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# General Faculty Meeting: **Report From The President**

Monday, October 21, 2024

4 pm – 5 pm

315 Park Hall

# Agenda

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1. Opening Remarks
2. 2025 – 2030 Strategic Plan: Transforming Lives, Igniting Possibilities
3. Institutional Differentiation – Who Are We?
4. Questions/Comments

# 2025 – 2030 Strategic Plan: Transforming Lives, Igniting Possibilities

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- **Grounded by Vision 4040 (A More Educated Region), SUNY Pillars, and Postsecondary Value Commission Framework**
  - SUNY Oswego one of five campus selected for Strategic Planning Collaborative.
- **Process started Fall 2023**
  - Representative Steering Committee; other participation through Anchor Subcommittees.
  - Multiple town halls, requests for input from campus throughout the year.
- Draft plan shared at the town hall on September 6, 2024; revisions made.
- Held a Cabinet retreat on October 9 that focused on the Strategic Plan with the American Association of State Colleges and Universities (AASCU) facilitators.
- Minor revisions as we finalize the document.

## Strategic Plan Changes Since Cabinet Retreat

### **GROW:** Goal 1, Strategy 1

- Develop a five-year Strategic Enrollment Management Plan **guided by Vision 4040** using an equity-informed approach to identify specific enrollment goals for recruitment and retention, including persistence, completion, and graduation rates, by the end of 2024-2025.

### Goal 1, Add Strategy 3

- Further establish SUNY Oswego's enrollment reach at the Syracuse Campus and for online education (including degrees and other credentials).

### Goal 2, Strategy 2

- Grow external research funding and other external funding possibilities in targeted areas such as the SUNY Oswego Great Lakes Institute, Rice Creek Biological Field Station, and other areas of strength and expertise.

## Strategic Plan Changes Since Cabinet Retreat – Cont'd

### CONNECT: Goal 2

- Foster a sense of community pride in SUNY Oswego as a “Hometown University” with regional and global outlook and position the University as a valuable educational and cultural resource for people of all ages.

### THRIVE: Goal 3, Strategy 1

- Invest in and implement advanced technology, such as AI-powered solutions, that seamlessly integrates into campus learning systems and daily life, ensuring stakeholders experience efficient, user-friendly, and inclusive solutions.

# 2025 – 2030 Strategic Plan: Transforming Lives, Igniting Possibilities – Cont'd

## Strategic Plan: Implementation

Tracking	Confirm goals	Ensure the PVCAA is a part of Tracking the Plan
	Map strategies and actions to goals	
	Develop dashboard to track progress	
Sequencing	Prioritize goals and actions	Ensure the PVCAA is a part of Sequencing the Plan
	Sequence goals and actions	
	Scaffold goals and actions	
Powering	Integrate plan	Ensure the PVCAA is a part of Powering the Plan
	Budget plan	
	Staff plan	
Communicating	Communicate using web and other digital tools	Ensure the PVCAA is a part of Communicating the Plan
	Communicate using internal leadership networks	
	Communicate expectations around plan agility	

**Green = Done**  
**Yellow = In progress**  
**Red = To do**

## Strategic Plan - Nine Initial Institutional Priorities

1. Develop a five-year Strategic Enrollment Management Plan, guided by Vision 4040, using an equity-informed approach to identify specific enrollment goals for recruitment and retention, including persistence, completion, and graduation rates, by the end of 2024 - 2025.
2. Prepare civically active and career-ready students with necessary competencies and resilience to succeed in an ever-changing environment and find meaningful and fulfilling careers.
3. Develop the SUNY Oswego brand as a symbol of excellence, relevance, affordability, access, social mobility, personal and professional growth, socio-economic development, and global social responsibility.
4. Intentionally connect University programming and events such as arts programming, sports, etc., to the region and serve as a resource for the area through improved marketing and communication plans for year-round community-oriented programs.
5. Provide a welcoming, inclusive, and equitable climate for students, faculty, and staff that empowers them to inhabit their identities fully and authentically.

### Strategic Plan - Nine Initial Institutional Priorities – Cont'd

6. Develop a culture of well-being at SUNY Oswego through University and unit-level strategies.
7. Enhance the student experience by providing comprehensive academic and personal support tailored to ensure that all students complete their educational journey in a timely way, and inspire them to develop and reach their goals, paying particular attention to first-generation students, low-income students, and students from historically marginalized communities.
8. Provide appropriate support for faculty and staff that supports their hiring, onboarding, development, and career growth.
9. Invest in the physical and financial infrastructure to ensure SUNY Oswego has the facilities and resources that support teaching/learning, enrollment, retention, and student life while meeting our University's commitment to sustainability.

# Institutional Differentiation – Who Are We?: Branding SUNY Oswego

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## Research Recap

- Internal Perceptions
- External Perceptions

## Top Attributes

- Affordability/Value
- Welcoming Environment
- Faculty Committed To Student Success
- Excellent Career Prospects
- Lake Ontario

## Challenge

- Need To Boost Familiarity

# Branding SUNY Oswego – Cont'd

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## **Friendly & Student-Centered**

- Use student testimonials and success stories in marketing work.

