



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Strategic Planning

**Campus-wide Town Hall Meeting
October 19, 2016**

Strategic Planning Website

https://www.brockport.edu/about/strategic_plan/index.html



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Mission, Vision and Values

Co-chairs:
Dave Mihalyov
Mark Noll

Basic Principles

- Authentic
- Forward Thinking
- Concise

Answer These Questions

- Who are we?
- What do we do?
- How do we create a future?



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Draft Mission Statements

1. The College at Brockport challenges our community to promote excellence by providing learning opportunities for growth, engagement and transformation.
2. The College at Brockport is a learning community that inspires excellence through growth, engagement and transformation.



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Next Steps

- Open office hours November 10, 1-3 pm
 - Seymour College Union, Room 209
- Online survey for Vision Statement
 - Early-mid November



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Community

Co-chairs:
Mike Andriatch
Sharon Allen

Definition: Community

The College at Brockport fosters a diverse and inclusive community of engaged scholars, professionals and citizens. Every member of our community plays an essential role in ensuring the collaborative, supportive, physically conducive and sustainable environment critical for the transformative engagement of our students, faculty, professional and operational staff. Cultivating connections and dialogue across disciplines and cultural differences, we are dedicated to pursuing excellence that furthers common good within the College community and through intentional engagement with broader academic communities, our extended alumni community, local and regional communities, and national and global communities.



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Goals: Community

In order to sustain and strengthen The College at Brockport's commitment to community, our strategic plan concentrates our concerted efforts and resources around five interrelated internal and external goals, aiming to achieve greater

1. diversity and inclusion within the College,
2. interdisciplinary dialogue and collaboration across Departments and Divisions,
3. engagement with Brockport and greater Rochester communities,
4. connectedness with alumni and partners,
5. intercultural competence, with national and international involvement and impact.

Feedback: https://www.brockport.edu/about/strategic_plan/community

Nov. 1 at REOC, Nov. 2 in Brockport; watch Daily Eagle for details



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Engagement

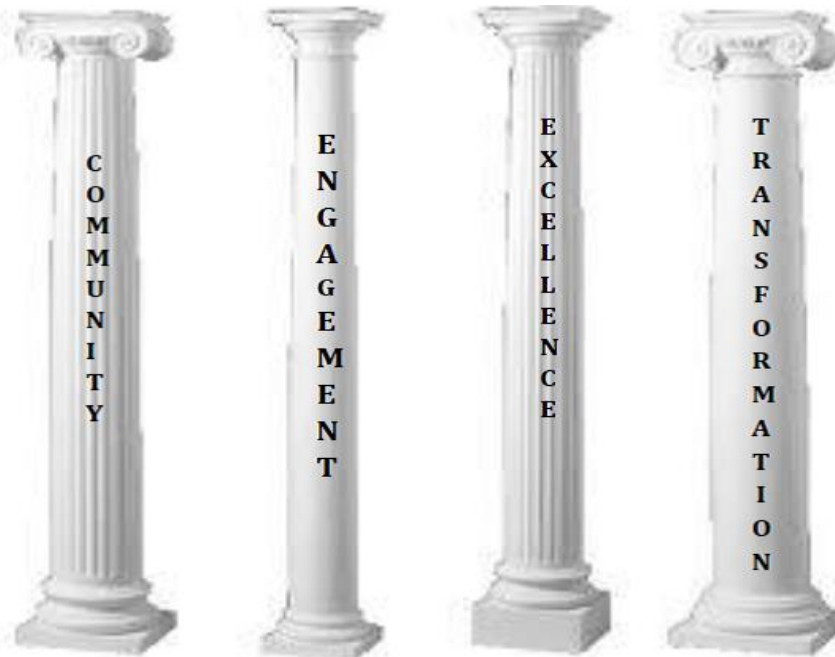
Co-chairs:

Katy Wilson

Frances Dearing

Engagement Pillar

Definition: The College at Brockport is committed to engagement – faculty and staff engaging students in meaningful, purposeful, and rewarding educational activities; engagement of faculty and staff in their professions and service; engagement of faculty, staff, and students in the activities of the local, regional, national, and/or global communities.



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Engagement Goals

- Expand opportunities and provide support for HIPs, consistent with national best practices and system-wide strategic priorities.
- Expand opportunities and provide support for CHIPs, consistent with national best practices and system-wide strategic priorities.
- Create, improve and sustain effective support systems that engage students from recruitment through placement and foster student success.



