

**SUNY Potsdam
Administrative Unit
Assessment Plan**

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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

SUNY Potsdam@Watertown Extension Center helps lead the engagement mission of the main campus while maintaining its unique culture for supporting academic services for traditional and non-traditional students within its joint-undergraduate programs. We work to provide programs that support the regional economic employment needs through fostering strong student relationships and services in collaboration with local academic and economic partners through flexible scheduling and wrap around academic services throughout the joint program educational pathway.

GOAL #1

Respond to national, regional, and community partners along with market research to make data driven decisions for new program development.

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.

The Potsdam@Watertown Extension Center responds to national, regional, and community partners along with market research to make data driven decisions for new program development. The undergraduate joint-program model template process with JCC is linked directly to increasing enrollment while promoting retention of students through its supported academic pathway process.

GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES

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

- 1.A. Plan rollout joint program marketing and curriculum working with JCC Joint Steering Sub Committee teams.
- 1.B. Set initial enrollment goals and benchmark action steps for the launching of the joint program to include 5 shares/50 impressions on social media campaigns and enrollment goals of 7 students.
- 1.C. Launch one undergraduate joint program Fall of 2023 beginning with the freshman cohort entering JCC of
 - 7 students for cohort 1 Fall 2023.
 - 10 students cohort 2 Fall 2024
 - 14 students for cohort 3 Fall 2025.

GOAL #1 – 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.

- 1.A. Applications for joint program
 - Target: Analyze and review data collected through SLATE Inquiries once a cycle July 1-December 30th 2022 and Jan 1- June 30th 2023
- 1.B. Meeting minutes and agendas from Joint Steering Committee and Sub Committee meetings.
 - Target: Analyze and review progress of program roll out data once a cycle Fall 2022 & Spring 2023 discuss improvement ideas at Joint Steering Committee and Sub Committee meetings.
- 1.C. JCC/Potsdam joint program recruitment activities flyers, 6 completed inquiry cards, or sign in sheets of 10 students for a minimum of 2 joint recruitment activities a semester Fall/ Spring
 - Target: Analyze and review the completed SLATE inquiries per recruitment activity results Fall 2022 & Spring 2023
- 1.D. Enrollment report from JCC for Early Childhood joint undergraduate program goals year 1/ 7 students, year 2/10 students, year 3/14 students
 - Target: Analyze enrollment reports from JCC and transition reports to SUNY Potsdam for Cohort #1 Fall 23, Cohort #2 Fall 24, Cohort #3 Fall 25

GOAL #2

Increase partnerships with one community connection to enhance enrollment and retention and expand current strategic partnership with Jefferson Community College.

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

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☐ Academic Program Excellence
- ☒ Strengthening Community Connections
- ☐ X Diversity, Equity, Inclusion, and Belonging

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

Partnerships are at the heart of the growth and retention for programs and students at the Watertown Extension Center. It is critical that the Extension Center continue to grow new partnerships and educational pathways as well as work to refine and strengthen current partnerships for quality programming to meet employer needs and a successful and seamless student experience for our traditional and essential non-traditional military, veteran, military family, and career changing student cohorts. The SUNY Potsdam @ Watertown Extension Center is housed within the Higher Education Center on the Jefferson Community College Campus in the heart of Jefferson County. It is essential to promote ongoing communication and collaboration with our higher education partner as well as create systematic and efficient action steps to work with existing and new community partners.

GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES

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

2.A Identify and contact one additional community partner to increase communication and enrollment within the joint JCC/Potsdam program pathways.

2.B Set core committee and sub-committee regular meeting times and agendas each semester, Fall and Spring, with community partner and JCC to discuss targeted recruitment, retention, enrollment, marketing and program entry points, strengths and needs.

2.C Participate in one targeted educational partnership/JCC joint activity for either recruitment, retention, enrollment, marketing, or program per semester.

2.D Develop a targeted marketing campaign in collaboration with joint steering committees, to be delivered in print and online to highlight the benefits of the partnership and program opportunities.

2.E Develop a 3 year SUNY Potsdam@Watertown Extension Center Strategic Partnership Plan outlining targeted goal and assessments indicators for recruitment/enrollment, retention, program growth and or sustainability, marketing, DEI, and innovation for growth.

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.

2.A Development and signature of articulation agreement with one educational partner documenting educational pathway engagement results for either recruitment, retention, field experience or internship experience.

Target: One signed articulation agreement Fall 24.

2. B Watertown team meeting notes

Target: Analyze meeting noted once a semester to ensure partnership objectives and planning being met Fall 23 and Spring 24

2.C Partner/Higher Education Meeting notes, activity agendas

Target: Analyze meeting noted once a semester to ensure partnership objectives and planning being met Fall 23 and Spring 24

2.D. SUNY Potsdam@Watertown 3 Year Strategic Plan

Target: Create by Fall 2023

Review Spring 2024 and update

Repeat review and update of plan annually

GOAL #3

Increase enrollment by working to support educational needs in the post pandemic employment shortage areas of healthcare, business, and education.

GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

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

Briefly describe the link between goal #3 and institutional priority area(s) selected.

Given the current decline in enrollment nationally in higher education as well as the current fiscal state SUNY Potsdam is in it is imperative to increase enrollment and retention of students in our current pathways for business administration and teacher education as well as to expand as we are currently working upon in public health. Additionally, nationally we are continuing to work to support educational needs in the post pandemic employment shortage areas of healthcare, business, and education.

<p>GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES</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>3.A Increase targeted marketing between JCC and Potsdam in the healthcare, education and business fields for potential new student enrollment.</p> <p>3.B Identify and develop an intentional and systematic advising pathway from high school recruitment, educational planners, department/program single point of access transfer contacts, and joint college program meetings.</p> <p>3. C. Continuous data review/discussions of inquiry, enrollment, and retention.</p>	
<p>GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS</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>3.A Analyze and review data at least once a semester Fall 2023 & Spring 2024 through marketing activities flyers, inquiry cards, or sign in sheets for a minimum of 2 joint enrollment activities a semester Fall/ Spring</p> <p>Target: 2% increase in total enrollment of undergraduate joint programs.</p> <p>3. B Plan and hold Advising Pathway development meetings with Potsdam and JCC planners, advisors, and faculty at least once each semester.</p> <p>Target: Analyze and review meeting notes at least once a semester Fall 2023 & Spring 2024</p> <p>3.C Enrollment comparison reports for each undergraduate joint program.</p> <p>Target: Analyze and review data at least once a semester Fall 2023 & Spring 2024</p>	

