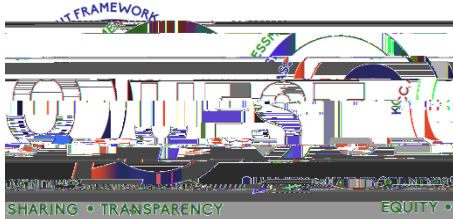


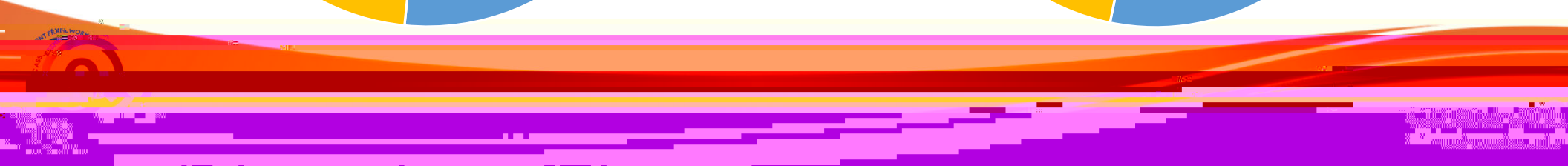
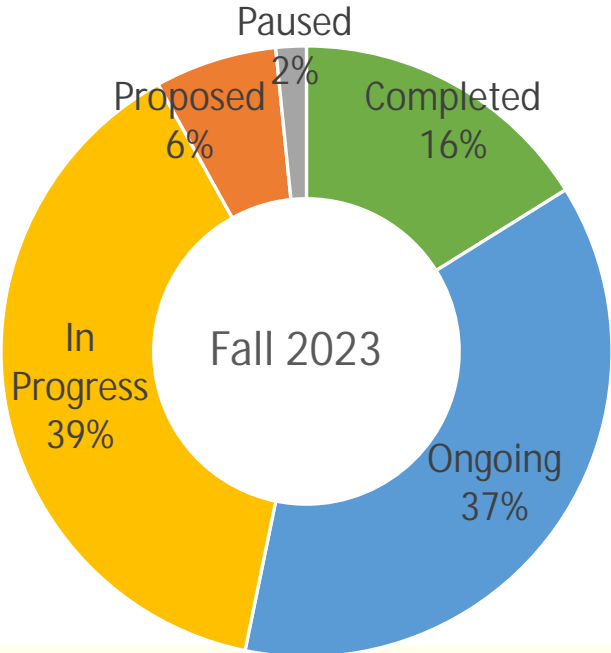
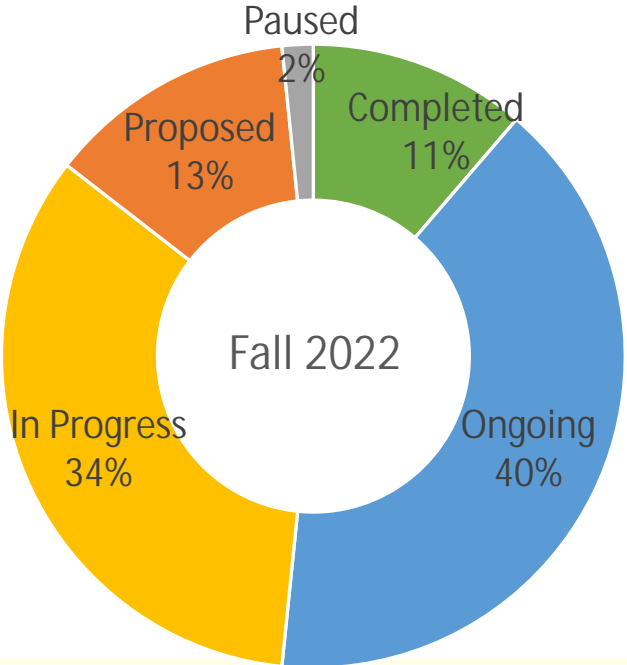
Strategic Plan Updates

