



April 2024

Plan Wide Open Updates

As we approach the end of the third and final phase of Plan Wide Open (PWO), I would like to express my gratitude to the faculty working throughout this academic year to develop new programs or revamp existing ones to facilitate enrollment recovery. To stay competitive, every educational institution needs to evaluate its current array of degree offerings to ensure that they align with the market's needs. Therefore, recovering enrollment is about promoting our legacy programs and meeting the market's demand for different programs and the modality in which we deliver them.

Even though some programs may seem like a great fit for Purchase College, it will be imperative to conduct a financial analysis that balances the revenue from expected enrollment against the resource expenses that will be needed to sustain the program. A number of PWO programmatic initiatives will soon be making their way through the shared governance process by the end of this semester with more to follow.

New Degree Completion Program, General Studies

Purchase College is pleased to announce the official launch of our [General Studies](#) degree completion program. The program enables external and internal transfer students who have completed 60 credits to apply accumulated credits towards a Bachelor of Arts while exploring diverse interests across fields of study. General Studies is broadly organized across four main concentration areas, with individualized focus on student-identified fields of interest.

Undergraduate Enrollment Dashboard

As part of our efforts to pursue enrollment recovery and address related budget challenges, Academic Affairs has been assembling enrollment data relative to our academic program mix. These data, derived primarily from existing Institutional Research and Admissions reports, populate a sortable [Undergraduate Enrollment Dashboard](#) that spotlights three areas of focus: major enrollment trends from fall 2018 through fall 2023, out-of-state enrollment, and admissions data (including the “yield” percentage of students we accept vs. student who

deposit) from the 2022-2023 admissions cycle. Default sorting of the dashboard is by number of majors recorded by Institutional Research at the September 2023 fall Census date. This dashboard should be considered a work in progress and is intended to highlight broad trends. Nevertheless, these trends do suggest the significance and severity of our current situation. A few immediate items of note:

- Of the 45 programs listed in the main part of the spreadsheet (not counting 'Undeclared' as a separate major), 37 have experienced an enrollment decline since 2018.
- In about half of our programs, this enrollment decline has been 20% or greater.
- The admissions yield percentages for our undergraduate programs vary, but for almost half of them, our yield is under 15%. In other words, fewer than 15% of the students we accept into these programs choose to attend Purchase.

Again, this data should not be considered complete by any means, but they provide a useful snapshot of the current situation. For further information as to what the various columns represent, please see the explanatory [Notes](#) contained on a separate tab of the Excel document, and also included as a separate document in the linked folder.

Senior Projects

Faculty are reminded that advising 4-6 senior projects is equivalent to a course. If a faculty doesn't have at least four senior projects to advise, they should teach another class. They will be compensated via extra service for advising up to three students.

[Senior Project Assessment Department Chair forms](#) have been updated to include a revised Question #8, which focuses on career readiness. Consult with your School/Conservatory Director if your deadline to submit forms to your Director is the end of Spring 24 semester or October 1, 2024.

Instructional Design Certificate Program

The SUNY Office of Professional Development is offering a certificate in instructional design. This certificate is ideal for librarians, faculty, or anyone who creates instruction for students. Limited scholarships will be available from the Office of the Provost.

To view more information and to register, please visit the [Instructional Design Certificate Program Website](#). **Questions?** Please reach out to CPDInfo@suny.edu

Faculty Award Recipients

As we enter our spring round of faculty awards, I would like to thank the PSAC for their continued work in reviewing our faculty awards application submissions. I am grateful and respectful of their recommendations.

Please join me in congratulating the following faculty in our **Spring 2024 Faculty Named Award Recipients**:

Doris and Carl Kempner Senior Research Award and Distinguished Professor 2024-2026

Brooke Singer, Professor of Media Studies

Juanita and Joseph Leff Senior Research Award and Distinguished Professor 2024-2025

Mehdi Okasi, Associate Professor

Emily and Eugene Grant Faculty Support Award

Stephanie Tooman, Associate Professor of Dance

Topol Award

Elliott Abrams, Associate Professor of Biology

Kerry Manzo, Visiting Assistant Professor of Literature

Lorraine Plourde, Associate Professor of Media Studies and Anthropology