



New Paltz
STATE UNIVERSITY OF NEW YORK

Annual Graduate Faculty Meeting

Karen Bell, Presiding Officer of the Graduate Faculty

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

SUNY New Paltz

May 1, 2013





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- Welcome and Introductory Remarks
- Review and Approval of Changes to the By-Laws





➤ Graduate School Strategic Planning

* Graduate School Strategic Plan Steering Committee Members

Laurel M. Garrick Duhaney, Chair

David Basch, Strategic Planning Coach

Karen Bell, Associate Dean, School of Education

Daniel Freedman, Chair, Science & Engineering

Aaron Knochel, Graduate coordinator, Art Education

Chih Yang Tsai, Associate Dean, School of Business

Vika Shock, Director of Graduate Admission, Graduate School

Linda Smith, Academic Computing

Stella Turk, Associate Dean, College of Liberal Arts & Sciences

Helise Winters, Dean, Extended Learning



➤ Overview

Plan seeks to:

- Meet students' educational needs
- Provide educated and skilled employees for the workforce
- Deliver superior programs, experiences, and services to graduate students
- Develop brand awareness of our graduate programs via focused recruitment and marketing
- Address admission and enrollment issues



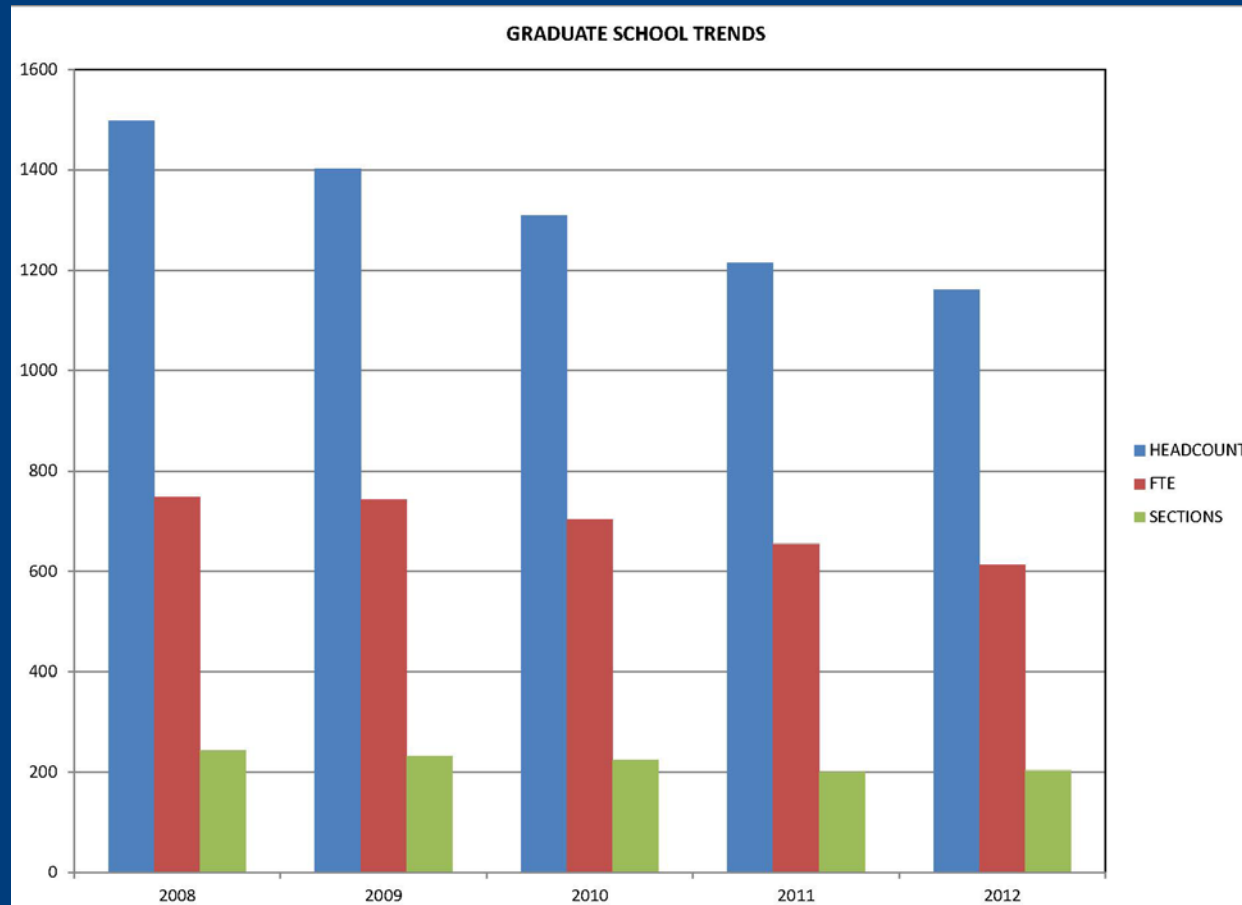
➤ Graduate Enrollment

- 2000 – 2002 Robust numbers related to changes in NYSED regulations concerning teacher certification
- Reasonably steady enrollments until 2009 – Significant drop in part-time enrollments



