### SUNY Potsdam
Administrative Unit Assessment Plan

**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.

### Goals

1. Achieve Branch Campus status for the Watertown Extension Center (WEC) on the SUNY Jefferson campus, effective January 2017.

   **Desired Outcomes/Objectives**
   - A. Be able to provide entire graduate degree and undergraduate degree completion programs at the Watertown/SUNY Jefferson location.
   - B. Increase course enrollments at the WEC.

   **Assessment Methods and Targets/Measures**
   - 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.

2. Provide programming that meets the needs of current and prospective students.

   **Desired Outcomes/Objectives**
   - A. Increase student satisfaction with process and content of programming.
   - B. Increase degree completion numbers.
   - C. Increase new enrollments at the WEC.

   **Assessment Methods and Targets/Measures**
   - 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.
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<th>Offer a degree completion program in Liberal Studies at the WEC.</th>
<th>Increase collaboration among schools and departments</th>
<th>Increase enrollments at WEC.</th>
<th>Develop additional sources of revenue.</th>
<th>Work with the Dean of the School of Arts and Sciences.</th>
<th>Establish a time line and action plan for campus and SUNY approval.</th>
<th>Semester course enrollment numbers</th>
<th>Budget</th>
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<td>Offer professional development opportunities at the WEC.</td>
<td>Develop additional areas of outreach for services, e.g., educator professional development, community organization professional development, college credit for training.</td>
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<td>Work with the Coordinator of Continuing Education to identify potential areas of service.</td>
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<td>Work with the Dean of Continuing Education at SUNY Jefferson to provide opportunities that supplement opportunities currently offered at JCC.</td>
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<td>Work with Jefferson Lewis BOCES to collaborate professional development.</td>
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