

Student Affairs & Enrollment Management

Strategic Plan 2024 – 2027

This strategic plan is a living document that may be modified to assist Student Affairs and Enrollment Management meet evolving needs. It serves as a guide for strategic initiatives for the SAEM individual areas as well as the division. Each area and staff members should be able to see how their work feeds into and supports the initiatives in this plan. The priorities and guiding principles within the plan should also serve as a guide to the work areas do in support and in collaboration with all areas of the college.

Mission

To engage our students with an environment that cultivates academic success, wellness, and personal and professional growth from initial awareness of Purchase College, through the campus experience, to graduation and beyond. We will provide these experiences in a diverse, creative, and inclusive community that lives the concept of “Think Wide Open.”

Vision

“Think Wide Open” is more than a motto or tagline. It is the way we will live, learn, and grow together to build mindfulness, purpose, understanding, and involvement. We will use our unique experiences to create knowledge, ideas, and perspectives to solve problems and make a difference. By our intentions, our actions, and our example, we will help our students learn how to think creatively and critically, work collaboratively for the common good, live mindfully, and build rewarding and healthy lives.

Guiding Principles

As educators, our first and overriding goal must be to support the academic success of our students. It is the foundation for success in college, and for success in life. We believe that the five goals we outline below are critical to ensuring that success:

- **Engagement (Involvement):** Foster student success by encouraging students to be active agents, rather than as passive spectators, in the learning process.
- **Resources:** Ensure that our students make full use of the people, programs, facilities, opportunities, and experiences that the College provides.
- **Collaboration:** Encourage and support meaningful interactions and discovery among students and faculty, advisors, mentors, and peers.
- **Self-Reflection and Self-Awareness:** Build a habit of self-assessment, self-monitoring, processing of feedback, and reflection that leads to intentionality.
- **Community:** Attract, engage, enroll, and empower a community of diverse, talented, and committed individuals who will persist and thrive on campus, and in a mix and number that will support and sustain it.

Our Values

- **Awareness.** We will commit to continually reflecting upon and systematically assessing our progress toward achieving these goals, becoming more effective in our work and in our lives as a process of continual improvement.
- **Collaboration.** Creating an ensemble is not limited to the stage—working together to solve problems, discover answers, and forge new paths is at the core of our academic approach.
- **Community.** Community is at the heart of everything we do. We actively encourage all students, faculty and staff to continuously engage and support the creative process and each other. As professionals, we will create an environment conducive to learning, engagement and personal growth.
- **Creativity.** Whether in the sciences, the arts, or the humanities, approaching material in novel and innovative ways takes the ability to shed light from new and unusual angles.
- **Curiosity.** If we possess an open and inquisitive attitude toward the world around us, we can promote observation, engagement, experience, and creative insights. This is the essence of “Think Wide Open.”
- **Empathy.** We will work to understand what others are feeling and experiencing from their personal frame of reference and use that understanding to act with compassion, regardless of circumstance.
- **Growth.** We are committed to creating a model of personal, professional, and intellectual exploration for both ourselves and our students, providing an example of the benefits of living “Wide Open.”
- **Inclusion.** Our collective experience is enriched and flourishes when it includes and embraces diverse individuals, groups, and perspectives.
- **Interdisciplinary.** The inherent beauty the performing and visual arts, the sciences, and the humanities colliding on a single campus is the amazing output when students cross traditional boundaries and connect disparate dots
- **Integrity.** We will bring the highest ethical and professional standards to our interactions and decisions, resulting in a positive impact to our relationships and to our community.
- **Passion.** Academic success is far easier to achieve when asking probing questions and exploring subjects in depth is fueled by an intense desire to learn more.
- **Service.** We will encourage and achieve real objectives in the community. We believe that effective participation builds personal and intellectual growth, enhances understanding, and leads to effective results.
- **Wellness.** Encompassing a proactive and mindful approach to lifestyle, physical and mental health, and spiritual happiness, wellness is the foundation of learning and of living a fulfilled life.

Goal 1: Establish a Framework of Intentional Recruitment, Retention, Curricular Learning and Support Services and Activities

SAEM provides opportunities for purposeful and intentional programs and services starting with recruitment through graduation mapped to learning outcomes aimed at enhancing our community and student success.