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Engagement Goals

- Support, recognize and celebrate engagement of faculty and staff in their professions and related service activities.
- Support, recognize and celebrate the engagement of faculty, staff, students and alumni in local, regional, national and international communities.
- Develop, implement and integrate opportunities for engagement that promotes principles of equity, diversity and inclusion.



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Excellence

Co-chairs:

Jim Haynes

Karen Webber

Excellence

The College at Brockport promotes the highest standards in all aspects of the academy. Excellence (i.e. continuous improvement from current levels of performance) is achieved by students, faculty, staff, administrators and alumni by becoming an educated person, doing meaningful work, meeting social responsibilities, and nurturing the College and its reputation.

- Factor Analysis based on NSSE question: *“If you could start over again, would you go to the SAME INSTITUTION you are now attending?”*



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Excellence: Sub-Pillar Structure

- Students
 - Goals (1-n)
 - Metrics (1-n)
- Faculty
- Staff (professionals, operators)
- Administrators
- Alumni

Examples follow



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Excellence

- ***Becoming an educated person:*** An educated person understands how the world works, has the perspective to use knowledge wisely, and is able to grow intellectually. This means an educated person has acquired knowledge and understanding; analytical, communication and numeracy skills; and the ability to integrate these attributes and skills to define, analyze and solve problems.
 - Student Goal 1: Higher mean scores of Brockport seniors on National Survey of Student Engagement (NSSE) questions related to the definition of ***Becoming an Educated Person***.
 - Metric: Continuous improvement in mean scores of Brockport seniors on NSSE questions significantly related to the Factor Analysis construct ***Becoming an Educated Person***.



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Factor Loading	2014 NSSE Survey Items (854 responses) Factor Analysis Construct: Becoming an Educated Person	Mean response (Range 1-4)
0.810	Speak clearly and effectively	2.86
0.809	Developing or clarifying a personal code of values and ethics	2.78
0.761	Being an informed active citizen	2.62
0.748	Solving complex real world problems	2.70
0.744	Write clearly and effectively	2.95
0.724	Think critically and analytically	3.12
0.714	Working effectively with others	3.03
0.655	Acquiring job or work related knowledge and skills	2.91
0.637	Understanding people from other backgrounds: economic, racial / ethnic, political, religious, nationality, etc.	2.71
0.425	Analyzing numerical and statistical information	2.63



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- ***Doing meaningful work:*** Doing meaningful work means that all members of our college community have opportunities to engage in physical or intellectual effort they see as productive, significant and rewarding. We aim to provide the knowledge, skills and dispositions that help people find and do their best in their work, whatever it may be.
 - Student Goal 1: Every student will participate in engaged learning activities (e.g., course-based, internships, GA/TA, study abroad, theses, research with faculty/staff, professional presentations on- and off-campus).
 - Metric: Continuous improvement in the percentage of students experiencing engaged learning activities while enrolled at Brockport.



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Excellence

- ***Meeting social responsibilities***: Excellence in this area is the way we collectively provide various stakeholders the tools, language, and process for living an “examined life.” This requires that the College identify a common language, frame, approach, and series of dialogues and personal challenges that would both ground and then permeate all of our work – in and outside of the classroom, as well as beyond the walls of The College.
 - Student Goal 1: Higher mean scores of Brockport seniors on National Survey of Student Engagement (NSSE) questions related to the definition of ***Meeting Social Responsibilities***.
 - Metric: Continuous improvement in mean scores of Brockport seniors on NSSE questions significantly related to the Factor Analysis construct of ***Social Awareness***.



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Factor Loading	2014 NSSE Survey Items (854 responses) Factor Analysis Construct: Becoming an Educated Person	Mean response (Range 1-4)
0.808	Connected ideas from your courses to your prior experiences and knowledge	3.19
0.796	Tried to better understand someone else's views by imagining how an issues looks from his or her perspective	2.91
0.764	Learned something that changed the way you understand an issue or concept	2.90
0.432	Course work emphasized evaluating a point of view decision or information source	3.04
0.366	Course work emphasized applying facts theories or methods to practical problem or new situations	3.12



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Excellence

- ***Nurturing the College and its reputation:*** By enrollment, employment or graduation, we are members of this institution, and we recognize our individual and collective responsibility to ensure its success into the future. We nurture the College and its reputation by giving our time, skills and funds for the benefit of each other.
 - Faculty Goal 1: Faculty will nurture the reputation of the college by publishing in national and international journals to enhance the impact of faculty research.
 - Metric: Continuous improvement in the percentage of faculty members publishing in peer-reviewed journals every 3 years.



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Transformation

Co-chairs:
Beau Willis
Jose Maliekal

Transformation Pillar – Description

Transformation is a process of deep, positive change and growth.

