

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: *SUNY Potsdam @Watertown Extension Center*

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Assessment Year: *2022-2023*

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: ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is regularly following up on [your assessment plan](#). Please review your plan and select one-third of your unit goals, along with related desired outcomes and objectives to report on the progress made.

Selected Goal

Copy/Paste or enter the goal(s) from your unit plan that you wish to highlight and summarize.

Year 1- 2023/Goal: Respond to national, regional, and community partners along with market research to make data driven decisions for new program development.

Desired Outcomes/Objectives

Copy/Paste or enter the desired outcomes and objectives connected to your selected goal that you will be reporting on.

Outcome(s)

1. A. Plan rollout joint program marketing and curriculum working with JCC Joint Steering Sub Committee teams
The JCC/Potsdam Joint Steering Committee met at least once a semester over the 22-23 school year.
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 for cohort 2 Fall 2024

14 students for cohort 3 Fall 2025.

Related Targets/Measures

Copy/Paste or enter the target desired outcomes and objectives connected to your selected goal that you will be reporting on.

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

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

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.

Focus area (s): Retention and Enrollment

Strengthening Community Connections

Assessment narrative:

What was assessed and how:

This is the first year of assessment for the SUNY Potsdam@ Watertown Extension Center. Prior to this our division was part of the Office of Graduate Studies and Continuing Education. This year, the division team increased from monthly to bi-weekly meetings to review joint processes for recruitment, retention

and enrollment through review of weekly headcounts from JCC for business and early childhood education as well as future public health entry pathways, bi-annual SLATE data reports/Bi-weekly Headcount Enrollment Reports from JCC Business and Early Childhood Education pathways/ The team reviewed one or more reports of this data bi-weekly. The teams also discussed ongoing joint recruitment activities such as JCC Open Houses, April Business Symposium, Joint Steering Committee and Sub-Committee meeting outcomes and planning from meeting minutes and chair debriefs, as well as

What was learned and next steps: There were two common themes throughout the year in many meeting discussions:

1. A. Plan rollout joint program marketing and curriculum working with JCC Joint Steering Sub Committee teams

The JCC/Potsdam Joint Steering Committee met at least once a semester over the 22-23 school year.

The Joint Steering Committee met in the Fall and Spring semesters. The subcommittee work determined it is critical to keep working to make all aspects of joint program pathways as seamless as possible for both the students and the colleges as a way to garner a larger ROI (return on investment). This includes the full scope and sequence from recruitment, to marketing, to similar templates and reports for SLATE, transfer of students, cross registration, advising through graduation and then on to successful transition to local partner employers.

- Next steps for this #1A include:

1. Continued bi-weekly team meetings with JCC and Potsdam @ Watertown representatives across faculty and professional offices, specifically admissions.
2. Continued joint partner work on the JCC/Potsdam Steering Committee, Joint Partner work with BOCES, Public Schools, Businesses, and Non-Profit agencies.
3. Joint work on the development and processes for micro-credentialing with the Workforce Development Division of JCC
4. Continued joint teamwork for planning social media and marketing events to expand reach and duration of recruitment seasons.

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.

As of June 30th, bi-weekly Headcount Enrollment Reports from department chair, Leah Deasy/JCC, there were 5 students enrolled in the new B-2 program. Gillian Maitland, Marketing Department JCC, shared social media reports that indicated the following:

- Over 73,000 impressions throughout 10 campaigns. One large impression campaign in the spring with 9 other campaigns averaging 1,000 impressions.
- Average of 6 likes and 5 shares for most campaigns.

The committee learned that this consistent coordination with JCC marketing yielded stronger returns than the prior year. They noted the bi-weekly review of data garnered many positive outcomes such as Terry Francis and Chelsea Marra collaborating on recruiting events around the state, more streamlined registration/advising progress with Banner and Cross Registration. This is a marked growth as each process and collaboration supports student recruitment and retention positive progress efforts.

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.

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14 students for cohort 3 Fall 2025.