College Council

10/2/2023



Overall Progress



Completed Initiatives

SS6.1 Identify and utilize the communication platforms



Initiatives'

Student Success: Create robust onboarding procedures and continuing student experiences

- Increased Recruitment in LatinX community
- Revamped the Admitted Student Communication Plan for incoming students to maintain engagement until they become Registration Ready
- Held events for admitted students
 - Admitted Student's Day event on April 29th
 - Admitted Student Information Sessions
 - First International Student Orientation held since COVID

SS: Provide students with clear academic and career pathways

- **Online Programs:**

- New fully online programs approved: Speech Communication AS, Health Science AS, and Mental Health and Human Services AS.

- **Transfer Initiatives:**

- Six New articulation agreements with Brooklyn College
- Transfer Interest Survey
- Training on Transfer Explorer



SS: Provide accurate, consistent, responsive, and high quality advisement

Advisement

- Piloted case load management system and received PD on implementing system
- Launched targeted communication campaign with subsets of students

Starfish

- Expanded use of referrals
- Hiring of technology manager to help manage and use data

SS: Provide support services that address barriers to success and relieve student stressors

- **Student Wellness Services:**
 - Provided 1,348 counseling appointments and 1,523 walk ins
 - Reached 3,919 students, faculty, and staff
- **Access Resource Center**
 - Received \$15,468 from DSS/HRA Community Food Connection; \$22,500 in gift cards from Petrie and

SS: Provide support services that address barriers to success and relieve student stressors

SS: 'Maintain a culture of service and respect

- Implemented

Operational Excellence: Maintain facilities that are safe and conducive to learning

- Landscape Beautification
- SU&IC
- Updates to **campus safety**:
 - Conducted Risk Assessment of CCTV's: 17 new, 5 replacement, and 5 repurposed cameras
 - New Roving Motor Patrol vehicle to increase patrolling capacity

OE: 'Support excellence in business processes' that are functional and adaptable

A Small Sample of New Tools:

- Financial Aid has new online system
- Use of Events, Interview, and Trips Hobsons/Connect component to create more efficient tracking system for recruitment and enrollment events
- Anthology adopted for managing and reporting out assessment activities
- Faculty Affairs had major push to digitize full time faculty files.

Communications & Collegiality: Reinforce collegiality, civility, and faculty and staff satisfaction

- MANY events held:
 - 13 Sense of Belonging Grants awarded, serving over 100 students
 - Campus Climate Grant
 - Wave Day
 - 9 Student Town Halls
 - HURFS workshops and events
- Faculty & Staff Satisfaction Survey conducted again
- Community Standards are posted around campus
- Reminders about the Henderson Rules

C&C: Internal and External communication

- The website!
- Student profiles on the website to highlight our fantastic students
- Regular emails from M+C on events, students, faculty, staff, and alumni
- Use of AdRoll to track effectiveness of ad purchases
- Launched new 30 second You Belong Here add on Hulu and YouTube
- HR template to provide personnel updates
- Bulletin boards and screens in use across campus

WDSP: Coordinate internship and job placement efforts between departments and offices on campus

- Career Wave (Handshake) launched
- CUNY announced Career Fellows program to create faculty experts who can assist students with career opportunities.
- Three advisory boards: Tourism & Hospitality, Technology, and Offshore Wind Technology
- Two job fairs held, one per semester

WDSP: 'Enhance student success by'

Workforce Development & Strategic Partnerships:

Strengthen relationships with government, industry, and employers

Upskilling: Began offering programs in: Diesel Technician, Automotive Service Technician, Electrical Technician, Plumbing Professional, and HVAC Technician

External Partnerships: BoA, TD Bank, JP Morgan Chase, NYC REACH, Bureau of Equitable Health Systems from NYC DOHMH, NYC Department of Design &

Governance and Planning: Ensure that governance provides equitable representation, regular reporting, and shared agreement

- GRACs efforts last year were made to increase representation and provide feedback on improving governance
- Regular updates from divisions to College community continue

