



THE COLLEGE AT BROCKPORT

A leading public institution, The College at Brockport is a liberal arts college with robust academic portfolio and excellent co-curricular opportunities. Rigorous programs in the arts, humanities, and sciences are complemented with a rich array of professional programs and innovative graduate degrees.

Programs of Distinction

- Business
- Dance
- Math and Sciences
- KSSPE (Kinesiology, Sports Studies, and Physical Education)

Unique Programs

- Adapted PE
- Hunter Institute on Young Children
- Institute for Computational Math, Science, and Technology
- International Business and Economics
- Master of Forensic Accounting
- Master of Public Administration
- Meteorology
- MFA in Visual Studies and Dance
- 3+3 Doctor of Physical Therapy Program
(with SUNY Upstate Medical University, Syracuse, NY)

Student Engagement Programs

- Community Service
(Opportunities with More Than 100 Organizations)
- Four-year Leadership Development Program
- Internships
- Research Opportunities with Faculty
- Residential Living/Learning Communities
- Service Learning Opportunities
- Study Abroad (More than 100 Programs in 25 Countries)

Mission

The College at Brockport State University of New York:

Is committed to providing a liberal arts and professional education — at both the undergraduate and graduate level — for those who have the necessary ability and motivation to benefit from high quality public higher education;

Has the success of its students as its highest priority, emphasizing student learning, and encompassing admission to graduate and professional schools, employment, and civic engagement in a culturally diverse society and in globally interdependent communities; and

Is committed to advancing teaching, scholarship, creative endeavors, and service to the College community and the greater society by supporting the activities of an outstanding faculty and staff.

Nationally Accredited Academic Programs

Alcoholism and Drug Addiction • Athletic Training • Business Administration and Economics • Chemistry • Computer Science • Counselor Education • Dance • Nursing • Public Administration • Recreation and Leisure Studies (BS program) • Social Work • Teacher Education • Theatre



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

ASPIRE. ENGAGE. EXCEL.

350 New Campus Drive
Brockport, NY 14420
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THE COLLEGE AT BROCKPORT

A NATIONALLY RECOGNIZED COMPREHENSIVE
MASTER'S INSTITUTION FOCUSED ON STUDENT SUCCESS.

2011 – 2016 STRATEGIC PLAN





THE COLLEGE AT BROCKPORT



The College at Brockport's strategic planning efforts have been continuous over an extended period of time, and have provided focused road maps to guide the institution toward achieving specific, relevant and ambitious goals. The College has been actively engaged in developing a new strategic plan that will guide us from July 2011 through June 2016.

The elements of the 2011-2016 strategic plan will move the College forward in the following ways:

- a. The College will move from being a high quality regional institution to one that is recognized nationally for best practices by our peers.
- b. It will sharpen our focus on providing a transformational environment that prepares students for employment, lifelong learning and civic engagement in a culturally diverse society.
- c. We will create a more robust and challenging student experience for the 21st century by further diversifying our student body and expanding our market niche beyond Western New York to include the New York City metropolitan area, select out of state markets for our distinctive academic programs and international markets.

We will focus our investments on the priorities that have guided the 2011-2016 strategic plan and the ambitious goal that provides the overarching framework, which is to become a nationally recognized comprehensive master's institution focused on student success.

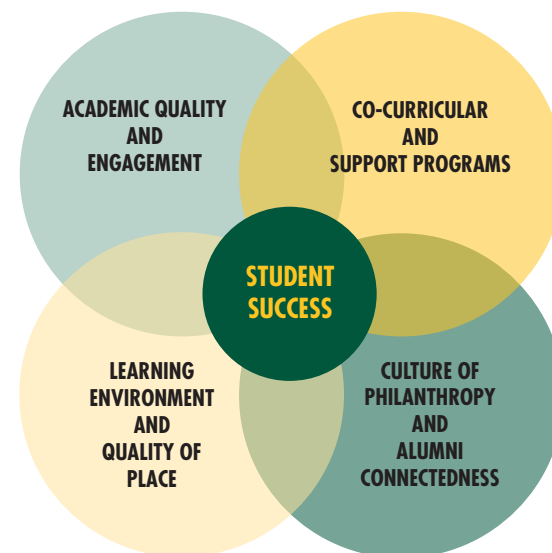
The framework is built on four overlapping constructs: Academic Quality & Engagement; Co-curricular & Support Programs; Learning Environment & Quality of Place; and A Culture of Philanthropy & Alumni Connectedness. Within and across divisions this framework has been used to develop goals, strategies and assessments for each construct.

College Goal

To be a nationally recognized comprehensive master's institution focused on student success as evidenced by significant gains in select benchmarks.

BENCHMARKS RELATED TO THE GOAL

1. Better than predicted graduation rates.
2. Better than predicted retention rates.
3. Better than predicted outcomes on select student satisfaction indicators taken from the National Survey of Student Engagement for undergraduate students and a local instrument to gauge graduate student satisfaction – The Graduate Student Survey of Student Engagement. We focus specifically on:
 - i. Advisement
 - ii. Faculty/Staff – Student Engagement
 - iii. Student Life
4. An earned reputation as a college that others look to for best practices.
5. An enhanced reputation as evidenced by national rankings.



COLLEGE PRIORITIES RELATED TO THE GOAL

Academic Quality & Engagement

1. Active Student Engagement in Learning
 - i. In the classroom
 - ii. Out of the classroom
2. Rigorous Curricular Programs
3. Active Faculty/Staff – Student Engagement in:
 - i. Student Learning
 - ii. Student Development

Co-curricular & Support Programs

4. Enrichment Programs and Services Designed to:
 - i. Promote Student Development
 - ii. Promote Engagement in Learning
 - iii. Promote Engagement with the College
 - iv. Provide Services that Augment the Educational Enterprise

Learning Environment & Quality of Place

5. High Quality Facilities where our students live and learn
6. A Robust and Transformational Environment to Advance Learning and Student Development
7. Engagement of the Campus in the Community

Culture of Philanthropy & Alumni Connectedness

8. Graduates remain engaged in the life of the campus
9. Investment by stakeholders in the institution