

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: *Office of Graduate & Continuing Education*

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Assessment Year: *2021-2022*

PURPOSE

This annual assessment summary form provides the opportunity for units to follow-up on their previous assessment work and reports 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: PRIOR YEAR ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is following up on [prior year assessment plans and reports](#). Review your prior year plan and report and select one of the desired goals and outcomes to comment on any changes or improvements resulting from actions taken.

Prior Year Assessment Plan – Desired Goal and Outcome(s)

Goals: Contribute to the college's enrollment growth

Desired Outcomes/Objectives: Increase graduate, non-matriculated, College in High School, special sessions and Watertown enrollment and retention

Assessment Methods and Targets/Measures: 1. Increase enrollment 2% each year in graduate, non-matriculated, College in High School, special sessions, and Watertown programs 2. Gather data and develop strategies to increase retention in graduate, non-matriculated, College in High School, special sessions, and Watertown programs

Result:

College in High School: 2020-2021 there were 540 registrations. And in 2021-2022 there were 659. There was a 22% increase from 2020-2021 to 2021-2022. And we anticipate for the 2022-2023 year to have 800 registrations, a 21% increase from the prior year. Fall and Full Year registration will end Oct. 15, 2021, and Spring registration will end March 15th. Annual numbers for 22-23 will be available on May 1 after billing has concluded.

Graduate: Fall 2020 we had 242 matriculated students, and the budget goal was 254, fall 2021 we had 255 matriculated students and the budget goal was 251 and in fall 2022 we had 346 matriculated students and the budget goal was 305. From 2020-2021 we had an increase of 5.4% and from 2021-2022 we had an increase of 35.6%.

Based on the outcomes, collected data/results, and the planned actions, please describe what specific actions were taken and the resulting impact, if any.

College in High School:

- Added one new partner school for the 2021-2022 school year, added four new partner schools for the 2022-2023 school year

- Started a partnership with a grant funded program with BOCES through the ACA Grant – over 100 students signed up for asynchronous courses through this program in 2021-2022. This is a two-year grant, and the partnership is continuing for 2022-2023, registration is still ongoing.
- Improved communication with students and school partners - Increased frequency of emails to students and school partners about registration and billing processes using student friendly language to explain the steps. Piloted mailed communication to students' home addresses in Spring 2022. Increased communication with other departments on campus who receive calls from CHS students and families including Billing, One Stop and Registrar's office so students received more informed assistance when calling those offices. Piloting new FERPA form for CHS students in Fall 2022.
- Moved registration process fully online. Starting Fall 2021 students can sign up for CHS classes fully online replacing the previous process that had one online form and one paper-based form.

Graduate:

- Moved courses/programs online: We had 6 fully online programs for the 2021-2022 academic year (MS Management, CAS College Teaching, MSED Literacy, MSED Educational Technology Specialist, MS Community Health and MS Instructional Design and Educational Technology) and two hybrid programs (MST Childhood and CAS Educational Leadership).
- Marketing campaign launched April 2022. The marketing campaign pushed out more drip emails to our prospective students through SLATE, there were commercials, ads, billboards, social media, and a post card. Our office started to see about 10 requests for information come in per day as opposed to before we were only getting about 10 a week. All forms of recruiting picked up, chat for graduate counselors, phone calls, prospects joining virtual information sessions, even walk-ins.
- With the uptick in prospective students, we had to create a communication plan so that we could keep in touch with them on a regular basis and know who needed to be reached out to when and in what form. This works out great so that students are always getting communication from SUNY Potsdam, whether it be through personal contact from someone in our office or through the drip emails. This way a student does not get missed.
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SECTION 2: ADDITIONAL ASSESSMENT HIGHLIGHTS (optional)

Assessment activity can take place that is not directly tied to previously submitted plans and reports. Please use this space to share any assessment success stories from this past year. What did you assess and how? What were the results? What did you learn from it and do as a result?

College in High School:

We receive a report from Institutional Effectiveness of the number of matriculated first year students who were previously registered for CHS courses each year when the data is available. In Fall 2020, 44 new first time first year students had taken CHS courses, 8.3% of the first year class. In Fall 2021 42 students, 10.1% of the first year class.