

**SUNY Potsdam  
Administrative Unit Assessment Plan**

**Administrative Unit:** Center for Applied Learning

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**Mission Statement:** The Center for Applied Learning provides a coordinated experiential learning strategy that broadens and integrates students' knowledge and skills to prepare them for a fully realized life.

Goals	Desired Outcomes/Objectives	Assessment Methods and Targets/Measures
We will position applied learning as a philosophical hallmark of SUNY Potsdam's 3 <sup>rd</sup> century of higher education	<ol style="list-style-type: none"> <li>1) Meet SUNY's call for a Campus Plan for Applied Learning</li> <li>2) Work with the Applied Learning Faculty Think Tank to forge and strengthen academic connections.</li> </ol>	<ol style="list-style-type: none"> <li>1) Completion of SUNY's Campus Plan by the deadlines established by SUNY.</li> <li>2) Implementation of new programs and procedures by the Center of Applied Learning.</li> <li>3) Increased participation by all three schools and multiple disciplines in new and existing initiatives, awards, and programs housed in the Center for Applied Learning.</li> </ol>
We will integrate the Center for Applied Learning into the awareness of every student, faculty member, and staff colleague at SUNY Potsdam.	<ol style="list-style-type: none"> <li>1) Create a new Center for Applied Learning marketing campaign that includes Experiential Education, International Education, and Student Research.</li> <li>2) Conduct presentations in classes to promote the new Center for Applied Learning.</li> </ol>	<ol style="list-style-type: none"> <li>1) Development of a unified website.</li> <li>2) Development and distribution of new marketing and promotional materials.</li> <li>3) Track attendance and coordinate program evaluation tools for attendees at Center for Applied Learning appointments, sessions, etc. to establish a baseline for the Center.</li> </ol>
We will develop a sustainable and performance-linked budget and staffing plan	<ol style="list-style-type: none"> <li>1) Collaborate with the Applied Learning Faculty Think Tank to develop multiple models of faculty compensation for advising and mentoring students in applied learning activities.</li> <li>2) Build a stepped plan for increasing Center for Applied Learning staffing to meet evolving goals of the Center.</li> </ol>	<ol style="list-style-type: none"> <li>1) Increase in staffing for the Center for Applied Learning.</li> <li>2) Increase in amount of funding available through state and foundation budgets dedicated to faculty development for service learning and internationalization.</li> </ol>

<p>We will expand student access to applied learning</p>	<ol style="list-style-type: none"> <li>1) Establish new internship sites at SUNY Potsdam, in St. Lawrence County, New York State, the United States, and abroad.</li> <li>2) Contribute to the the SUNY System’s commitment to “<i>Generation Study Abroad</i>” which commits SUNY to mobilize resources and commitments with the goal of doubling the number of U.S. college students studying abroad by the end of the decade.</li> </ol>	<ol style="list-style-type: none"> <li>1) Development of applied learning courses, as coded in SIRIS, in targeted majors, departments, or schools.</li> <li>2) Increase in the number of internship sites used by student interns.</li> <li>3) Increase in the number of student interns.</li> <li>4) Incremental annual increases in study abroad participation.</li> </ol>
<p>We will universally implement reflective practices for all students engaged in applied learning.</p>	<ol style="list-style-type: none"> <li>1) Collaborating with the Applied Learning Faculty Think Tank, survey faculty constituents to determine what they perceive to be the expected learning outcomes of applied learning experiences, and use that information to develop and codify SUNY Potsdam’s expected learning outcomes for applied learning.</li> </ol>	<ol style="list-style-type: none"> <li>1) Think Tank engaged in discussion and planning.</li> <li>2) Survey development begun.</li> </ol>
<p>We will expand the SUNY Potsdam definition of applied learning to include affiliated campus programs</p>	<ol style="list-style-type: none"> <li>1) Establish a strong relationship between Student Research as housed in the Center for Applied Learning, the Honors Program, and the Presidential Scholars Program and begin exploring how to transcript the accomplishments of programs like these.</li> </ol>	<ol style="list-style-type: none"> <li>1) Academic Affairs-level discussions initiated.</li> <li>2) Plan for collaboration or consolidation discussed and begun.</li> </ol>
<p>We will contribute meaningfully to the college’s enrollment and retention goals.</p>	<ol style="list-style-type: none"> <li>1) Advertise and promote the successful students that have engaged in Applied Learning experiences here at SUNY Potsdam to current students.</li> <li>2) Work closely with graduate and undergraduate admissions to incorporate applied learning success stories and opportunities into the prospective student dialogue.</li> <li>3) Work with international agents to recruit students from China and other targeted countries to bolster our international student population.</li> </ol>	<ol style="list-style-type: none"> <li>1) Increase in student traffic to our websites, social media program and visits to the Center Applied Learning</li> <li>2) Mentions of applied learning using new language and branding in admissions-related marketing materials (print, website, social media, etc.) for prospective students.</li> <li>3) Increase the number of international students who enroll at SUNY Potsdam.</li> </ol>
<p>We will create a Center for Applied Learning that is a model for SUNY</p>	<ol style="list-style-type: none"> <li>1) Continue to work with Elise Newkirk from SUNY and engage in Applied Learning activities.</li> <li>2) Increase the visibility of our efforts across the SUNY System</li> </ol>	<ol style="list-style-type: none"> <li>1) Successful partnerships with SUNY and Elise Newkirk-Kotfila</li> <li>2) Attendance at SUNY events and by SUNY representatives at Potsdam</li> <li>3) Produce press releases and SUNY-reusable media content to showcase the work of the Center</li> </ol>