



February 20, 2017

To: The Faculty and Staff
From: Barry Pearson, Provost

Dear Colleagues:

This year we had an opportunity to sort through and evaluate our 2010–2015 strategic plan. The evaluation was completed in the fall and is available on the Assessment Collaborate space at <https://collaborate.purchase.edu/assessment/SitePages/Home.aspx>.

Review of the plan offered two important conclusions:

1. The evaluation of the 2010–2015 Strategic Plan was hampered by the lack of an accompanying infrastructure that aligned directions, values, goals, and objectives and that provided a mechanism for determining how success would be defined and progress measured. This is necessary for formative and future-oriented evaluation and for midterm corrections as needed.
2. The importance of establishing a culture of assessment within the college cannot be overstated. Every individual must be cognizant of his or her role in supporting curricular and strategic initiatives and of the responsibility for measuring and documenting progress.

These conclusions will be central in developing the new plan and designing processes that allow for and build in ongoing assessment and adjustment. Crucial to any plan is identifying the success that's necessary and that we can measure.

It's also important that we agree on what we mean by "strategic." Most of us, I think, would say that a strategic plan identifies long-term goals and the means to achieve them. While some goals are necessary and important, not all goals carry with them the same strategic impact. Any strategic endeavor requires focus and careful consideration of both time and money.

It will be crucial, then, that the new plan align outcomes with the tactics that enable success. We should be able to identify milestones that trigger forward momentum on the plan's goals. We should also expect to remain committed to centers of strategic activity (e.g., strategic enrollment, student success, senior learning, etc.) that make adaption and flexibility possible as circumstances shift. In short, plans change. They have to.

There are several broad challenges we should consider as we bring a new plan to life. Here are some ideas that might serve as starting points for discussion.

- To serve our students, we cannot increase cost of attendance.
- To maintain our mission as a public college, we will have to continually adapt and innovate.
- To serve the lifelong needs of students, we should ask them, both as students and graduates, to contribute to the betterment of the world.
- To stand as an open and inclusive public institution, we will need to sharpen our distinctiveness.

None of these can be addressed without first understanding that, while areas of the college will continue to address themselves to their own constituencies, our distinctiveness as a college is the horizon we should look toward.

Save the Dates – Spring 2017 Campus Forums #2 and 3!

Thurs., March 2, 3–5 p.m., in the Buffer

Topic: Current and Future Advancement at Purchase

Presenter: Catherine Brod, Vice President for Institutional Advancement

Wed., April 5, 3–5 p.m., in the Buffer

Topic: Strengthening Our Student Success Network

Presenter: Patricia Bice, Dean of Student Success

Purchase College Faculty Awards

Reminder! Application/nomination deadlines are approaching for the following Purchase College faculty awards:

[Spring 2017 Faculty Support Awards](#): **March 1**

[Spring 2017 Part-Time Teaching Support Awards](#): **March 15**

[2017–19 Fishbein Junior Faculty Research Award in the Liberal Arts](#): **March 31**

Upcoming Library Events

Don't Take the Clickbait: Practical Ways to Recognize and Fight Fake News

Fri., February 24, 12:30–2 p.m.

Library, Room 1004D

Purveyors of fake news and “alternative facts” are in the business of disempowering you. At this teach-in, part of the campus-wide Days of Action and Dialog series of events, librarians and journalism professors will give you the skills to identify and combat fake news and take your power back.

13th: Film Screening and Discussion

Wed., March 1, 4:30 p.m.

Multicultural Center, located in Fort Awesome

Come watch Ava DuVernay's award-winning documentary [13th](#), one of the most widely-acclaimed films of 2016. This film explores the history of racial inequality in the U.S., particularly as it pertains to the prison-industrial complex and the disproportional incarceration of African Americans. Following the film, there will be a discussion led by Purchase College faculty from the literature, cinema studies, history, and political science programs.

