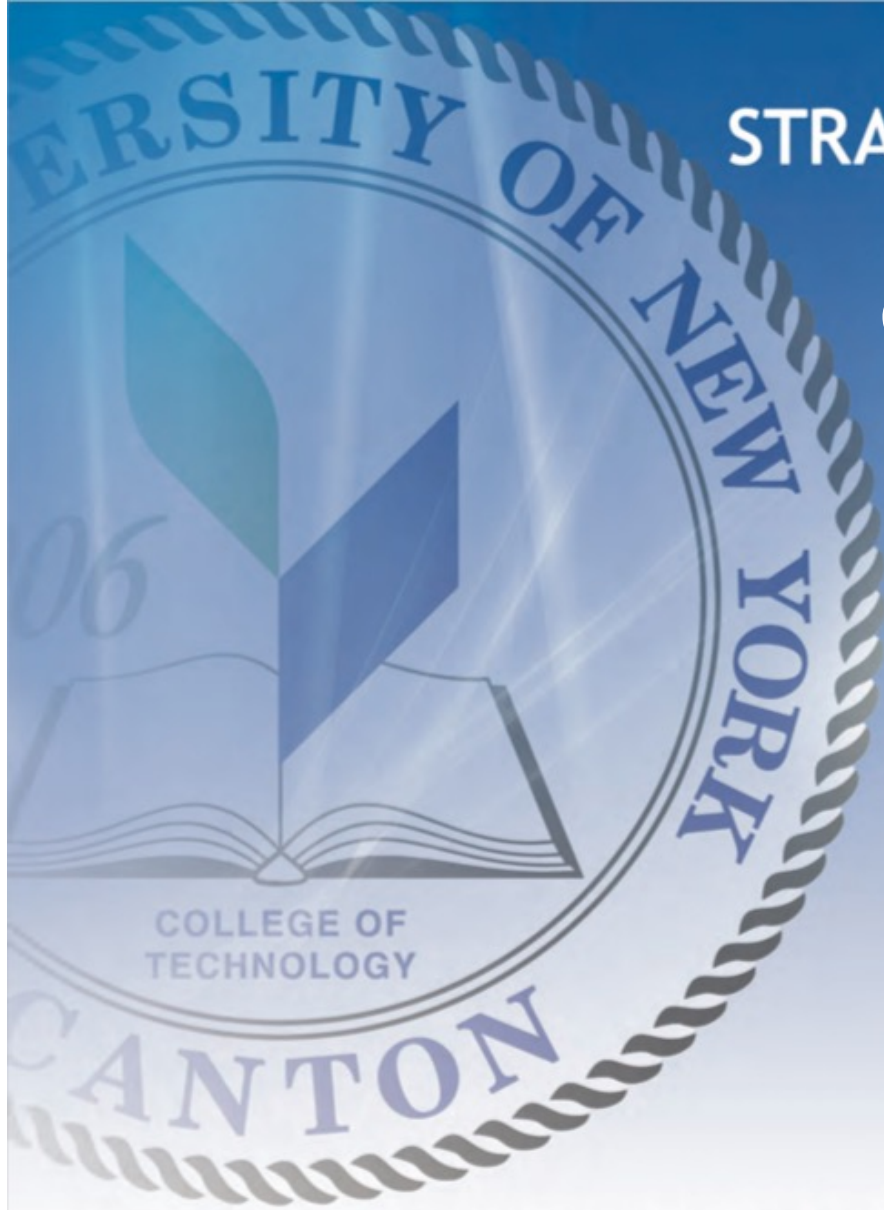


NEW MODEL: CONTINUOUS REVIEW AND REVISION OF STRATEGIC PLAN*



*Updated March 2023



STRATEGIC PLAN

Ongoing
Process

State University of New York at CANTON
Committed to Student Success

2020 →

Seven Major Goals:

1. Promote Academic Excellence
2. Improve Operational Effectiveness
3. Optimize Enrollment
4. Focus on Sustainability
5. Enhance Diversity & Welcome
6. Create a Robust, Active, and Enriching Campus Life
7. Build Greater Awareness of SUNY Canton

Promote Academic Excellence

- Enhance instruction and assessment; support professional development; advisory boards for all academic programs
- Improve facilities/infrastructure/equipment to meet student needs
- Enhance opportunities for applied learning (e.g., research, civic engagement, service learning, internships, international programs, etc.)
- Lower costs to students: open educational resources, low cost, textbook free, improved scheduling

Improve Operational Effectiveness

- Identify and implement procedures to increase revenues, promote efficiency, and reduce costs where appropriate
- Align budget with strategic initiatives
- Prioritize customer service
- Streamline workflow processes
- Increase communication & collaboration across the campus
- Capture external funding opportunities

Optimize Enrollment

- Adapt to changing enrollment landscape and changed demographics
- Refine & support comprehensive marketing plan and branding
- Enhance retention efforts across the campus
- Increase scholarships and facilitate timely graduation
- Support enrollment activities (e.g. ,Open House, Admitted Student Days, etc.)

Focus on Sustainability

- Enhance energy management systems
- Purchase more energy-efficient equipment; use green products
- Reduce printing
- Reduce solid waste: zero-sort recycling, composting of food waste
- Reflect on sustainability as a priority in the curriculum

Enhance Diversity and Welcome

- Implement Faculty Diversity Plan; participate in SUNY Prodi-G program
- Enhance support, mentorship, and community among under-represented faculty and staff
- Recruit and retain diverse students
- Enhance visibility of cultural diversity
- Promote use of Center for Diversities and Inclusion
- Meet needs of diverse campus community (e.g., neurodiversity)

Create a Robust, Active, and Enriching Campus Life

- Infuse academic programming into student life; infuse student life into academic programming
- Encourage greater faculty/staff/student attendance/participation at campus events
- Increase community and connectiveness in virtual and campus-based environments
- Increase sense of community through created traditions

Build Greater Awareness of SUNY Canton: Create Local, Regional, and National Partnerships

- Enhance communications
- Cultivate alumni (incl. virtual)
- Partner with community on initiatives (e.g., Downtown Revitalization Initiative, Entrepreneurship Center)
- Encourage community and civic engagement
- Create pipeline to postsecondary institutions
- Provide programming for workforce development and community needs
- Increase hosting opportunities for community events

PYRAMID MODEL OF ENGAGEMENT IN STRATEGIC PLANNING

Level 3

Decisions & Funding:

President and Vice Presidents

Level 2

Refinement & Planning:

Cabinets, Faculty Assembly, Councils

Level 1

**Assessment &
Collaboration:**

Shared Governance Committees,
Administrative Committees

PROCESS

LEVEL 1:

- Shared Governance Committees (e.g., Academic Standards, Faculty Affairs, Curriculum, TLTC, OLRC, Advisory Boards)
- Administrative Committees (Assessment, Task Forces, Working Groups)

Committees are encouraged to work together on issues of mutual interest.

Governance Committees make recommendations through Faculty Assembly directly to President.

Administrative Committees make recommendations to appropriate Level 2 bodies.

LEVEL 2:

- Executive Cabinet*
- Provost Cabinet (Academic Strategic Planning)
- Facilities & Technology Master Planning
- Executive Diversity Council*

Makes recommendations to President's Cabinet (PC) based on relevant data/information regarding long-term planning.

Provides rationale when it decides not to move ahead on recommendations from Level 1 Committee(s).

LEVEL 3:

- PC* (All VPs plus Executive Assistant to the President and Executive Director for Strategic Initiatives & Legislative Affairs/Chief Communications Officer)

Makes recommendations to President on changes to Strategic Plan strategies and goals based on input from Level 1 and Level 2 bodies.

Provides rationale for decisions on implementation & funding.

Submits annual report on Strategic Planning results to the campus.

* Note: President also meets with PC, Executive Cabinet, and Executive Diversity Council.