## **Affordable & Lakeside Living**

- Promote financial aid options and show the beauty of the campus in all work; promote the educational options that lake access offers.

## **Career-Focused**

- Highlight career services, internships, and job placement success.

## **Name Recognition/Familiarity**

- Boost use of search engine optimization (SEO) tactics
- Broaden reach of online campaigns
- Aggressive media relations

# Branding SUNY Oswego – Cont'd

## CURRENT WORK

### Print and Digital Materials

#### Print

- Focus on the lakeside campus, community spirit, dedicated faculty, affordability, and real student success stories.

#### Campaign and Main Website

- Work to ensure new messaging is consistent across the homepage and key sections for a cohesive brand experience.

#### Social Media and Student Stories

- Feature narratives that emphasize personal growth and career-oriented experiences. Gather and share stories focusing on inclusivity and affordability.

### DISCOVER THE POSSIBILITIES

Educational exploration is a way of life at Oswego. Academics are rigorous, and learning goes way beyond sitting in a classroom – it's enhanced by new experiences, real-world research and project-based problem-solving across all disciplines.

U.S. News & World Report, 2024  
**#15 Among Public Universities**  
 "Regional Universities – North"

Money Magazine's  
**Best Colleges in America 2023**

A Princeton Review  
**Top pick for 21 years straight**

70+ MAJORS | 70+ MINORS | 40+ GRADUATE PROGRAMS

500+ Students in Internships Yearly

80+ Study Abroad Programs

SUNY Oswego helped me uncover my dream. The welcoming community embraced my flaws and my growth which enabled me to be who I am. The diverse hands-on opportunities enabled me to understand my dream is not as distant as I imagined. My dream is possible!

Kason Lee, '23 '24 BS  
 Human resource management, major in business administration (BS)

22 Average class size | 550 Faculty including ~380 full-time faculty | 14:1 Student to faculty ratio

### FACULTY COMMITTED TO YOUR SUCCESS

Our faculty go beyond teaching. They're Fulbright scholars, top-notch researchers, and award-winning artists and writers. They're not just educators, they're extraordinary mentors ready to elevate your learning experience. Offering personalized guidance and mentorship to nurture your academic, professional and personal growth. Plus, they've scored major research grants from NASA and the National Science Foundation, among others.

Electrical and computer engineering professor Adrian Ieta (left) and student researcher Jack Gallagher look at the revolutionary lens wind rotational propulsion system, which recently received a patent.

### SUCCESS BY THE LAKE

There's more to the college experience than academics. Immerse yourself in all our campus has to offer – whatever your interests, hobbies and passions – and you'll become an important part of our vibrant community. Pretty soon, Oswego will start to feel like home.

700 ACRES on the Shores of Lake Ontario

\$1 BILLION in New Facilities

175+ Clubs and Organizations

First-year students may bring a car

24 NCAA Division III Athletic Teams

22 All-American Honors

Led by Professor Scott Steger, the "Orange Chasers" returned this year with a renewed sense of purpose and passion. With hands-on experience and expert guidance, these students defined the complexion of orange, representing and celebrating.

### CAREER AND WORLD READY

We're committed to supporting your career aspirations for life. From your first day as a Laker and throughout your journey, our comprehensive career resources and unwavering support ensure that you're prepared for success. Benefit from a guaranteed alumni mentor and tap into our vast network of accomplished graduates, providing invaluable guidance and opportunities that last a lifetime.

99% of graduates EMPLOYED or CONTINUING EDUCATION

91% work in the field of their choice

94,000+ strong alumni network

Personal 1:1 career coaching meetings with students | Guaranteed alumni mentor

Carolin O'Brien (left), a former engineering business administration and economics, received the best of an experiential education for her first career choice. Through Oswego's groundbreaking Orange Chasers, earned a coveted spot in LinkedIn's 2024, a prestigious national recognition program, elevating the success of students to career entrepreneurs.

### Take The Next Steps!

STEP ONE: Check our list of more than 140 majors, minors and programs online.

STEP TWO: Learn more about tuition and aid.

STEP THREE: Plan a visit!

STEP FOUR: Ready to apply?

STEP FIVE: Mark these dates:

FIRST-YEAR STUDENTS

- Early Action Deadline: November 15
- Priority Scholarship Consideration: January 15

TRANSFER STUDENTS

- International Application: June
- Spring: December 15
- Fall: March 1

## TRAVEL PIECE INSIDE SPREAD

Revised headlines and showcased key stories

### FAST FACTS

#15 Among Public Universities

APPLICABILITY FOR ALL: 99% of graduates secure a job

EXPANDED ACCESS: 70+ majors, minors, and graduate programs

70+ MAJORS | 70+ MINORS | 40+ GRADUATE PROGRAMS

500+ Students in Internships Yearly

80+ Study Abroad Programs

### MAJOR CHOICES

Now is the time to explore. Our 4 schools offer more than 140 majors, minors and concentrations for your professional and personal aspirations.