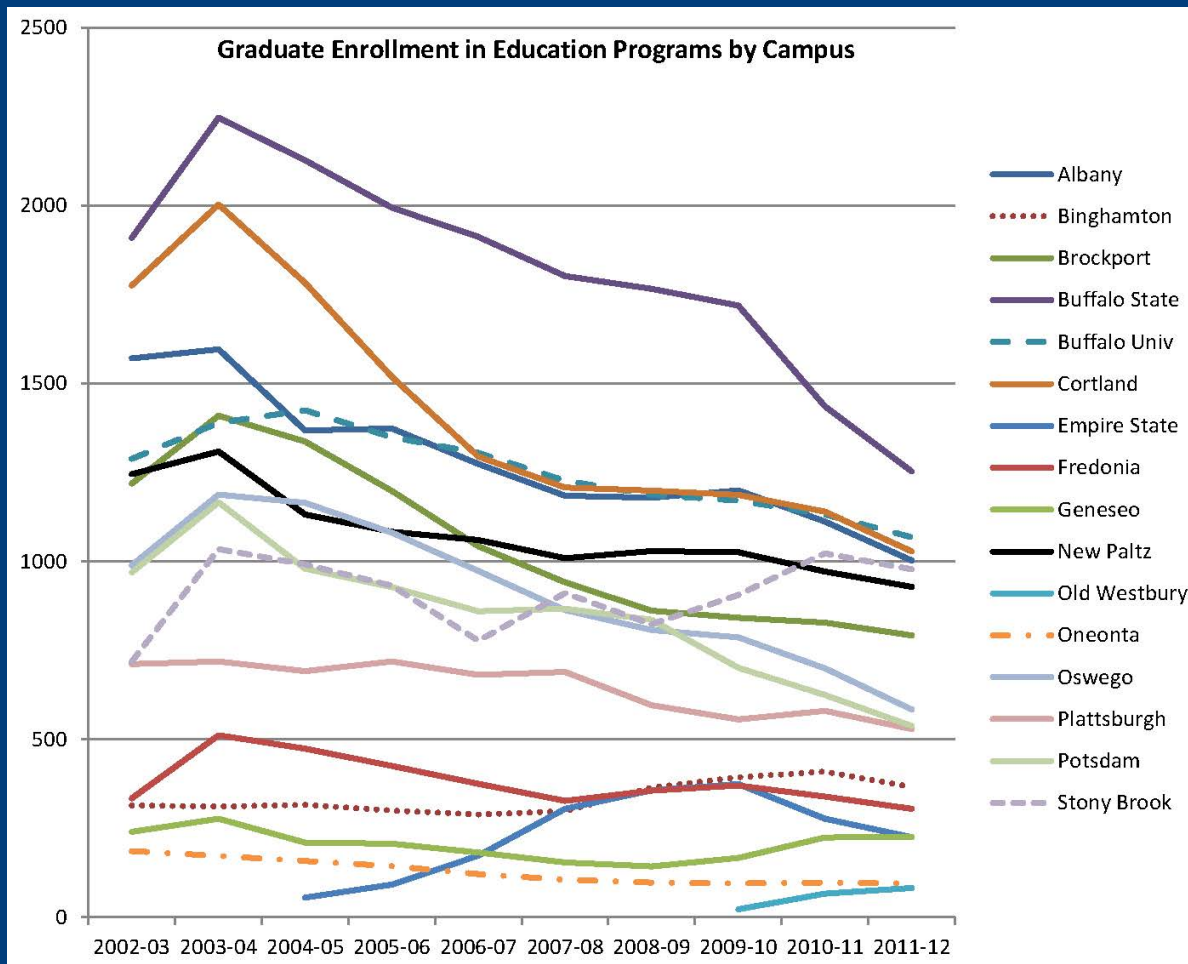


SUNY Graduate School Enrollment Trends



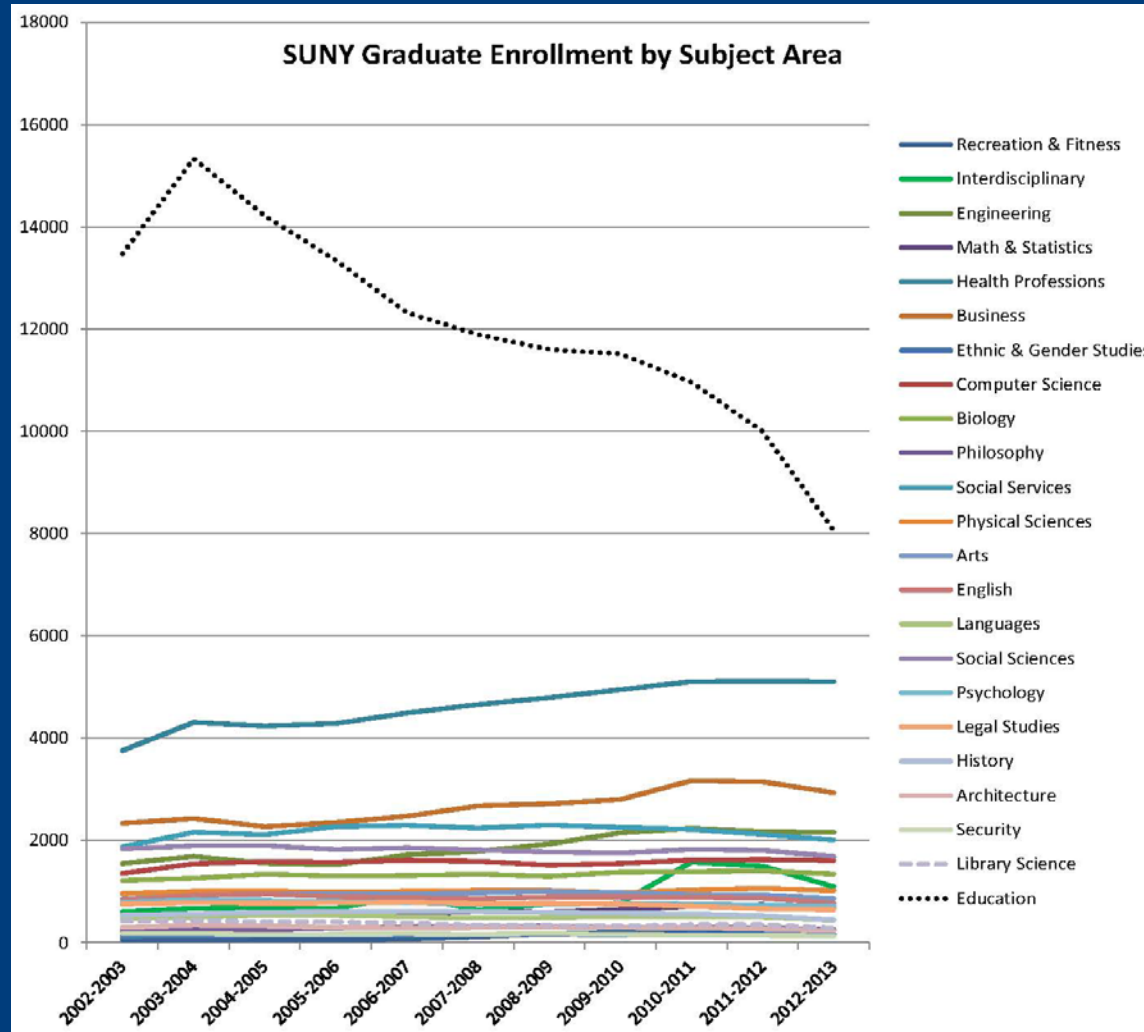


SUNY Graduate Education Programs





SUNY Graduate Enrollment by Subject Area



- Declining enrollments are not unique to New Paltz

Council of Graduate Schools surveyed 655 institutions that collectively awarded 81% of master's degrees –

Survey results – New graduate enrollments have been falling since 2010, with education, at 8.8%, witnessing the biggest drop in new graduate enrollment

➤ Some Factors Impacting Graduate Enrollments

- Fiscal factors
- Increase in for-profit institutions
- Some skepticism regarding the value of a college degree relative to its cost
- Slowness to adapt to shifts in students' expectations, technological innovations, etc.





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Strategic Priorities and Goals

Organizational Factors

Program Development and Refinement

Marketing and Recruitment

Admission and Enrollment Management

Student Engagement and Support

Strategic Priority #1: Organizational Factors

Goal: To investigate possible structures that would achieve the goals of priorities 2-5

Strategic Priority #2: Program Development and Refinement

Goal: To selectively add and strategically retain or eliminate graduate programs

1. Where justified, offer new degree and certificate programs, revise existing graduate programs, and discontinue low-demand programs.
2. Develop hybrid and online courses for existing and new degree and certificate offerings.





Strategic Priority #3: Marketing and Recruitment

Goals:

1. To utilize an integrated marketing approach
2. To develop a segmented and targeted recruitment/marketing plan for each school and program
3. To identify and develop program recruitment tools and have a separate plan for each



Strategic Priority #4: Admission and Enrollment Management

Goals:

1. To develop an evidence-based enrollment management system
2. To integrate admission and enrollment targets into programmatic recruitment plans
3. To streamline the application process



Strategic Priority # 5: Student Engagement and Support

Goals:

1. To create a community in which students feel they belong, are supported, valued, and respected
2. To create support measures and structures for students at these stages: applicant, new student, current student, and alumni
3. To differentiate student support to meet the needs of graduate student populations in hybrid learning programs, online, summer on-campus, full-time, part-time, etc.



Thank you for your input and support!