Art+Feminism Wikipedia Edit-a-thon

Sat., March 11, 11 a.m.–4 p.m.

Library, Room 1004C and D

Wikipedia's gender trouble is well documented. In a 2011 survey, the [Wikimedia Foundation](#) found that less than 10 percent of its contributors identify as women. While the reasons for the gender gap are up for debate, the practical effect of this disparity is not. Content is skewed by the lack of women's participation, which represents an alarming absence in an increasingly important repository of shared knowledge.

Let's change that! Join us at the Library (Computer Labs 1004C & D) on Saturday, March 11, anytime between 11 a.m. and 4 p.m. for an all-day communal updating of Wikipedia entries on subjects related to art and feminism. We will provide tutorials for the beginner Wikipedian, reference materials, and free refreshments. Computers

(PC) will be available. Feel free to bring your own laptop, power cord, and ideas for entries that need updating or creation. For the editing-averse, we urge you to stop by to show your support. **This is an inclusive event. Everyone is welcome and encouraged to attend and participate!**

Spotlight on the Neuberger

[Leandro Erlich: Port of Reflections](#) is currently on view through July 30, 2017. This is a monumental installation by Leandro Erlich, a noted Argentine conceptual artist and recipient of the 2017 Roy R. Neuberger Exhibition Prize. Filling the museum's expansive Theater Gallery, the artist's fantastic nighttime "harbor"—with its boardwalk, rails, and dark "water"—includes several colorful rowboats that appear to float and gently rock as their reflections shimmer in the waters beneath.



Detail from Leandro Erlich; Puerto de Memorias (Port of Memories), 2016; Mixed media installation; Dimensions variable; MUNTREF Museo de la Universidad Nacional de Tres de Febrero, Buenos Aires; © Photo: Álvaro Figueroa

The Ghostlight Project

In January, the Conservatory of Theatre Arts and the Performing Arts Center kicked off a three-year residency with [Pig Iron Theatre Company](#) from Philadelphia. As part of an effort to give students the opportunity to work with professional companies, Pig Iron was invited to workshop a new symphonic theatre work on climate change with Purchase students. The January workshop included 30 students from the Conservatories of Music, Dance, and Theatre Arts, who came back to campus a week early to participate. The work in subsequent weeks will include students from the School of Art+Design, making this a truly multidisciplinary collaboration. The piece, *A Period of Animate Existence*, will premiere at the [2017 Fringe Festival](#) in Philadelphia in September and will

Neuberger Museum of Art at SPACE | 42:

– [Deborah Kass: Day After Day](#) (through May 28)

Richard and Dolly Maass Gallery:

– **Punching Up** (Feb. 22–Mar. 24), **opening reception: Wed., Feb. 22**, 6 p.m.

*With an evening of stand-up comedy: **Wed., Feb. 22**, 7:30 p.m.*

[Days of Action and Dialogue](#)

Mon., Feb. 20–Sat., Feb. 25

A weeklong series of events that have been organized by the Purchase community. Events include lectures, workshops, screenings, performances, teach-ins, conversations, presentations, community actions, and more.

Visit the DAD website for the full schedule of awesome activities!

[Visiting Artist Lecture Series: Sondra Perry](#)

Tues., Feb. 21, 4:30 p.m.

Visual Arts Building, Room 1016

[Wedding Doll: Screening and Discussion with Director Nitzan Gilady](#)

Tues., Feb. 21, 5 p.m.

Humanities Building, Room 1032

UUP General Membership Meeting

Special guest: Fred Kowal, UUP President

Wed., Feb. 22, 12:30 p.m.

Social Sciences Building, Room 1001

[Visiting Artist Lecture Series: Paula Hayes](#)

Wed., Feb. 22, 4 p.m.

Visual Arts Building, Room 1016

[Wayne te Brake – Making Religious Peace: A Historical Perspective](#)

Burt Sachs Memorial Lecture

Wed., Feb. 22, 4:30 p.m.

