NEW MODEL: CONTINUOUS REVIEW AND REVISION OF STRATEGIC PLAN*

*Updated March 2023
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
<table>
<thead>
<tr>
<th>Promote Academic Excellence</th>
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<tbody>
<tr>
<td>- Enhance instruction and assessment; support professional development; advisory boards for all academic programs</td>
<td>- Identify and implement procedures to increase revenues, promote efficiency, and reduce costs where appropriate</td>
<td>- Adapt to changing enrollment landscape and changed demographics</td>
<td>- Enhance energy management systems</td>
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<td>- Improve facilities/infra-structure/equipment to meet student needs</td>
<td>- Align budget with strategic initiatives</td>
<td>- Refine &amp; support comprehensive marketing plan and branding</td>
<td>- Purchase more energy-efficient equipment; use green products</td>
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<td>- Enhance opportunities for applied learning (e.g., research, civic engagement, service learning, internships, international programs, etc.)</td>
<td>- Prioritize customer service</td>
<td>- Enhance retention efforts across the campus</td>
<td>- Reduce printing</td>
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<td>- Lower costs to students: open educational resources, low cost, textbook free, improved scheduling</td>
<td>- Streamline workflow processes</td>
<td>- Increase scholarships and facilitate timely graduation</td>
<td>- Reduce solid waste: zero-sort recycling, composting of food waste</td>
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<td>- Increase communication &amp; collaboration across the campus</td>
<td>- Support enrollment activities (e.g., Open House, Admitted Student Days, etc.)</td>
<td>- Reflect on sustainability as a priority in the curriculum</td>
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<td><strong>Enhance Diversity and Welcome</strong></td>
<td><strong>Create a Robust, Active, and Enriching Campus Life</strong></td>
<td><strong>Build Greater Awareness of SUNY Canton: Create Local, Regional, and National Partnerships</strong></td>
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<td>Implement Faculty Diversity Plan; participate in SUNY Prodi-G program</td>
<td>Infuse academic programming into student life; infuse student life into academic programming</td>
<td>Enhance communications</td>
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<td>Enhance support, mentorship, and community among under-represented faculty and staff</td>
<td>Encourage greater faculty/staff/student attendance/participation at campus events</td>
<td>Cultivate alumni (incl. virtual)</td>
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<td>Recruit and retain diverse students</td>
<td>Increase community and connectiveness in virtual and campus-based environments</td>
<td>Partner with community on initiatives (e.g., Downtown Revitalization Initiative, Entrepreneurship Center)</td>
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<td>Enhance visibility of cultural diversity</td>
<td>Increase sense of community through created traditions</td>
<td>Encourage community and civic engagement</td>
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<td>Promote use of Center for Diversities and Inclusion</td>
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<td>Create pipeline to postsecondary institutions</td>
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<td>Meet needs of diverse campus community (e.g., neurodiversity)</td>
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<td>Provide programming for workforce development and community needs</td>
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<td>Increase hosting opportunities for community events</td>
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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
LEVEL 1:
• Shared Governance Committees (e.g., Academic Standards, Faculty Affairs, Curriculum, TLTC, OLRC, Advisory Boards)
• Administrative Committees (Assessment, Task Forces, Working Groups)

LEVEL 2:
• Executive Cabinet*
• Provost Cabinet (Academic Strategic Planning)
• Facilities & Technology Master Planning
• Executive Diversity Council*

PROCESS
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.

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.