Building on a long tradition of positive transformation, the College will drive transformation of:

- ✓ **internal relationships** with each other as students, faculty, staff, and administrators.
 - ✓ **external relationships** with our external stakeholders.
- Collectively, the goals of the pillar will effect transformational change in the relationships that make up **The Brockport Experience**:

Student Experience

Scholarly Experience

Work/Life Experience

Community Experience



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Today's Experience at Brockport

**Day-to-day Operations
& Activities**

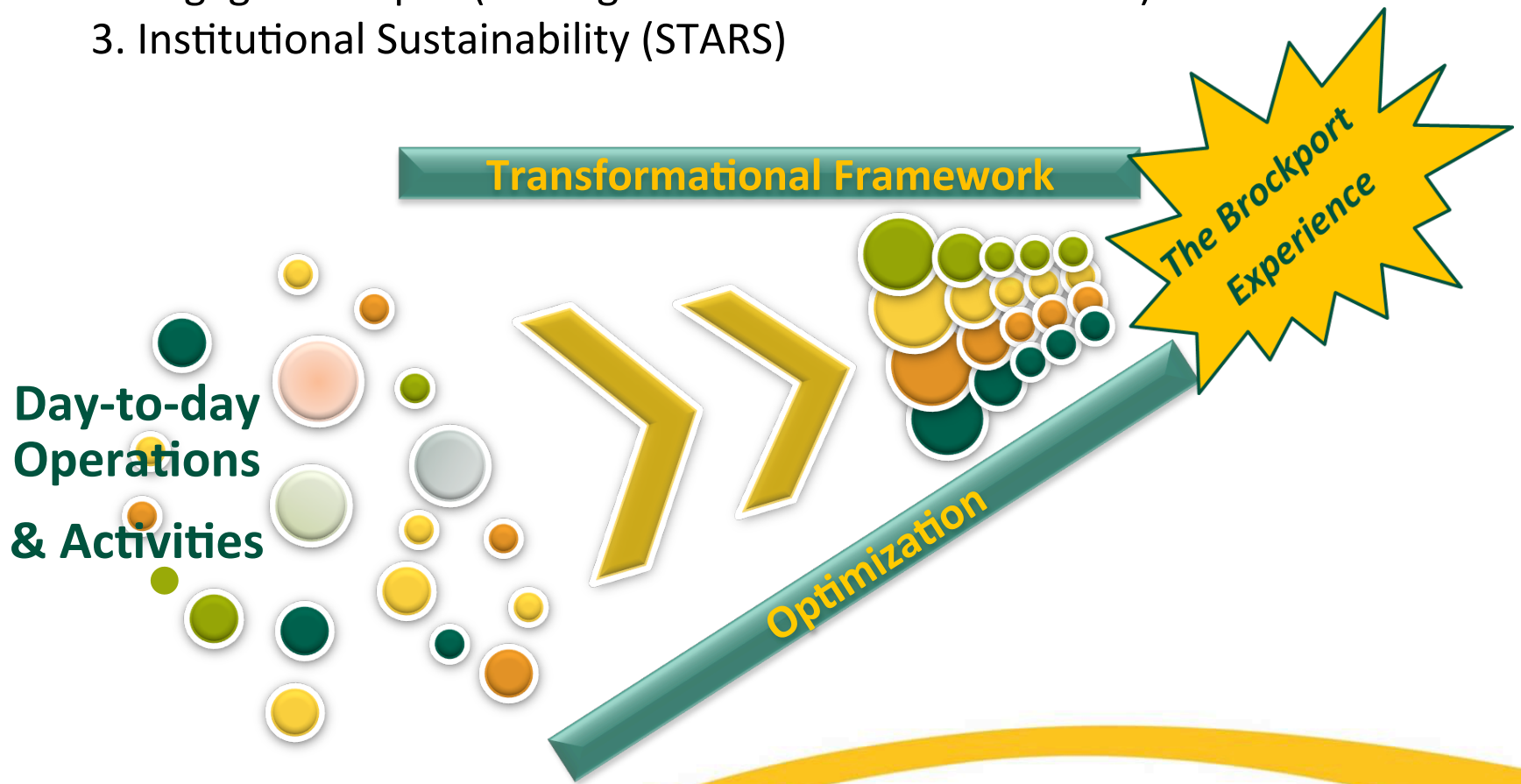


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The Brockport Experience

A Transformational Framework:

1. Great Place to Learn, Work, and Live (Chronicle of Higher Education, NSSE)
2. Engaged Campus (Carnegie Foundation Classification)
3. Institutional Sustainability (STARS)



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Thank
you!



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