

**SUNY Potsdam  
Administrative Unit  
Assessment Plan**

Administrative Unit: Office of Graduate and Continuing Education

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**PURPOSE**

Administrative Assessment is an ongoing process that allows a unit to evaluate and – where necessary – improve its programs, services and operations. Assessment is a systematic approach to demonstrate continuous improvement in programs, services and operations. This template is to be used when creating your assessment plan. Assessment plans should be measurable, meaningful and manageable.

**UNIT 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.

**(We anticipate that we will be reworking our mission statement to fit the needs of this office based on the restructuring and anticipated restructuring. This plan currently includes College in High School, non-matriculated students and Graduate students.)**

**GOAL #1**

*Reminder: Generally speaking, goals should be grounded in the mission of the unit, be broad, and linked to the overall institutional priorities and goals. They should focus on strengthening and improving critical functions, services and processes and reflect the most important/urgent priorities of the unit.*

Enhance the student experience in recruitment, registration, billing, scholarships, and onboarding. (prospective students, incoming students, and current students).

**GOAL #1 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?**

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☐ Academic Programs and Planning
- ☐ Strengthening Community Connections
- ☒ Diversity, Equity, Inclusion, & Belonging

**Briefly describe the link between goal #1 and the institutional priority area(s) selected.**

We want to improve our support services to become more efficient and inclusive of the needs of our current student population which includes, high school, undergraduate, post traditional, and international students. Increasing student satisfaction with the services and support provided by our office will contribute to growth in retention and enrollment at SUNY Potsdam.

Additionally, given that we want to increase the diversity of the student population in the programs in our office's portfolio, enhancing the student experience will necessitate special focus on DEIB.

<p><b>GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES</b></p> <p>Tip: Outcomes and objectives should be SMART... <u>S</u>pecific, <u>M</u>easurable, <u>A</u>chievable, <u>R</u>elevant, <u>T</u>ime-bound</p> <p>1A: Scholarships- revise Graduate Assistantship/Graduate Advantage Program/Graduate Opportunity Program (GA/GAP/GOP) process and allocations to maximize the number of students who have access to funding.</p> <p>1B: Onboarding process – revise onboarding process to better fit the needs of our students.</p> <p>1C: Create efficiencies in the College in High School registration and billing processes</p>	
<p><b>GOAL #1 – ASSESSMENT METHODS, MEASURES, AND TARGETS</b></p> <p>Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.</p> <p>1A: Survey current and past students as well as department heads to see what they need. 3 GA/GAP positions didn't fill during the fall 2022 semester, we want to transition to merit scholarship to better support more students. We would like to see where they find the most need. Conduct a survey and receive at least 75% feedback from stakeholders (students and department heads) on what the GA/GAP/GOP and scholarship money should be utilized for. Then, take the data and recommendations to the Scholarship Leveraging Committee and Provost's Cabinet for feedback and approval. We would survey at the beginning of the summer semester, gather the data during the fall semester and then implement those changes in the spring semester so that we can have scholarships ready for the new incoming fall cohort.</p> <p>1B: Survey past and current students on current onboarding process. We would like to see at least 75% feedback on what information is useful and what would they find useful. Survey faculty and others who interact with students (advisors, guidance counselors). Then, work with CCI and instructional designers to create onboarding courses for Grad, CHS, and non-matric students in Brightspace. We would survey at the beginning of the summer semester, gather the data during the fall semester and then implement those changes in the spring semester so that we can have scholarships ready for the new incoming fall cohort. We will survey our students each year so that we can keep up with our processes and the most helpful information needed for students to be successful.</p> <p>1C: Based on benchmarking from NACEP conference, survey CHS partner schools about ideas to better serve students. Plan to pilot programs that more than 50% of respondents say would be helpful for their school. Pilot support ideas in Spring 2023 and Fall 2023 and assess the effectiveness and capacity to expand. Create documentation about course offering and create plan to communicate to high school teachers, guidance counselors and students about how the classes they are taking will benefit them. Do gap analysis about what information is needed and what is missing. Work with Admissions office to create</p>	

and disseminate information. Number of unpaid bills by certain deadlines would be a way to show increased efficiency. The number of students meeting the deadlines would be evidence of increasing process efficiency and improving communication.

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## GOAL #2

Enhance the ability of faculty and staff to provide accurate and timely information to prospective and current students on graduate program requirements, policies, and procedures.

