

PERSE- VER- ANCE

IN AN EXCEPTIONAL YEAR



GENESEO

2020-21 OUTCOMES AND ACTION ITEMS

SUNY GENESEO

INTRODUCTION

SUNY Geneseo enjoys a distinctive niche within SUNY and indeed within the state as New York's only member of the Council of Public Liberal Arts Colleges (COPLAC). Over its nearly 150-year history, the College has become one of the nation's premier public liberal arts institutions. In the midst of a rapidly changing higher education context and student demographics, the College serves its state by offering access to an outstanding liberal arts-focused education at an exceptional value and preparing the leaders who will run the economic, educational, cultural, and social engines of New York, thus benefiting the SUNY system as a whole.

During the 2015–16 academic year, the college's Strategic Planning Group engaged the entire SUNY Geneseo community to develop our five-year strategic plan, *Geneseo 2021: Seeing Beyond the Horizon*, with implementation starting in Fall 2016. As implied by its title, the plan was designed to see the College through its sesqui-centennial year of 2021. The strategic planning activity provided the opportunity to refine SUNY Geneseo's pre-existing mission statement and values as well as to develop a campus vision centered on its public liberal arts identity.

To ensure its currency and timeliness, in 2018–19 the Strategic Planning Group refreshed the original five-year plan. The result, which affirms the strategic plan's four focus areas of Learning, Access and Success, Advancing the Public Good, and Resilience and Sustainability as well as the college's mission, vision, and values, is contained herein. The Desired Outcomes and supporting Action Items associated with each of the four focus areas outline the college's expected activities in the plan's final year. In sum, these actions seek to advance SUNY Geneseo's vision, to be "recognized widely for demonstrating the enduring power of a public liberal arts education."

DESIRED OUTCOMES AND ACTION ITEMS

The following summarizes Geneseo's desired outcomes for 2020-21 and the associated action items.

LEARNING

+ Desired Outcome

New general education curriculum that operationalizes Geneseo Learning Outcomes for Baccalaureate Education (GLOBE) in place for incoming first-year education by Fall 2021.

Action Item

- Develop and approve a new gen ed by Spring 2021.

+ Desired Outcome

Implement two new academic programs that will enroll at least 50 students total by Fall 2021.

Action Items

- Finalize data analytics curriculum and submit to the Committee on Undergraduate Curriculum (UCC) by Spring 2021.
- Seek Senate approval for data analytics major during Spring 2021.
- Seek final SUNY and NYSED approval for data analytics major in Summer 2021.
- Finalize sustainability studies curriculum and submit to UCC by Fall 2020.
- Seek Senate approval for sustainability studies major during Spring 2021.
- Seek final SUNY and NYSED approval for sustainability studies major in Summer 2021.

+ Desired Outcome

Assess writing instruction at Geneseo and develop a plan for improvement by Spring 2020.

Action Item

- Continue implementing assessment process. Develop plan for improvement by Fall 2020.

+ Desired Outcome

Develop an action plan to support internationalization of the curriculum by May 2021.

Action Items

- Develop, in coordination with the Curricular Design Working Group (CDWG), a mechanism for tagging courses that meet the "Global Awareness and Engagement" learning outcome in GLOBE; through the tagging project, identify gaps in current curricula by December 2020.
- Work with the Geneseo Global Advisory Committee to develop an action plan that connects to the work of CDWG; present strategic plan to campus by May 2021.

ACCESS AND SUCCESS

+ Desired Outcome

Transfer students will comprise 20% of the incoming class in Fall 2021.

Action Items

- Expand outreach to prospective transfer students using digital ads on social media platforms to highlight benefits of a Geneseo education.
- Develop new partnerships with transfer-friendly organizations, such as Phi Theta Kappa Honor Society, which supports high-achieving community college students interested in transferring to a four-year college.
- Work collaboratively with campus stakeholders to create a more transfer-friendly environment.

+ Desired Outcome

Reduce by 10 percentage points the six-year graduation rate gap between Black and Latinx students in comparison to white students.

Action Items

- Revise the advising system with attention to faculty support and student and staff collaboration (in particular with Career Development) in collaboration with the WIG group by Spring 2021.
- Implement an early warning system to track student progress throughout each semester by Fall 2021.
- Increase to 45 the number of faculty and staff who receive certification in cultural competency through the Advancing Cultural Competency Certificate Program (ACCC) by 2021; have an additional 15-20 faculty and staff receive ACCC certification by May 2021.
- Provide faculty and staff development in inclusive pedagogy, cross-cultural competency skills, understanding student mental health issues, and other mechanisms for providing support to students in classes, through 5-10 Teaching and Learning Center workshops by December 2020.

+ Desired Outcome

Hire from underrepresented backgrounds 20% of all new full-time faculty between October 2018 and June 2021.

Action Items

- Implement recommendations from the Learning Community on Diverse Faculty Hiring by May 2021.
- Assess the Diverse Faculty Recruitment Fund that will provide additional startup and relocation funds to faculty hires from underrepresented groups by Spring 2021.
- Leverage existing spaces, such as the Teaching and Learning Center, to better serve the interests of diverse faculty by Fall 2020.

