To revitalize the economy of New York and enhance the quality of life for its citizens, SUNY will commit our energy and resources to the realization of six big ideas:

1. SUNY and the **Entrepreneurial Century**
2. SUNY and the **Seamless Education Pipeline**
3. SUNY and a **Healthier New York**
4. SUNY and an **Energy Smart New York**
5. SUNY and the **Vibrant Community**
6. SUNY and the **World**
A Proud Past, A Strong Future

Plattsburgh
State University of New York

Strategic Plan
2009-2012

Presented by the College Planning Council Steering Committee
Matching the Two Plans

SUNY and the Entrepreneurial Century

We will cultivate entrepreneurial thinking across our entire learning landscape, helping new and existing businesses innovate, prosper, and grow.

Strategic Initiative: Program Development

Strategic Goal 1: Strengthen current academic and support programs in order to better educate current students and future leaders of the region, the state, the nation, and the world.

Strategic Goal 2: Establish new academic and support program(s) or program areas related to our region and location in order to better meet student needs while strengthening the region.
SUNY and the **Seamless Education Pipeline**

SUNY sees education in New York State as a pipeline that extends from birth to retirement years—and finds ways to close the gaps that impede success.

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**Strategic Plan Initiative: Enrollment Management**

- **Strategic Goal 2:** Increase transfer enrollment at main and branch campus.

- **Strategic Goal 3:** Increase retention and graduation rates.

**Strategic Plan Theme: Enrich Student, Faculty, and Staff Experience**

- **Theme 2.5** Strengthen our partnerships with two-year sending institutions and provide better services for entering students with transfer credit and for students (graduate as well as undergraduate) enrolled at the Branch Campus.
SUNY and a Healthier New York

A fully integrated SUNY healthcare enterprise has enormous potential—in terms of public health, economic impact, and global influence.

Strategic Plan Theme: Provide service to our region and beyond

Theme 4.3: Explore the feasibility of establishing new academic program(s) in health-related and other high-needs areas and new research and/or service programs, as needs and resource warrant.
Matching the Two Plans

SUNY and an Energy Smart New York
Achieving sustainability demands action on multiple fronts at once. SUNY’s collective intelligence makes it New York’s renewable resource for ideas.

Strategic Plan Theme: Go green - Increase environmental conservation/ sustainability

Theme 1.1 Institute a comprehensive responsible sustainability plan that will reduce energy use and material waste, and identify appropriate group(s) to develop and oversee conservation and sustainability practices and procedures. *(modified)*

Theme 1.2 Promote behaviors (among students, faculty, and staff) and a campus culture that reduce the campus carbon footprint, energy consumption (i.e., electricity, water, natural gas/fuel oil for heating plant, fuel for vehicles), and material and hazardous waste.

Theme 1.3 Explore the feasibility of establishing new environmentalism/sustainability program(s) and/or strengthening these aspects of current academic and co-curricular programs.
Matching the Two Plans

SUNY and the Vibrant Community

As other entities cut or loosen local ties, SUNY’s role as an enduring, enriching presence in communities becomes even more critical.

Strategic Plan Theme: Provide Service to Our Region and Beyond

*SUNY Plattsburgh will continue its role as a vital economic, educational, cultural, and social resource to the Northeastern New York region and a contributor to the educated workforce, responsible citizenry, and intellectual and cultural life of New York State, the nation, and the world. Accordingly, the College will:*

**Theme 4.1:** Strengthen current research and service programs, especially those that involve both faculty and students in regional endeavors.

**Theme 4.2:** Establish new academic and support program(s) or program areas, especially those related to our region and location.
Matching the Two Plans

SUNY and the World

We will nurture a culturally fluent, cross-national mindset and put it to work improving New York’s global competitiveness.

Strategic Initiative: Student Support Services

- **Strategic Goal 2**: Better Prepare students to live and work in an increasingly global environment

- **Strategic Goal 3**: Engage students in career exploration and professional development
Questions?

the Power of SUNY

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