

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: Watertown Extension Center

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Assessment Year: 2023-2024

PURPOSE

This annual assessment summary form provides the opportunity for units to follow-up on their assessment plans, track progress toward goals, and to highlight actions taken to improve processes and/or efficiencies in functioning that lead to outcomes that benefits students, staff, or the college. These could be process changes or improvements in efficiency, skill level of staff, opportunities for the college, or other aspects over which the unit has a certain amount of control.

SECTION 1: ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is regularly following up on [your assessment plan](#). Please review your plan and select one-third of your unit goals, along with related desired outcomes and objectives to report on the progress made. Units should select a goal that has not yet been reported on during the '22-'26 cycle.

Selected Goal

Copy/Paste or enter the goal(s) from your unit plan that you wish to highlight and summarize.

Increase partnerships with one community connection to enhance enrollment and retention and expand current strategic partnership with Jefferson Community College.

Desired Outcomes/Objectives

Copy/Paste or enter the desired outcomes and objectives connected to your selected goal that you will be reporting on.

- 2.A Identify and contact one additional community partner to increase communication and enrollment within the joint JCC/Potsdam program pathways.
- 2.B Set core committee and sub-committee regular meeting times and agendas each semester, Fall and Spring, with community partner and JCC to discuss targeted recruitment, retention, enrollment, marketing and program entry points, strengths and needs.
- 2.C Participate in one targeted educational partnership/JCC joint activity for either recruitment, retention, enrollment, marketing, or program per semester.
- 2.D Develop a targeted marketing campaign in collaboration with joint steering committees, to be delivered in print and online to highlight the benefits of the partnership and program opportunities.

NOTE: Once completed, administrative unit leaders should submit this form to their direct supervisor for review and approval. Supervisors, upon approving the form, should submit it to the assessment committee via email at adminassessment@potsdam.edu for their review.

2.E Develop a 2 year SUNY Potsdam@Watertown Extension Center Strategic Partnership Plan outlining targeted goal and assessments indicators for recruitment/enrollment, retention, program growth and or sustainability, marketing, DEI, and innovation for growth

Related Targets/Measures

Copy/Paste or enter the target desired outcomes and objectives connected to your selected goal that you will be reporting on.

2.A Method =Review of the “Grow Your Own” initiative progress with Jefferson Community College and Indian River Center School District from it’s initial conception phase in Spring 2023 to determine if initiative moved from proposal to action steps phase.

2.B Method = Review trends in team meeting notes and data with Jefferson Community College to identify a minimum of one new strategic effort to focus upon for the 2024-25 year in any one or a combination of the following areas: recruitment, retention, enrollment, marketing and program entry points, strengths and needs from the 2023-24 multiple measure data of headcounts, recruitment activities attended, professional development joint activities that support recruitment, retention, enrollment, marketing and program entry points.

2.C Method=Review of meeting notes from the SUNY Apprenticeship joint program professional development training to determine partnership efforts were met.

2.D Method=Method= Review marketing social media campaign efforts from both Jefferson Community College and SUNY Potsdam to market programs.

2.E Method = Review Partnership Strategic Plan draft efforts to determine if the areas of recruitment/enrollment, retention, program growth and or sustainability, marketing, DEI, and innovation for growth were addressed.

Describe the progress made toward the selected goal and the related desired outcomes and objectives. Be sure to include steps taken and any information/data collected and results.

GOAL: Increase partnerships with one community connection to enhance enrollment and retention and expand current strategic partnership with Jefferson Community College.

Over the last year the SUNY Potsdam@Watertown Extension Center Department exceeded in its efforts to expand its efforts to expand the strategic partnership with Jefferson Community college (2A) as exemplified in the establishment of the “Grow Your Own” teacher certification program partnership with not only Jefferson Community College, but with an additional partner, Indian River Central School District. This is evidenced in multiple artifact evidence pieces: the “Grow Your Own” Partnership Proposal (Spring 2024) and the Educational Apprenticeship Partner Roundtable with SUNY Systems (June 2024).