ADVANCING THE PUBLIC GOOD

+ Desired Outcome

Develop a system for measuring student involvement in volunteerism, service-learning, internships, and student-faculty research linked to advancing the public good by May 2021.

Action Item

- Create an Applied Learning Map that identifies integrative and applied learning opportunities on and off campus as part of a shared, centralized Center for Integrative Learning digital resource by May 2021.

+ Desired Outcome

Increase by 10% the participation of under-represented students in community-engaged curricular and co-curricular activities by May 2021.

Action Item

- Target promotion of existing community-engaged curricular and co-curricular opportunities to key stakeholder groups such as culturally based student organizations, Access Opportunity Program (MILES and McNair Scholars in particular), and Multicultural Fellows by Spring 2021.

+ Desired Outcome

Increase by 10% student-faculty research and academic-related activity impacting local and regional public good issues by May 2021.

Action Item

- Cultivate deeper connections between and across local cultural resources and scattered existing community-based applied learning initiatives, such as the Letchworth Gateway Villages Initiative, Letchworth Partnership with the Humphrey Nature Center, the e-Garden, VentureWorks, and OpenValley.org.

+ Desired Outcome

Develop a campus strategic plan for community arts engagement and formalize at least one partnership with an area community arts organization by May 2021.

Action Items

- Open conversations with CIL and area community arts and cultural organizations with which the College already has developed foundational relationships and emerging initiatives; catalog existing collaborations, identify community needs that align with campus resources, and develop curricular or co-curricular initiatives that can connect to these needs.
- Develop a long-term sustainability plan for the existing Art Talks course and other initiatives that connect Geneseo students to the arts at an introductory level.

- Develop a strategic plan for a makerspace to be located in the new CIL space in Fraser; explore options for creating devolved makerspaces on and off campus where students can make art independently or in small groups.

RESILIENCY AND SUSTAINABILITY

+ Desired Outcome

Develop and launch a comprehensive multi-year marketing and outreach strategy that engages students throughout the enrollment funnel, with the goal of broadening Geneseo's reach to diverse and academically minded students.

Action Items

- Choose target audiences, specific by programs of study and other criteria aligned with Geneseo's strengths.
- Design outreach (digital and social media advertising, print, electronic communication, etc.) for target audiences that emphasizes our core values and reputation as a premier liberal arts college.

+ Desired Outcome

Develop a financial plan for future years that permits the College to continue to operate in a financially healthy and sustainable manner (recognizing pandemic impacts and need for changes).

Action Item

- Engage the Budget Priorities Committee to continue the efforts of the Financial Health and Sustainability Project to identify additional revenue-generating and cost-saving initiatives.

+ Desired Outcome

Continue the planning process for the renovation of academic facilities to enhance student learning and begin the renovation of two academic buildings.

Action Items

- Collaborate with the SUNY Construction Fund staff to develop Sturges and Fraser Halls renovation plans that meet LEED Gold standards; request funding for the extensive renovation of these classroom buildings in an effort to create state-of-the-art teaching and learning facilities.
- Continue with the Milne Library Renovation Project, funded by SUCE.

AWARDS AND RECOGNITIONS

In addition to progress on its identified goals, SUNY Geneseo was fortunate to receive a number of awards and recognitions in the 2019–20 year. While this is a selected list, it attests to the college's strong achievement relative to our vision: to be recognized widely for demonstrating the enduring power of a public liberal arts education.

AMONG THE HONORS:

- **US News & World Report**—among regional universities in the North: ranked second in Best Undergraduate Teaching; ranked third in Top Public Schools; ranked 14th in overall regional category.
- **Washington Monthly**—ranked second overall among 606 master's universities in the nation for contributions to the public good.
- **Peace Corps**—among medium-sized institutions, ranked eighth in Top Volunteer-Producing Colleges and Universities.
- **U.S. Fulbright**—Top Producer of U.S. Student Fulbright awards (three consecutive years).
- **The Princeton Review**—included in the "Guide to Green Colleges" for tenth consecutive year.
- **Fiske Guide to Colleges**—recognized for our outstanding educational value and high-quality academics.
- **Business First**—among the nation's top public colleges, ranked 66th out of 485 four-year public institutions in the country based on academic excellence, affordability, diversity, and economic strength.



GENESEO

THE STATE UNIVERSITY OF NEW YORK

MISSION STATEMENT

Dedicated to learning, SUNY Geneseo is a residential public liberal arts college with select-ed professional and graduate programs. We combine a rigorous curriculum, transformational learning experiences, and a rich co-curricular life to create a dynamic and inclusive scholarly environment. The entire college community works together to advance knowledge and inspire students to be socially responsible and globally aware citizens who are prepared for an enriched life and success in the world.

VISION

Geneseo will be recognized widely for demonstrating the enduring power of a public liberal arts education.