COLLEGE OF LIBERAL ARTS AND SCIENCES

SCHOOL OF BUSINESS

SCHOOL OF EDUCATION

SCHOOL OF COMMUNICATION

SCHOOL OF ENGINEERING

### YOUR STORY STARTS HERE

IT ALL STARTS NOW

Step one has been set where your story will take you, or which path to choose. But one thing is certain – it all starts now. Finding your purpose in the first step. Finding the path to a bright future. At SUNY Oswego, your future starts here to reach that path alone. Upon entering at our beautiful campus, you'll discover a diverse, vibrant, and inclusively built community where our dedicated faculty and staff stand ready to support you.

# Branding SUNY Oswego – Cont'd

## CURRENT WORK Campaign Website

OSWEGO STATE UNIVERSITY OF NEW YORK

EXPLORE TUITION & AID VISIT TRANSFER APPLY

# YOUR STORY STARTS HERE

It all starts at SUNY Oswego: discover the possibilities with our extensive program selection, thrive in a vibrant campus community, and excel with dedicated faculty committed to your growth. With personalized mentorship and support at an affordable cost, achieve success by the lake and become career and world-ready.

APPLY NOW

### WHY SUNY OSWEGO?

- DISCOVER THE POSSIBILITIES**  
 Our extensive educational selection and community fosters growth, breaks down barriers and empowers impact and innovation.
- FACULTY COMMITTED TO YOUR SUCCESS**  
 Our dedicated faculty offer personalized mentorship and an immersive, practical education to help you excel.
- CAREER AND WORLD READY**  
 We offer career resources and support for life. Supported by a guaranteed alumni mentor and wide-reaching 94,000+ strong alumni network.
- AFFORDABILITY FOR ALL**  
 Unlock the power of education. Oswego empowers students to pursue their dreams and achieve academic excellence with less debt.
- SUCCESS BY THE LAKE**  
 Our lakeside campus offers a serene environment for learning and living, with soothing waves and breathtaking sunsets. It's truly a unique experience.
- VIBRANT CAMPUS COMMUNITY**  
 You'll have the opportunity to learn from and engage with people from different backgrounds and cultures.

ACADEMICS

PERSONALIZED GUIDANCE

### FACULTY COMMITTED TO YOUR SUCCESS

Dive into hands-on experiences with internships, pioneering research, and global study programs. Explore entrepreneurship, ignite your creativity, and learn from distinguished experts. Our personalized mentorship ensures you're not just prepared for your career but equipped to lead and innovate.

- INTERNSHIPS AND CO-OPS
- ENTREPRENEURSHIP OPPORTUNITIES
- GLOBAL EXPERIENCES
- LEARN FROM EXPERTS
- IGNITE YOUR CREATIVE POTENTIAL
- RESEARCH

# Branding SUNY Oswego – Cont'd

## CURRENT WORK Top Social Reels 2023-2024



Maurice Williams  
The place for me  
**197K Views**



Jolie Santiago  
I met my best friends here  
**375K Views**



Margaret Romano  
Why I chose Oswego  
**282K Views**

# Branding SUNY Oswego – Cont'd

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## Why a Full Rebrand?

### KEY POINTS

- Develop new, consistent ways to promote our attributes in ways that resonates with prospective students, their families, and other audiences.
- Determine what makes us distinguishable from competitors and leverage those to advance our mission and strategic priorities.
- Find out what messages connect with the people we want to reach.
- Create a consistent look that stands for who we are.

# Branding SUNY Oswego – Cont'd

## EXAMPLES OF OSWEGO ID MARKS



# Branding SUNY Oswego – Cont'd

## EXAMPLES OF OSWEGO ID MARKS



# Branding SUNY Oswego – Cont'd

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## Rebranding SUNY Oswego

### Objective

- Establish SUNY Oswego as a Hometown University with a regional and global outlook and as a symbol of excellence in education, social mobility, personal and professional growth, socio-economic development, and global social responsibility.

### Overview

- A comprehensive 3-year rebranding plan with an estimated budget of \$300,000 per year.

### Key steps

- Brand Foundation (Year 1), Implementation and Rollout (Year 2), Merch, Events, and Signage (Year 3).

# Branding SUNY Oswego – Cont'd

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## **Step 1 – Brand Foundation (Year 1 – Est. \$300K)**

- Stakeholder engagement, brand audit, creative concepting and testing, content strategy, tagline, visual and brand guidelines.

## **Step 2 – Implementation and Rollout (Year 2 – Est. \$300K)**

- Logo, website redesign and development, redesign marketing collateral, revamp social media and digital presence, as well as publications.

## **Step 3 – Merchandise, signage, event branding, integrate all technology Platforms (Year 3 – Est. \$300K)**

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# Questions / Comments?