

Business Plans within the Bicentennial Plan

Project Name	Vision	Rationale	Funding Sources
Academic Master Plan	We seek to strengthen existing academic degree programs, facilities, and academic services to provide the highest quality academic experiences for students and to develop new academic programs and enhance current ones to further develop our unique place in higher education.	The College offers highly effective academic programs within existing budgets. In order to grow our enrollments to 5,000, we need to develop new and unique programs and to expand and enhance our current successful programs, all of this at both the graduate and undergraduate levels. We have been designated as an Arts campus by SUNY and want to further develop program offerings in the Arts.	<ul style="list-style-type: none"> ● Campus Budget ● Campaign ● Capital Budget
Diversity	We aspire to have a campus that reflects and celebrates the diversity of the society in which we live.	Diversity is essential to a liberal arts education. Our goals in this area include: improvement of student and faculty retention as it relates to minorities, creation of a more accepting and welcoming climate on campus and in the Potsdam community, and leadership in social awareness of diversity as it relates to race, gender, sexual orientation, disability, and other areas.	<ul style="list-style-type: none"> ● Campus Budget ● Campaign ● Federal Grant Funding
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.	We seek to provide funding for initiatives that will enhance faculty and staff expertise; add new faculty and staff for the improvement of existing programs, and development of new programs; and facilitate recruitment, retention, and equitable treatment of teaching and non-teaching faculty members.	<ul style="list-style-type: none"> ● Campus Budget ● Campaign
High Impact Academic & Engagement Experiences	We will be a model nationally for high impact educational opportunities focusing on individualized academic experiences.	Quite simply, individualized educational experiences lead to greater student engagement and learning. Most of our students already participate in such “high impact” experiences, as demonstrated in the results of the National Study of Student Engagement. The goal of this project is to assure that every undergraduate participates in at least one highly individualized activity and that these kinds of activities are well supported to assure high quality and effectiveness.	<ul style="list-style-type: none"> ● Campus Budget ● Endowed Foundation Funds (e.g, Pratt, Harmon, Schwaller) ● Research & Sponsored Programs ● Federal Grant Funding ● Campaign
Library Additions (Minerva Center)	We will create a state-of-the-art Library and student academic assistance and support center that will become a national model.	Additions to the Crumb Library will provide a space for a Center to bring together co-curricular programs that contribute to intellectual engagement, discovery, and self-directed learning. A range of services for students, faculty and staff will be centrally located and in convenient proximity to each other. This is a type of center already present in many competitor colleges.	<ul style="list-style-type: none"> ● Capital Budget Request ● State University Construction Fund ● Campaign

Marketing Plan	We will be known and respected within the state and ultimately nationally for the excellence of our programs, faculty, students, and activities.	In order to accomplish most of the goals of the Bicentennial Plan, we will need to have a well-developed, integrated Marketing Plan. This plan will increase the name recognition and marketability of the campus. We will need to rely heavily on investments in all areas of integrated marketing including identity/branding, website, publications and advertising in traditional markets as well as outreach through new media. This plan will target an additional three to five million households at the local, state, national and international level.	<ul style="list-style-type: none"> • Campus Budget
Performing Arts & Technology Center	We will create a nationally recognized facility for the performing arts incorporating state-of-the-art technologies.	A new Performing Arts and Technology Center is badly needed to replace current theater and dance space and free their existing space for expansion of studio art and other purposes. While construction costs should be covered by a legislative appropriation, there will be demonstrable need to enhance the interior spaces, provide new equipment, and provide support for programming in the building.	<ul style="list-style-type: none"> • Capital Budget • Campus Budget • State University Construction Fund • Campaign
Student Activities and Leadership Programming	We will gain recognition for the high quality and impact of our student activities and leadership programs.	For many reasons, it is important to our recruitment and retention initiatives to provide a wide range of activities and programs to engage, entertain and stimulate our students. We have been recognized by SUNY for the high quality of our student activities and leadership programs. We wish to expand these and to increase their quality in order to both serve more students and to have an even greater impact on the students we serve.	<ul style="list-style-type: none"> • Residence Life Fee • Campus Budget • PACES • Student Government, Student Organizations • Foundation • Campaign
Student Recruitment	We will achieve our 5,000 student target while increasing selectivity.	In order for SUNY Potsdam to achieve enrollment growth to 5,000 students, it is necessary to improve student recruitment in order to maintain enrollment stability and revenue (tuition & state support) generation. We will specifically focus on the appropriate balance among first-time first-year students, transfer students, and graduate students. As we increase our enrollments, we will also increase our selectivity.	<ul style="list-style-type: none"> • Campus Budget
Student Retention	We will exceed the retention target outlined in the Memorandum of Understanding with SUNY.	In order for SUNY Potsdam to achieve enrollment growth to 5,000 students, it is necessary to improve student retention in order to maintain enrollment stability and revenue (tuition and state support) requirements. It is more cost effective to retain a current student than to recruit a replacement.	<ul style="list-style-type: none"> • Campus Budget • Grants • Foundation

Student Scholarships	We will enhance our campus-wide scholarship fund to provide scholarship support to students with demonstrated need.	The availability of student scholarships is an important priority for SUNY Potsdam to help qualified students to meet the increasing cost of attending college. Further, student scholarships play an integral role in achieving admissions selectivity goals as well as the larger goal of growing the enrollment to 5,000 students	<ul style="list-style-type: none"> ● Campus Budget ● Foundation
Student Union Enhancement	We wish to create a state-of-the-art campus center for dining and student activities that will enhance student satisfaction and meet the needs of the community.	The Barrington Student Union is the hub of student and campus life. It is the gathering place and the dining place of choice. It is the facility in which campus and community join to conduct business, to socialize, to play, to celebrate and to learn. Information is disseminated about the life of the campus in myriad ways there. Symbolically, it is the nexus of the curricular and co-curricular. The Barrington Student Union is in need of a major renovation and expansion. Among other goals, this renovation and expansion will expand the dining court and associated food preparation area, and will create additional spaces for student activities and groups.	<ul style="list-style-type: none"> ● State University Construction Fund ● PACES Contribution ● Capital Campaign ● Capital Budget Request

Last Updated: 4/16/08 10:53 a.m. (drb)