# SUNY Potsdam Administrative Unit Assessment Report and Improvements

**Administrative Unit:** Watertown Extension Center

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**Mission Statement:** The mission of the Watertown Extension Center is to extend SUNY Potsdam’s resources throughout Jefferson, northern Lewis, northern Oswego, and western St. Lawrence counties, including Fort Drum, with the purpose of providing innovative undergraduate and graduate programming, flexible learning opportunities, and the highest quality academic experience to a diverse audience of learners.

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| 1.    | Achieve Branch Campus status for the Watertown Extension Center (WEC) on the SUNY Jefferson campus, effective January 2017. | 2. Be able to provide entire graduate degree and undergraduate degree completion programs at the Watertown/SUNY Jefferson location.  
3. Increase course enrollments at the WEC. | 1A1. By March 31, 2016: Campus planning and approval  
1A2. By April 30, 2016: Program Announcement (Undergraduate) and Letter of Intent (Graduate) sent to SUNY Provost  
1A3. By June 30, 2016: Submit program proposal to SUNY.  
1B1. Semester course enrollment numbers | This particular initiative has not yet been completed due to turnover in leadership and reorganization of priorities. | Will still be an initiative, but likely a goal for 2018. New programs are in the works to be offered in Watertown, and additional efforts to better position the extension center for branch campus are in the works. |
| 2. Provide programming that meets the needs of current and prospective students. | A. Increase student satisfaction with process and content of programming.  
B. Increase degree completion numbers.  
Increase new enrollments at the WEC. | 2A1/2B1. Administer the Watertown Student Satisfaction Survey at the end of each Fall and Spring semester.  
2C1. Apply data from the SUNY Consortium Needs Assessment in decision making.  
2C2. Create flexible programming for non-traditional adult students as needed. | The Watertown student satisfaction survey did not go out at the end of fall 2016 due to turnover in leadership and continued vacancy in the position.  
The survey will be revisited and will go out at the end of the spring 2017 semester.  
Additionally, the consortium needs assessment survey has been shared with current leadership, and it is being utilized to review program demand and opportunities for growth.  
Additionally, this information will be paired with labor data and employment trends during 2017 as a part of strategic planning for the extension center.  
Flexible programming continues to be an ongoing effort, and this will be revisited in greater detail when a permanent leadership position is filled. |
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| 3. Offer a degree completion program in Liberal Studies at the WEC. | A. Increase collaboration among schools and departments  
B. Increase enrollments at WEC.  
C. Develop additional sources of revenue. | 3A1. Work with the Dean of the School of Arts and Sciences.  
3A2. Establish a time line and action plan for campus and SUNY approval.  
3B. Semester course enrollment numbers  
3C. Budget | Initial meetings have happened with regards to this initiative.  
We will likely be re-tooling our “SIIM” degree to offer a completion program in Watertown.  
The consortium data does support interest in this initiative.  
A point person will continue to work on this program, along with the Division of Graduate & Continuing Education.  
The small committee that will work on this will simultaneously be looking at Prior Learning Assessment as a means to support completion programs.  
The goal is to have a proposal on the table by the end of the spring 2017 semester. |
| 4. Offer professional development opportunities at the WEC. | Develop additional areas of outreach for services, e.g., educator professional development, community organization professional development, college credit for training. | 4A1. Work with the Coordinator of Continuing Education to identify potential areas of service.  
4A1. Work with the Dean of Continuing Education at SUNY Jefferson to | Not yet happened due to turnover in leadership and budgetary constraints.  
This concept is still in the very early stages.  
Continued review of the consortium needs assessment and an exercise of strategic planning for Watertown during the early part of 2017 will include this concept. |
| | | | Provide opportunities that supplement opportunities currently offered at JCC. 4A3. Work with Jefferson Lewis BOCES to collaborate professional development. | There are additional opportunities with certificates through the military benefits to be explored. Finally, a comprehensive meeting with the Business Affairs office will be scheduled for March 2017 to discuss how PD opportunities can happen and grow give the college’s current financial state. |