

Bicentennial Plan
Taking SUNY Potsdam to 2016

Vision Statement:

We seek to become a highly selective residential college of liberal arts and sciences, of uncompromising quality and service to our state, nation, and the world with historic programs of excellence in education, music and the arts.

We will be the leading arts campus of SUNY;

We will remain faithful to the Handcrafted Education;

We will strengthen and enhance existing programs and aspire to develop new ones;

We will embrace new and emerging extra- and co-curricular opportunities;

We celebrate the locale and environment in which we live;

We will become a model for alumni financial support, activism, and personal engagement for the College.

Within this context, based upon several years of strategic planning and on the consultation involved in our Mission Review process, we have identified the following priorities for the campus to pursue prior to 2016:

Academic Master Plan

We seek to strengthen and enhance existing academic degree programs, facilities, and academic services to provide the highest quality academic experiences for students and to develop new academic programs to further develop our unique place in higher education.

Diversity

We aspire to have a campus that reflects and celebrates the diversity of the society in which we live.

Faculty/Staff Enhancement

We will recruit, retain, and support a diverse and highly qualified faculty and staff to provide the best possible learning experience for our students.

High Impact Academic & Engagement Experiences

We will be a model nationally for high impact educational opportunities, focusing on a variety of individualized academic experiences and high impact group activities.

Marketing & Communication

We will be known and respected within the state and beyond for the excellence of our programs, faculty, students, and activities, and the accomplishments of our alumni.

Performing Arts Building

We will leverage the new Performing Arts Building with enhanced academic programs and regional outreach initiatives.

Student Activities and Leadership Programs

We will strengthen and enhance the high quality and impact of our student activities and leadership programs.

Student Recruitment & Retention

We will continue to grow the enrollment of the institution to an optimal level while increasing selectivity. We will consistently meet or exceed a retention rate of 80% of first-year students and we will meet or exceed the 60% graduation rate (6 year rate).

Student Scholarships

We will enhance our campus-wide scholarship fund to provide support to students.

Student Union Enhancement

We will create a state-of-the-art campus center for student activities and dining that will enhance student satisfaction and meet the needs of the community.

Coordinated Academic Support Programs

We will enhance and coordinate academic assistance programs while looking to configure Crumb Library in order to integrate such services.

Technology

We will employ up-to-date technologies to enhance educational opportunities, to promote effective communication, and to improve institutional effectiveness.

*Revised: 9-24-11 (PC – Faculty Senate retreat)
Endorsed by College Council: 11-18-11*