

**Strategic Goals  
2007-2009  
Leadership Council Retreat Summary**

**MARKETING**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Overhaul website	Funded, in progress	Advancement, Marketing, CTS
Implement marketing plan (Publications, major media promotions, signage, press releases)		Advancement
Identify strengths	In progress	Advancement, Marketing
Define central image/brand	In progress	Advancement, Marketing
Increase publicity of faculty and staff endeavors		Academic Affairs, Marketing

**FACILITIES**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Rehab classrooms, labs and studios	Funded, in progress	Facilities, Academic Affairs, CTS
Reduce deferred maintenance	Funded, in progress	Facilities
Enhance student union/activities space		Student Affairs, Facilities, PACES
Increase and enhance furnishings -- Faculty offices	In progress	Facilities, Academic Affairs
Grounds and facilities equipment	Funded, in progress	Facilities
Sisson hall renovations (SSC)	In progress	Facilities, Academic Affairs
Library construction/addition		Administrative Cabinet
Co-generation plant	Funded, in progress	Facilities
New master plan	In progress, SUNY 2 <sup>nd</sup> round	President, Facilities
Performing arts building	In progress, funding request submitted	President, Advancement, Facilities
Residence hall rehab and renovation	Funded through DIFR, in progress	Facilities, Student Affairs
Environmental safety awareness	In progress (emergency plan)	Facilities, Student Affairs

**RESOURCE DEVELOPMENT**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Regional Research and Community Education Center	In progress	Academic Affairs, RRCE
Distance learning	In progress	Academic Affairs, Extended Education
Increase grant activity		Academic Affairs, Advancement
Campaign priorities address needs	In progress	Advancement

Congressional and legislative earmarks	In progress	Advancement
Increase resources to departments to foster collaboration		Academic Affairs
Develop budget process	In progress	President, Business Affairs
Involve faculty in fundraising and internal resource development		Academic Affairs, Advancement

**ENROLLMENT MANAGEMENT – reduce attrition**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Web-based degree audit system	In progress, funded	Academic Affairs
Reach diversity goals	In progress	Admissions, Graduate Admissions, Diversity in Action Coalition
Increase selectivity	In progress	Admissions, Graduate Admissions, Institutional Effectiveness
Enhance academic support services	In progress	Academic Affairs, SSC
Retention scholarships		Academic Affairs, Financial Aid
Program efficiency and productivity		Administrative Cabinet
Sophomore year programs	In progress	Academic Affairs, Student Affairs

**ENROLLMENT MANAGEMENT - increase number of new students**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Respond to graduate studies assessment	Funded, in progress	Academic Affairs, Institutional Effectiveness
Reach diversity goals	In progress	Admissions, Graduate Admissions, Diversity in Action Coalition
Increase selectivity	In progress	Admissions, Graduate Admissions, Institutional Effectiveness
Admissions budget increase	Funded	Institutional Effectiveness
Freshman scholarships	In progress	Admissions, Financial Aid, Business Affairs, Academic Affairs, Institutional Effectiveness
Strategy adjustments (transfer students, new regions)	In progress	Admissions
Explore optional SAT/ACT	Under discussion	Administrative Cabinet, Faculty Senate

**FACULTY AND STAFF WORKLIFE**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Enhanced professional development		Administrative Cabinet
Sabbatical funding	In progress	Academic Affairs, Business Affairs
Examine workload in administrative and academic areas/address shortcomings	In progress	Human Resources, Academic Affairs
Implement Diversity Task Force recommendations	In progress, funded	Diversity in Action Coalition, Faculty Senate
Recognition and awards		Administrative Cabinet, Faculty Senate
Start up packages related to research		Academic Affairs
Increase faculty from underrepresented groups	In progress	Human Resources, Academic Affairs, Diversity in Action Coalition

**STUDENT EXPERIENCE**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Universal individualized instruction		Academic Affairs
Student activities program	Funded, In progress	Student Affairs
Recreation investments		Administrative Cabinet
Implement Diversity Task Force recommendations	In progress, funded	Diversity in Action Coalition, Faculty Senate
Athletics master plan	In progress	Athletics, Business Affairs
New student program enhancements		Academic Affairs, Student Affairs

**FACULTY SALARY AND TEACHING LOAD - Salary**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Add to salary pool as resources allow	Funded, In progress	Academic Affairs, Business Affairs
Increase average starting salary for new faculty	In progress	Academic Affairs

**FACULTY SALARY AND TEACHING LOAD – Teaching load**

<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Review possibilities with task force	In progress	Academic Affairs
Develop a plan to reduce incrementally	In progress	Academic Affairs

<b>TECHNOLOGY</b>		
<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Provide appropriate levels of staffing in CTS	Funded, in progress	Academic Affairs, CTS
Increased resource to enhance technology		Administrative Cabinet
Increase # of smart classrooms	In progress	Academic Affairs
Strengthen and support TLTR	In progress	Academic Affairs
Monitor privacy, accessibility and oversight policies		Administrative Cabinet
Provide incentives for professional development		Administrative Cabinet

<b>ASSESSMENT</b>		
<b>Goal</b>	<b>Status</b>	<b>Responsible Departments</b>
Move to student learning outcomes		Institutional Effectiveness
Enhance departmental assessment		Academic Affairs, Student Affairs, Institutional Effectiveness

Updated: 9/18/07