Student Services Building, Red Room

[Soul Voices: Black History Month Celebration](#)

Wed., Feb. 22, 7 p.m.

Music Building, Recital Hall

[Purchase Symphony Orchestra](#)

Fri., Feb. 24, 7 p.m.

Music Building, Recital Hall

[Jazz at the Center: Ann Hampton Callaway](#)

Sat., Feb. 25, 8 p.m.

Performing Arts Center

[Matt Haimovitz](#)

Sun., Feb. 26, 3 p.m.

Performing Arts Center

Year One: A Lecture by Susan Buck-Morss

Presented by the Philosophy Society

Mon., Feb. 27, 4:30 p.m.

Student Services Building, Red Room

Brandon Kreidler: Reading and Q&A

Poetry Society of America Chapbook Fellows Series

Wed., Mar. 1, 6 p.m.

Humanities Building, Room 2059

[New Media Lecture Series: Morehshin Allahyari](#)

Wed., Mar. 1, 6:30 p.m.

Neuberger Museum Study

Spring Campus Forum #2:

Current and Future Advancement at Purchase

Catherine Brod, Vice President for Institutional Advancement

Thurs., Mar. 2, 3 p.m.

Admissions/Admin. Building, Buffer

[An Evening with Claudia Rankine](#)

Durst Distinguished Lecture Series

Including the special event, A Racial Imaginary Institute “Pop Up”

Thurs., Mar. 2, 4:30 p.m.

Humanities Theatre

[Purchase Repertory Theatre: A Winter’s Tale](#)

Fri., Mar. 3, 7:30 p.m.

Sat., Mar. 4, 1:30 & 7:30 p.m.

Wed.–Fri., Mar. 8–10, 7:30 p.m.

Sat., Mar. 11, 1:30 & 7:30 p.m.

Performing Arts Center

[Decoda](#)

Sun., Mar. 5, 3 p.m.

Performing Arts Center

[A Reading and Conversation with George Saunders](#)

Durst Distinguished Lecture Series

Thurs., Mar. 9, 4:30 p.m.

Humanities Theatre

[Sleepy Hollow Jazz Festival](#)

Fri., Mar. 10, 8 p.m.

Performing Arts Center

[Daniel Tiger’s Neighborhood](#)

Sun., Mar. 12, 2 p.m.

Performing Arts Center

[Danu](#)

Sat., Mar. 18, 8 p.m.
Performing Arts Center

[Ignacio Berroa](#)

Sun., Mar. 19, 8 p.m.
Performing Arts Center

**Breaking the Glass Ceiling, and Human Rights in Sub-Saharan Africa:
The Challenge of Women's Rights**

Adotei Akwei, Amnesty International
Mary Edwards Memorial Lecture

Mon., Mar. 20, 4:30 p.m.
Student Services Building, Red Room

[Visiting Artist Lecture Series: Divya Mehra](#)

Tues., Mar. 21, 4:30 p.m.
Visual Arts Building, Room 1016

[Sleep: The Pattern of Life—June Pilcher, PhD](#)

Natural and Social Sciences Lecture Series

Tues., Mar. 21, 7 p.m.
Natural Sciences Building, Room 1001

[A Reading and Conversation with Rachel Kushner](#)

Durst Distinguished Lecture Series

Thurs., Mar. 22, 4:30 p.m.
Humanities Theatre

[New Media Lecture Series: Fred Wilson](#)

Held in conjunction with the exhibition of his work

Wed., Mar. 22, 6:30 p.m.
Neuberger Museum Study

[Purchase Opera: Coronation of Poppea](#)

Thurs.–Sat., Mar. 23–25, 7 p.m.
Sun., Mar. 26, 1 p.m.
Performing Arts Center

[Shen Wei Dance Arts](#)

Sat., Mar. 25, 8 p.m.
Performing Arts Center

[Absolute Brightness](#)

Su., Mar. 26, 8 p.m.
Performing Arts Center