Implementing the Graduate School Strategic Plan

Laurel M. Garrick Duhaney
Graduate School Strategic Plan Implementation Committee

Members

Chair, Laurel M. Garrick Duhaney, Associate Provost & Dean of the Graduate School

David Basch, Creative Strategy Coach
David Cavallaro, Associate Chair, School of Fine & Performing Arts
Aaron Isabelle, Associate Professor, Elementary Education
Michael Rosenberg, Dean, School of Education
Vika Shock, Director of Graduate Admissions, Graduate School
Beth Thomas, Assistant Professor/Interim Director, Art Education
Chih-Yang Tsai, Interim Dean, School of Business
Stella Turk, Associate Dean, College of Liberal Arts & Sciences
Helise Winters, Dean, Extended Learning
Charge

The Committee’s tripartite charge is:

✓ Developing a comprehensive and efficient approach to implement the Strategic Plan.

✓ Refining metrics and benchmarks for systematically reviewing progress toward achieving the Plan’s goals and strategic initiatives.

✓ Reviewing and recommending policies, procedures, resources, etc., for advancing the goals and priorities of the Plan.
Seven Strategic Priorities

✓ Develop an integrated and programmatic approach to marketing, recruitment, admissions, and enrollment management
✓ Develop innovative approaches to teaching and learning that include but are not limited to online, hybrid, and non-credit bearing programmatic offerings
✓ Revise existing graduate programs
✓ Phase out low-enrolled graduate programs
✓ Develop seated, online, and blended courses and programs.
✓ Engage and support students.
✓ Create structures that enhance the Graduate School’s autonomy and revise the School’s mission
Graduate Prospect Pool

INTERNATIONAL
Agency & Fairs—IRC Sponsored Tours
3+2 Prospects—Jiangsu Normal University
Agency—Social Media Prospects
Zmich.com (China) Facebook (India)

INTERNAL
NP Undergrads—Stay at Home Campaign
NP Undergrads—Open House Event
Grad non-completer’s—Complete your degree
Alumni—Return to the Paltz

NATIONAL
External Prospects—Faculty Conferences
Online Prospects—Google Campaign

REGIONAL
External—Recruitment Fairs
Online—Google Campaign
Local/Business—Community Connection
Non-matric—Non-degree Pathway

KEY:
Bold: marketing outreach
Title: prospect type
Italics: marketing campaign
Programmatic Issues

How will we sustain our current programmatic offerings?

Which programs have been revised?

MSEd Electrical Engineering         MSEd Childhood Education
MST (currently being revised)       MS Music Therapy
MA English (In the pipeline)         MAT Secondary Ed programs

What new programs/curricular initiatives have we developed?

- Advanced Certificate in Trauma & Disaster Mental Health Counseling
- Autism Institute
- Hudson Valley Writing Project Invitational Institute
Some programmatic ideas that are being explored

Programs in:

- Autism
- GIS
- Urban Education
- Digital/Social Media
- MSW
- Health Care Management/Leadership

Curricular offerings for Mid-Career Professionals

Programs that integrate innovative strategies and formats

Diagnostic and Performance Analytics (Education Advisory Board)
What are the strengths of your programs?

What are some additional resources that would enrich and grow your programs?
In what ways are we student-centered?

How can we become more student centered?
Mission

The Graduate School at SUNY New Paltz aims to meet the educational needs of graduate, pre-professional, professional and career-changing students seeking timely, innovative, and intellectually stimulating study while providing the breadth and depth of knowledge necessary in their chosen disciplines. Whether in the classroom, in the field, or online, our graduate, certificate and non-credit programs prepare students to be knowledgeable and skilled, ethical, and culturally sensitive individuals prepared to contribute meaningfully to their profession and their communities.

Thank you!