

# SUNY Potsdam

## Administrative Unit Assessment Report and Improvements

*Administrative Unit:* Lougheed Center for Applied Learning

*Unit Contact -- Name:* Jenica Rogers      *Phone:* 315-267-3328      *Email Address:* rogersjp@potsdam.edu

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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	Results	Planned Improvements Based on Assessment Results
<p>We will position applied learning as a philosophical hallmark of SUNY Potsdam's 3<sup>rd</sup> century of higher education</p>	<ul style="list-style-type: none"> <li>• Meet SUNY's call for a Campus Plan for Applied Learning</li> <li>• Work with the Applied Learning Faculty Think Tank to forge and strengthen academic connections.</li> </ul>	<ul style="list-style-type: none"> <li>• Completion of SUNY's Campus Plan by the deadlines established by SUNY.</li> <li>• Implementation of new programs and procedures by the Center of Applied Learning.</li> <li>• 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> </ul>	<ul style="list-style-type: none"> <li>• The Campus Plan was submitted on time and accepted by SUNY.</li> <li>• The Lougheed Center for Applied Learning now has a full slate of accepted policies, procedures, and deadlines.</li> <li>• The LoCAL Advisory Board has been formed to review faculty and student grant requests.</li> <li>• All three schools and all departments are now engaging in expanded partnerships with the Lougheed Center for Applied Learning.</li> <li>• The Connecting Theory to Practice requirement of Potsdam Pathways has ensured significant engagement for all students and departments.</li> </ul>	<ul style="list-style-type: none"> <li>• We will revise and improve the process by which courses are identified as Approved Applied Learning.</li> <li>• We will build a strategic goals document to highlight and grow our signature programs, ensuring that they are threaded through Pathways and departmental curricula.</li> </ul>

<p>We will integrate the Center for Applied Learning into the awareness of every student, faculty member, and staff colleague at SUNY Potsdam.</p>	<ul style="list-style-type: none"> <li>• Create a new Center for Applied Learning marketing campaign that includes Experiential Education, International Education, and Student Research.</li> <li>• Conduct presentations in classes to promote the new Center for Applied Learning.</li> </ul>	<ul style="list-style-type: none"> <li>• Development of a unified website.</li> <li>• Development and distribution of new marketing and promotional materials.</li> <li>• 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> </ul>	<ul style="list-style-type: none"> <li>• A single web portal was created on the college website, with subpages for each program in the LoCAL.</li> <li>• Marketing and promotional materials were developed and used, including a new unified annual report.</li> <li>• Handshake has been implemented as the coordinated event portal for the LoCAL, along with appropriate use of GetInvolved via Campus Life.</li> </ul>	<ul style="list-style-type: none"> <li>• We will continue to publish and distribute the annual report to stakeholders.</li> <li>• We will review and update our website, improving our online resources, accessibility, and organization.</li> <li>• We will partner with the new VP of Enrollment Management as part of the campus's strategic enrollment plan, and engage with appropriate new initiatives like Department Spotlights, the STEM departments' recruiting efforts, DEI programs, etc.</li> </ul>
<p>We will develop a sustainable and performance-linked budget and staffing plan</p>	<ul style="list-style-type: none"> <li>• 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>• Build a stepped plan for increasing Center for Applied Learning staffing to meet evolving goals of the Center.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in amount of funding available through state and foundation budgets dedicated to faculty development for service learning and internationalization.</li> <li>• Increase in staffing for the Center for Applied Learning.</li> </ul>	<ul style="list-style-type: none"> <li>• Loughheed Applied Learning Grants have been developed and funded, providing \$100,000 annually for faculty professional development around Applied Learning</li> <li>• With the addition of Career Services to the LoCAL, in 2018 we were at a staffing high of 12 FTE.</li> </ul>	<ul style="list-style-type: none"> <li>• Revisit faculty compensation options with Provost's Cabinet and develop a mission-driven plan for donor funds that supports the greatest needs of Academic Affairs.</li> <li>• Adjust performance expectations and goals to the new staffing model (8 FTE), and begin building long-term benchmarks that will indicate the need for more staffing.</li> </ul>