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The strengthened relationships with (2C) SUNY Workforce Apprenticeship, and the BOCES (Board of Cooperative Schools) were partnerships that were both new (SUNY Workforce) and strengthened (BOCES and its 27 component school districts).

The joint partners Jefferson Community College (JCC) and SUNY Potsdam also strengthened their partnership as evidenced through more strategic data analysis for student headcount enrollment that was new to the data analysis and shared by both JCC department chairs weekly, the continued monthly joint team meetings, and the addition of sub-committee meetings with the partner marketing departments, admissions office representatives (who now attend monthly team meetings) and most notably a full day joint meeting of the two new partner campus president's with multiple offices to discuss strategic planning goals and activities. (Spring 2024) Thus, the regular team meetings exceeded expectations as increased membership at the meetings by both institutions occurred and that led to not only increased departmental communication but also another layer of partnership with monthly meetings of both colleges department chairs to spearhead 1: Completion of a joint JCC-Potsdam articulation agreement for Public Health 2. Pathway planning for a joint-health and PE undergraduate program 3.) Residency Model teacher certification planning for the Early Childhood B-2 master's program.

The following additional partnership meetings between JCC and SUNY Potsdam also led to the following yields:

1. Spring 2024- Meeting with JCC admissions counselors to clearly define B-2 and B-6 teacher certification pathway led to a 5% increase in email inquiries. (2B)
2. Spring 2024- Meeting with admissions departments from both colleges led to a blueprint plan to develop a common advising shell and opened IT department communications between the two colleges sharing the Brightspace online platform. (2B)
3. Spring 2024- Joint B-2 and B-6 planning meeting yielded plans for shared scheduling to increase accessibility for non-traditional teacher assistants to attend the teacher education program (2B)

Based on the assessment data and information shared above, what planned actions were or will be taken as a result?

Based upon the assessment data and progress achieved the following actions will be taken:

1. Planning for yearly alternating visits of teams to each other's campuses to strengthen strategic planning partnership goals.
2. Annual training by Potsdam Extension Center staff for admissions counselors in the jointly shared programs to ensure information and material sharing is maximized for student recruitment.
3. Completion of the 2-year Strategic Partnership Plan for the JCC/Potsdam programs that aligns with the finalized version of the new SUNY Potsdam Strategic Plan.

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4. Development of a shared Brightspace Advising Shell for students to have seamless advising all 4 years of the joint programs between JCC and Potsdam.
5. Continued development of the Residency and Apprenticeship models for the joint programs and Master's program.

SECTION 2: DATA INFORMED DECISIONS & UNPLANNED ASSESSMENT (OPTIONAL, BUT VALUABLE)

The experiences of every administrative unit contribute to our collective narrative as a campus. We encourage you to share an example from this past year where you leveraged data or assessment type activities. This could involve planning, taking action, and/or solving a problem. Unlike section 1, there's no need for a formal reporting structure for this section. Instead, focus on a narrative that highlights what was done, the results and the impact of your efforts. Please include any related data and information when available and appropriate.

The training from SUNY Workforce on both the apprenticeship and residency models, in combination with Jefferson Community College's yearly research on workforce development trends, were unplanned assessment/training sets of information that led to the Grow Your Own and Residency model pursuits to increase enrollment and meet local and national employment needs, specifically in teacher education. The two colleges see these models, apprenticeship and residency, as a way to strengthen the education pathways and entry points into the shared programs. This is especially critical to meet the highly typical non-traditional learners who attend these programs; specifically retired military, military spouses, working teacher assistants, and career changers that exemplify the Extension Center enrollment.

The multiple and varied joint team meetings also yielded many discussions around the reorganization of both colleges throughout many departments. This led both colleges to discuss sustainable systems to develop to have seamless information shared about and for students. This included intentionality of meeting consistently with key areas to review program updates, admissions updates, and logistics for guiding a student from entry to graduation between the two colleges that changed in the Post Covid time.

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