

**SUNY Potsdam
Administrative Unit Assessment Plan**

Administrative Unit: Office of Graduate & Continuing Education

Unit Contact -- Name: Alan Hersker

Phone: x3445

Email Address: herskeal@potsdam.edu

Date Submitted: 10/15/2020

Mission Statement: The Office of Graduate and Continuing Education provides access to academic programs for graduate, undergraduate, and non-matriculated students at our main campus, Watertown extension site, and online. We are dedicated to enhancing the entire student experience and providing support to faculty and departments.

| Goals | Desired Outcomes/Objectives | Assessment Methods and Targets/Measures |
|---|--|---|
| Contribute to the College's enrollment growth | <ol style="list-style-type: none"> 1. Increase graduate, non-matriculated, College in High School, special sessions and Watertown enrollment and retention | <ol style="list-style-type: none"> 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 |
| Support and Strengthen Academics to Enhance Student Success | <ol style="list-style-type: none"> 1. Develop new models for graduate/certificate programming that include options for "stackable" certificates and degrees 2. Identify a range of creative delivery models for academic experiences, including low residency programs | <ol style="list-style-type: none"> 1. Increase grad office support for program chairs/faculty as they research and propose new graduate and certificate programs 2. Partner with SOEPS departments to develop proposal for badge and certificate programs 3. Increase the grad office support of program chairs/faculty as they explore/implement creative delivery models |

| | | |
|---|---|--|
| Enhance the Student Experience | <ol style="list-style-type: none"> 1. Expand opportunities for graduate assistantships, particularly related to teaching and research 2. Explore ways for graduate students to develop a sense of identify and connection to SUNY Potsdam 3. Assess the effectiveness of the College in High School program in terms of its potential as a recruitment pipeline; enhance connections between SUNY Potsdam and HS faculty | <ol style="list-style-type: none"> 1. Work with Business Affairs and Development offices to allocate additional regular funding for GA/GAP positions. 2. The Graduate Advisory Group, with the addition of student representative(s), explores ways to create a vibrant grad student identity. 3. Overhaul CHS processes and assessment, to include fostering closer relationships between college and high school faculty. |
| Expand Student Access | <ol style="list-style-type: none"> 1. Gather and analyze market and student interest data from the Watertown/Northern region to identify viable academic programming including non-traditional and veteran markets 2. Gather and analyze market and student data from adjacent Canadian provinces to identify viable academic programming with the goal of increasing enrollment (undergrad & grad) | <ol style="list-style-type: none"> 1. Identify SUNY, regional, and local resources that can provide market analysis data 2. Work with Grad Advisory Group and other campus stakeholders to explore and propose new academic programs |
| Ensure Students' Academic Experiences Reflect the Campus' Values of Diversity and Inclusion | <ol style="list-style-type: none"> 1. Increase diversity in graduate student enrollment | <ol style="list-style-type: none"> 1. Assess the level of graduate student diversity; establish goals and strategies 2. Increase recruiting efforts in diverse populations 3. Research & develop grad programs and certificate that appeal to diverse populations |
| Support the Expansion of Creativity and Innovation | <ol style="list-style-type: none"> 1. Develop an annual event celebrating the innovation and creativity of graduate students, integrating graduate students' involvement in the event | <ol style="list-style-type: none"> 1. Identify existing events and venues that highlight innovation and creativity and that can be expanded to include grad student participation |