<p>We will expand student access to applied learning</p>	<ul style="list-style-type: none"> <li>• Establish new internship sites at SUNY Potsdam, in St. Lawrence County, New York State, the United States, and abroad.</li> <li>• 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> </ul>	<ul style="list-style-type: none"> <li>• Development of applied learning courses, as coded in SIRIS, in targeted majors, departments, or schools.</li> <li>• Increase in the number of internship sites used by student interns.</li> <li>• Increase in the number of student interns.</li> <li>• Incremental annual increases in study abroad participation.</li> </ul>	<ul style="list-style-type: none"> <li>• We have established new service learning and internship sites. Examples include Malone Central Schools, and 20+ sites in New York City.</li> <li>• We launched Potsdam Connect, a platform specific to SUNY Potsdam and our community partners.</li> <li>• [JPR crunch numbers here]</li> </ul>	<ul style="list-style-type: none"> <li>• We will expand participation in Potsdam Connect to create more micro-internships, case studies, and other curriculum-linked applied learning.</li> <li>• We will build an alumni network of applied learning champions who assist in mentoring students to success in applied learning, and provide applied learning opportunities to Potsdam.</li> <li>• We will build a donor base to support scholarships for students whose greatest barriers to applied learning are financial challenges.</li> <li>• We will build upon the Career Skills specialty badge program to develop additional microcredentials in applied learning.</li> <li>• We will expand our engagement with the outer bounds of internships, creating more microinternships for those who prefer or need to sample, and more co-op and “boot camp” programs for those who want or need a deep dive.</li> <li>• We will continue to act on our commitment to Diversity, Equity, and Inclusion action items identified in spring 2020.</li> </ul>
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<p>We will universally implement reflective practices for all students engaged in applied learning.</p>	<ul style="list-style-type: none"> <li>• 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> </ul>	<ul style="list-style-type: none"> <li>• Think Tank engaged in discussion and planning.</li> <li>• Survey development begun.</li> </ul>	<ul style="list-style-type: none"> <li>• The new Potsdam Pathways core curriculum/general education program includes applied learning experiences for every student through the Connecting Theory to Practice requirement. It includes applying “what they gained from their applied experience to their academic learning” as a course requirement.</li> <li>• Faculty development workshops planned as part of the SUNY EIPF Grant but delayed due to turnover in leadership for the Center for Creative Instruction.</li> </ul>	<ul style="list-style-type: none"> <li>• We will examine the second round of Approved Applied Learning course data to identify departments which can benefit from more reflection in their courses, and build appropriate supports for those faculty.</li> <li>• We will create assessments for all LoCAL-led applied learning to ensure reflection is meaningfully included.</li> <li>• We will build upon the Career Skills specialty badge program to develop additional microcredentials which incorporate meaningful reflection.</li> </ul>
<p>We will expand the SUNY Potsdam definition of applied learning to include affiliated campus programs</p>	<ul style="list-style-type: none"> <li>• 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> </ul>	<ul style="list-style-type: none"> <li>• Academic Affairs-level discussions initiated.</li> <li>• Plan for collaboration or consolidation discussed and begun.</li> </ul>	<ul style="list-style-type: none"> <li>• SUNY Potsdam now considers all of SUNY’s definitions of applied learning to be our local definitions of applied learning.</li> <li>• We have built additional connections with the Center for School Partnerships.</li> <li>• The Office of Student Research is a part of the Loughheed Center for Applied Learning, and includes Presidential Scholars and the Honors Program.</li> </ul>	<ul style="list-style-type: none"> <li>• We will continue to examine the definitions in use and adapt them as circumstances dictate.</li> </ul>
<p>We will contribute meaningfully to the college’s enrollment and retention goals.</p>	<ul style="list-style-type: none"> <li>• Advertise and promote the successful students that have engaged in Applied Learning experiences here at</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in student traffic to our websites, social media program and visits to the Center Applied Learning</li> <li>• Mentions of applied learning using new language and</li> </ul>	<ul style="list-style-type: none"> <li>• We are unable to track visits to our website. Social media engagement has been steady, with small increases in semesters</li> </ul>	<ul style="list-style-type: none"> <li>• We will publish our strategic goals.</li> <li>• We will link our goals to student outcomes, and share those linkages in</li> </ul>

	<p>SUNY Potsdam to current students.</p> <ul style="list-style-type: none"> <li>• Work closely with graduate and undergraduate admissions to incorporate applied learning success stories and opportunities into the prospective student dialogue.</li> <li>• Work with international agents to recruit students from China and other targeted countries to bolster our international student population.</li> </ul>	<p>branding in admissions-related marketing materials (print, website, social media, etc.) for prospective students.</p> <ul style="list-style-type: none"> <li>• Increase the number of international students who enroll at SUNY Potsdam.</li> </ul>	<p>when we have a graphic design intern.</p> <ul style="list-style-type: none"> <li>• We work continuously with Admissions to provide up-to-date information for recruiting.</li> <li>• We participate in all on-campus open house and virtual spotlight events hosted by Admissions.</li> <li>• Toby White received the Academic Affairs Recruitment and Retention award for his pilot programs to bring community college students to SUNY Potsdam.</li> <li>• We participated in multiple recruitment events internationally, and are part of several international mobility programs. However, overall this four year period was not politically conducive to increasing international enrollment in the United States.</li> </ul>	<p>student- and family-friendly language.</p> <ul style="list-style-type: none"> <li>• We will work to integrate our vision into the campus's marketing of Potsdam's strengths.</li> </ul>
<p>We will create a Center for Applied Learning that is a model for SUNY</p>	<ul style="list-style-type: none"> <li>• Continue to work with Elise Newkirk from SUNY and engage in Applied Learning activities.</li> <li>• Increase the visibility of our efforts across the SUNY System</li> </ul>	<ul style="list-style-type: none"> <li>• Successful partnerships with SUNY and Elise Newkirk</li> <li>• Attendance at SUNY events and by SUNY representatives at Potsdam</li> <li>• Produce press releases and SUNY-reusable media content to showcase the work of the Center</li> </ul>	<ul style="list-style-type: none"> <li>• Strong SUNY relationships continue despite ongoing staffing changes at SUNY.</li> <li>• Travel budgets have not allowed consistent travel to SUNY events, but SUNY Potsdam continuously highlights our applied learning successes when travel is possible, sending staff from the Loughheed Center for Applied Learning as well as faculty engaged in applied learning as part of their teaching.</li> </ul>	<ul style="list-style-type: none"> <li>• We will write a final report for the EIPF Grant from SUNY that details the model.</li> <li>• We will publicize our successes.</li> <li>• We will write a series of white papers outlining successful practices for our peers.</li> </ul>