### GOAL #2 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☒ Academic Programs and Planning
- ☐ Strengthening Community Connections
- ☐ Diversity, Equity, Inclusion, and Belonging

### Briefly describe the link between goal #2 and institutional priority area(s) selected.

The better prepared that faculty are with the knowledge of administrative processes will help with the retention and enrollment of students. Students will not have to be shuffled around to different offices to get their answer. By bridging this gap between faculty and staff it will help with the retention of our students, faculty feeling like they have some answers to give to the students and our students feeling like they are a priority and are being helped. By encouraging faculty conversations, they are better able to share best practices and to collaborate to strengthen academic programs, identify and serve the needs of our students, and collaborate to work toward student success.

### GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

1A: Determine gaps in knowledge/understanding of graduate and non-matriculated programs, policies, and procedures by faculty and staff who interact with current and prospective graduate students.

1B: Provide the resources needed by faculty and staff who interact with current and prospective graduate and non-matriculated students so they can provide timely and accurate information on graduate and non-matriculated programs, policies, and procedures.

in Create FAQ based on survey results. FAQ will consist of information on administrative processes and frequently asked questions by the students to faculty. This survey is something that will go out each year so that we are hearing from our faculty regularly on things they are hearing from students that may need addressing and updating. With this information we will be able to update the website on a regular basis with the most up-to-date information.

1B: Creating online resources, a faculty liaison onboarding process and incorporate faculty more into the process of CHS

## **GOAL #2 – ASSESSMENT METHODS, MEASURES, AND TARGETS**

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

1A: Create and administer a survey to assess faculty and staff knowledge/understanding of graduate and non-matriculated programs, policies, and procedures. Receive an 80% response rate. The survey will be conducted annually.

1B: Based on the survey results and GAP analysis, update the GRaCE website to address gaps. The website will be reviewed and updated each year, following review of the survey results.

1B: Based on the survey results, create FAQs that provide information on administrative process and frequently asked questions by students. The FAQs will be reviewed and updated each year, following review of the survey results.

1B: Conduct a GAP analysis to determine missing or incomplete information on the GRaCE website.

## **GOAL #3**

Explore and propose growth and change opportunities among our current graduate programs and precollege programs.

<p><b>GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?</b> (Select all that apply)</p> <p><input checked="" type="checkbox"/> Retention and Enrollment</p> <p><input checked="" type="checkbox"/> Financial Stability and Analysis</p> <p><input checked="" type="checkbox"/> Academic Programs and Planning</p> <p><input type="checkbox"/> Strengthening Community Connections</p> <p><input type="checkbox"/> Diversity, Equity, Inclusion, &amp; Belonging</p>	<p><b>Briefly describe the link between goal #3 and institutional priority area(s) selected.</b></p> <p>Exploring our current programs on campus and trying to expand upon those can be beneficial for retention and enrollment, the financial stability of the college and the expanding of our current academic programs. By doing this we are trying to create more opportunities for different departments to collaborate together as well as giving new opportunities for our students to explore and expand their knowledge and career preparedness by utilizing faculty, staff and programs that currently exist. The Graduate and Continuing Education office will be the point people to arrange these collaborations.</p>
<p><b>GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES</b></p> <p>Tip: Outcomes and objectives should be SMART... <u>S</u>pecific, <u>M</u>easurable, <u>A</u>chievable, <u>R</u>elevant, <u>T</u>ime-bound</p> <p>1A: Conduct regular stakeholder (faculty, staff, community partners) meetings to do brainstorming sessions on potential growth and change opportunities.</p> <p>1B: Make recommendations for strategic growth or expansion of current programs. Reach out to areas of campus who have not been involved in the past to see if they are interested in participating in the collaboration of new or expanding programs. Benchmarking the need, the sustainability and financial impact of new or expanding programs. We will do a GAP Analysis to work with stakeholders to identify areas of campus and then reach out to those areas during the fall semester.</p>	
<p><b>GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS</b></p> <p>Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.</p> <p>1A: Track stakeholder meeting minutes and agenda to ensure that at least three new partnerships/programs and three new efficiencies are being explored/pursued each year.</p> <p>1B: Conduct a gap analysis to identify potential growth areas (and champions for those areas). Evaluate those growth areas and pursue two of them.</p> <p>1B: Research and create faculty leadership opportunities within CHS to nurture growth areas and to create a succession plan.</p>	