



## **2014-2015 Academic Year Goals to Implement our Strategic Plan**

### ***Engaging Students for Success by:***

- Increasing student retention rate college-wide by 2%
  - Expanding Freshman Seminar to other program areas
  - Completing student financial aid package by first day of class
  - Dedicating position to undeclared student advising
  - Increasing total student scholarships by \$50,000
  - Implementing BroncoCheck Bystander Intervention Program
- Increasing student graduation rate college-wide by 2%
  - Dedicating position to undeclared student advising
  - Increasing total student scholarships by \$50,000

### ***Achieving Academic Excellence by:***

- Improving our selectivity
- Adopting college-wide student learning outcomes
- Implementing writing-across-the-curriculum initiative
- Expanding service-learning courses
- Adding three new baccalaureate programs
- Focusing efforts to recruit more female students
- Raising the level of technology in applied technical programs
- Emphasizing recruitment efforts to attract more transfer students
- Increasing number of online courses and students enrolled in online learning

### ***Sustaining Educational Innovation by:***

- Developing an orientation course to online learning
- Launching the hospitality BBA online
- Increasing BT degree offerings at community colleges

### ***Building Strategic Partnerships by:***

- Initiating Start-Up NY program
- Implementing SUNY 2020 proposal (biodigester)
- Continuing to advance shared services initiatives

### ***Promoting Environmental Stewardship by:***

- Implementing plan to meet Executive Order #88 (reduce energy consumption 30% by 2020)
- Continue to work toward paperless environment

### ***Accomplishing Service Excellence by:***

- Continuing to expand campus assessment and continuous improvement activities
- Developing concierge-like call center
- Utilizing technology to increase service efficiencies