

Academic Affairs Strategic Plan Indicators - Fall 2016

Institutional Goal: Promote Academic Excellence

Divisional Priority: Student Success

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
1st Fall to 2nd Fall Retention Rate - First-time Freshmen	▲	63%	66%	70%	69%	73%
150% Graduation Rate - First-time Freshmen	▲	30%	36%	36%	32%	37%
Placement Rate (employment in field or continuing education)	▲	87%	84%	90%	89%	95%

Divisional Priority: Professional Development

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
Full-time Faculty with Terminal Degree (tenured/tenure-track)	▲	52%	54%	60%	60%	75%
Student Satisfaction Reported in Course Comments Survey	▲					
<i>Students Responding "Strongly Agree" or "Agree" (of respondents):</i>						
"The instructor responded to questions well"	▲	81%	83%	82%	84%	90%
"The instructor presented and clarified ideas well"	▲	79%	81%	80%	84%	90%
"The instructor was well-prepared for classes"	▲	84%	86%	85%	84%	90%

Institutional Goal: Improve Operational Effectiveness

Divisional Priority: Completion

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
6 Year Completion Rate - Freshmen	▲	36%	41%	41%	42%	50%
6 Year Completion Rate - Overall	▲	44%	47%	46%	48%	50%
Completions	▲	1071	869	909		1372

Divisional Priority: Efficiency

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
Shared services \$ reallocated to academic affairs	▲	-	\$292k	TBD	-	-

Institutional Goal: Optimize Enrollment

Divisional Priority: Align Program Capacities and Enrollment

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
% Seats Enrolled	▲	76%	77%	80%	78%	80%
Residence Hall Occupation Rate	▲	92%	95%	96%		

Divisional Priority: Grow Enrollment

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
Fall Enrollment	▲	3183	3241	3180		3800

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Institutional Goal: Drive Decisions with Relevant Information

Divisional Priority: Academic Assessment & Improvement

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
Funds Allocated to Improvement	▲		\$9,542	tbd	\$10,000	
Funds allocated re: strategic plan	▲		\$25,472	tbd	\$30,000	

Institutional Goal: Focus on Sustainability

Divisional Priority: Green Initiatives

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
Cost of Textbooks	▼		\$2.1m	1.9m		

Institutional Goal: Create a Robust, Active and Enriching Campus Life

Divisional Priority: Learning Outside of the Classroom

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
Academic Activities Outside of the Classroom: ASEF	▲			12,500	12,500	12,500

Divisional Priority: Diversity and Inclusion

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
% Minority Faculty (non-adjunct)	▲	14%	17%	19%	no target set	
% Minority Students (degree-seeking)	▲	29%	30%	32%	no target set	

Institutional Goal: Build Greater Awareness of SUNY Canton

Divisional Priority: Admissions

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
Freshman Applications	▲	2836	3018	3672	-	5000
Transfer Applications	▲	744	764	709	-	-

Divisional Priority: External Support of SUNY Canton

<u>Measure</u>	<u>Desired Trend</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2017 Target</u>	<u>2020 Target</u>
Total Alumni Giving	▲	\$466k	\$291k	\$307k		
Alumni Giving Rate	▲	2.4%	2.2%	2.7%		4%
Funds Raised	▲	\$1.6 mi	\$700k	\$749k		\$1.5mil
Total Grant Funding	▲	\$1.7 mi	\$2 m	\$2.7 m		