Information Services – Objectives (Goals) Assessment

Objectives (Goals)	Institutional Goals	Outcome
Infrastructure and Security: Provide a robust, reliable, and secure infrastructure to enhance the institution's business and academic functions.	Promote Academic Excellence (2)	Availability - Expand or improve availability of technology resources
	Improve Operational Effectiveness (1,3)	Improvements – Expand or improve infrastructure
	Improve Operational Effectiveness (1,3)	Security – Expand or improve information security
Operational Excellence: Leverage existing, emerging, and innovative technologies to drive operational efficiencies, improve business processes, reduce costs, and support data-driven decisions.	Improve Operational Effectiveness (1,2,3,4)	Fiscal Responsibility - Ensure fiscal responsibility and realize savings and discounts whenever possible
	Focus on Sustainability (3)	Automation – Expand or improve campus processes
Learning-centered Institution: Enhance technology resources in support of classroom and remote teaching / learning, student retention, and student success.	Promote Academic Excellence (2,4)	Access – Expand or improve access to technology
	Create a Robust, Active & Enriching Campus Life (3)	Customer Service – Provide customer service for technology resources
Staff Development: Create and foster a culture of collaboration, engagement, assessment, and continuous improvement. Support IS staff professional development, retention, and diversity in hiring.	Enhance Diversity & Welcome (2,3)	Staffing – Increase staffing levels through diverse process
	Create a Robust, Active & Enriching Campus Life (2,4)	Professional Development – Support professional development opportunities for staff

Institutional Goals	Strategies
Promote Academic Excellence	1) Enhance instruction and assessment; support professional development; advisory boards for all academic programs 2) Improve facilities/infrastructure/equipment to meet student needs 3) Enhance opportunities for applied learning (e.g. research, civic engagement, service learning, internships, international programs, etc.) 4) Lower costs to students: open educational resources, low cost, textbook free, improved scheduling
Improve Operational Effectiveness	1) Identify and implement procedures to increase revenues, promote efficiency, and reduce costs where appropriate 2) Align budget with strategic initiatives 3) Prioritize customer service 4) Streamline workflow processes 5) Increase communication and collaboration across the campus 6) Capture external funding opportunities
Optimize Enrollment	1) Adapt to changing enrollment landscape and demographics 2) Refine and support comprehensive marketing plan and branding 3) Enhance retention efforts across the campus 4) Increase scholarships and facilitate timely graduation 5) Support enrollment activities (e.g. open house, admitted student days, etc.)
Focus on Sustainability	1) Implement energy management systems 2) Purchase more energy-efficient equipment; use green products 3) Reduce printing 4) Reduce solid waste; zero sort recycling; compost food waste 5) Recycle oil 6) Reflect on sustainability as a priority in the curriculum
Enhance Diversity & Welcome	1) Implement Faculty Diversity Plan; participate in SUNY Prodi-G program 2) Enhance support, mentorship, and community among underrepresented faculty and staff 3) Recruit and retain diverse students 4) Enhance visibility of cultural diversity 5) Promote use of Center for Diversities and Inclusion 6) Meet needs of diverse campus community (e.g. neurodiversity)
Create a Robust, Active & Enriching Campus Life	1) Infuse academic programming into student life; infuse student life into academic programming 2) Encourage greater faculty, staff, and student attendance/participation at campus events 3) Increase community and connection in virtual and campus-based environments 4) Increase sense of community through created traditions
Build a Greater Awareness of SUNY Canton	1) Enhance communications 2) Cultivate alumni through in-person and virtual connections 3) Partner with community on initiatives (e.g. Downtown Revitalization Initiative, Entrepreneurship Center) 4) Encourage community and civic engagement 5) Create pipeline to postsecondary institutions 6) Provide programming for workforce development and community needs 7) Increase hosting opportunities for community events