The B-2 Early Childhood joint-program will be launching this Fall of 2023 at JCC. The Early Childhood Department Chair from JCC and faculty attended regular monthly program meetings with the Watertown team. There was some delay in the Potsdam Early Childhood faculty member leaving to take another position midyear and responsibilities were divided among staff between Watertown and the main campus staff to continue while a new search was begun conducted. The teams will resume full roll-out and continued joint program curriculum/assessment work, marketing, recruitment, advising, and seamless transfer planning in the 2023-24 year to bring in new cohort students and plan for transition of entering cohort students. Continuing work with regional Early Childhood organizations, Universal Pre-K's, public schools, and the Office for Partnerships on the main Potsdam campus will go on in the 23-24 school year. Enrollment reports from JCC note that there were 5 students enrolled as of June 2023 in the new B-2 program.

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?

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The colleges have both hired new presidents but will also have continued transitions in key positions, faculty, and professional staff. Discussion from the two colleges noted the importance of visiting each other's campuses to further strengthen the knowledge and understanding of their systems, programs and academic/non-academic resources to maximize partnership potential academically, support service, and financially.

Next steps for this #1A include:

- Hold at a fall meet and greet for the new presidents outlining the work of the joint program partnership between JCC and Potsdam.
- Have the Joint Steering Committee fulfill their recommendation to have each campus host one meeting in person on either one of the college campuses in the year 2023-24.

- Continue to develop overarching procedures, such as was done with the cross registration process this year, that are sustainable regardless of change in personnel or restructuring at either college. Focus areas include advising, recruitment, marketing, and transfer through a shared One Drive or Teams single point of access of files, templates, etc.
- Look for continued opportunities to schedule increased collaboration/consultation with JCC on assessment such as with ongoing participation in their advisory boards, our strategic planning process, and their Middle States review process for the 23-24 year.

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.

The official goal data showed the following for 1B. As of June 30th, bi-weekly Headcount Enrollment Reports from department chair, Leah Deasy/JCC, there were 5 students enrolled in the new B-2 program. Gillian Maitland, Marketing Department JCC, shared social media reports that indicated the following:

- Over 73,000 impressions throughout 10 campaigns. One large impression campaign in the spring with 9 other campaigns averaging 1,000 impressions.
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Additional data the team wanted to share was that directly after each of these campaigns there was an uptick of a minimum of 10 inquiries per program /per week directly to the advisors/directors of the programs for information each week for the following month post marketing campaign. The team feels this is a success post-COVID as direct program inquiries post COVID were averaging 3-5 inquiries every two weeks at most for the 20-21 year. The team credits this to the following for this uptick:

- Coordinated planning and communication consistently with JCC marketing and admissions departments via bi-weekly team meeting discussions and the annual semester Joint Steering Committee meetings lead to excellent suggestions for improvement in report creation in SLATE/marketing efficiency for scattered campaigns that cover most of the year/ new programs to plan such as the Public Health and Health/PE certification joint programs.
- Continue to build upon the success JCC is having with their Meta Pathway work in Business Administration and Early Childhood education and work with them as they move recruitment to the BOCES, local businesses, targeted high school and middle schools, to expand enrollment.

A significant success that is representative of all the goals was that the colleges responded to the market research needs for both public health and health/pe teacher certification pathways. Teams formed to work on a Public Health Articulation Agreement which is now at the Provost Level in both colleges for approval as well as department teams met to plan for the Health/PE teacher certification and exercise science programs that NYSUT public school teacher shortage data and Fort Drum soldier need have demonstrated. The team celebrated the success of the work done in the business administration and teacher

education pathways with expediting the progress of this work in the Public Health pathway and are proud of the consistent joint program process model they have created and the ongoing strengthening of the partnership between JCC and SUNY Potsdam!

Another success was the resuming of the travel courses through the business administration program as a means of 1. strengthening the JCC/Potsdam partnership 2. increasing international partnerships like the Porto travel course concept completed pre-COVID 3. increasing recruitment opportunities with students attending the travel course.