provost & President's Council
Physical Plant Facilities and maintenance staff General equipment	VP Business Affairs
Performing Arts Building staff	VP Business Affairs

#### Resource Development

Grow Enrollment	VP IE&EM, Provost
Successful campaign Development staffing Increase unrestricted giving	VP Advancement
Shift from one-time solutions	President's Council

**Enrollment Management**

Increase retention – Freshmen & Sophomores	VP IE&EM, Provost, Dean of Students
Increase undergraduate recruitment	VP IE&EM
Increase & Diversify Graduate Programs	Provost
Watertown & Ft. Drum programs	Provost

**Student Experience**

Expand and Strengthen Academic programs	Provost
High Impact Practices (including, but not limited to:) Internships Study Abroad Student Leadership Programs Faculty directed research Individualized instruction, etc.	Provost & Dean of Students

**Campus Worklife**

Teaching load reduction	President's Council
Professional Development	President's Council
Improve compensation	President's Council