Objective 1.1: *Raise profile of Liberal Arts and Sciences within Westchester County, NYC and tri-state area.*

Objective 1.2: *Leverage LISTO grant and Broadview scholarship funds to recruit, enroll and support students particularly from Hispanic and underserved populations.*

Objective 1.3: *Identify and expand partnerships with local high schools, community colleges, and community-based organizations to develop more meaningful articulations, support services and recruitment opportunities.*

Objective 1.4: *Create a compelling New York City experience (Purchase in the City) and other programming that engages students while enhancing self-sufficiency and learning and e=helps build community on campus*

Objective 1.5: *Implement strategic marketing plan to support prospective and current students*

Objective 1.6: *Increase engagement with Alumni to support student development.*

Objective 1.7: *Provide effective onboarding to all incoming students including transfer, graduate, international students, ACE, MAP and EOP.*

Goal 2: Assist Students in Overcoming Barriers to Success

SAEM provides intentional and accessible programs, resources, and services to help students overcome obstacles to success. These efforts include expanding awareness of support services, fostering academic and social engagement, addressing basic needs, and improving communications with parents, while also promoting peer mentoring and tailored support for underserved populations.

Objective 2.1: *Increase awareness of campus and community support services, programs and recourses.*

Objective 2.2: *Build programming to support academic and social engagement throughout the college years with particular attention to undeclared students who do not have faculty advisors.*

Objective 2.3: *Continue to build a Basic Needs program to assist students not only food but other basic needs such as toiletries, bedding, etc.*

Objective 2.4: *Foster programs to provide more individualized/targeted support for underprepared or underserved populations.*

Objective 2.5: *Improve family communications and promote appropriate ways to support their student.*

Objective 2.6: *Continue to develop peer mentoring opportunities and training.*

Objective 2.7: *Engage the first-generation student population and their families to ensure that they have the information and resources needed to make informed decisions about their education and finances.*

Goal 3: Advance Student World Readiness

SAEM engages students in programs and experiences that promote civic discourse, sustainability, career exploration, and an understanding of global citizenship. These initiatives aim to inspire students to reflect on their responsibilities as members of diverse communities and to prepare for meaningful contributions to society and the workforce.

Objective 3.1: *Promote civic discourse and the productive exchange of different viewpoints through programming, events and collaborations.*

Objective 3.2: *Educate students about community standards, their role and responsibilities as local and global citizens.*

Objective 3.3: *Advance student understanding of sustainability through education and experiential learning opportunities.*

Objective 3.4: *Engage students in career exploration to help them identify interests, passions, abilities and values with career paths.*

Goal 4: Foster Student Diversity, Equity, Inclusion, and Belonging (DEIB)

SAEM creates a culture of inclusivity through programs, spaces, and initiatives designed to foster belonging and equity for all students. By identifying and addressing equity gaps, revising programs, and empowering students with advocacy and activism tools, SAEM ensures a welcoming environment that celebrates and supports the diverse identities within the campus community.

Objective 4.1: *Establish the Multicultural Center (MCC) as the campus epicenter of inclusivity and diversity. The MCC shall serve as the venue to facilitate educational diversity and inclusivity programs, dialogues and meetings to foster and encourage cohesion and synergy.*

Objective 4.2: *Identify equity gaps in student access to college and success, and work to close these gaps through programs, resources and services.*

Objective 4.3: *Revise programs to support inclusion and belonging (i.e. orientation, summer programs, MCC, CREAR etc).*

Objective 4.4: *Continue to develop peer mentoring opportunities and training.*

Objective 4.5: *Continue to develop programming for students, especially marginalized and underserved, on advocacy and activism to foster positive change in collaboration with the MCC, Academic Affairs and the PSGA.*

Objective 4.6: *Promote opportunities for students to connect with students in different majors and programs around meaningful issues particularly in small groups and round table discussions.*

Goal 5: Focus on campus environment of community well-being

SAEM prioritizes the holistic well-being of students and staff through intentional design and programming in campus spaces. Initiatives focus on promoting physical, psychological, and emotional health while creating substance-free spaces and offering resources for basic needs, wellness, and emergency support to foster an environment where students thrive.

Objective 5.1: *Work with facilities on improvements to housing and community spaces such as the Commuter Lounge and the mezzanine level of DHall*

Objective 5.2: *Continue to address basic needs support for students, including food, basic needs and emergency financial support*

Objective 5.3: *Continue to address substance-free spaces and collaborative programming on campus to promote health and wellness*

Objective 5.4: *Design locations, spaces and programs to provide opportunity for student psychological and emotional well-being, physical health, social and intellectual, and spiritual development.*

Objective 5.5: *Support the wellness of the entire campus community including students and staff members.*

Goal 6: Enhance Operational Excellence to Support Student Success

SAEM fosters a culture of continuous improvement by streamlining processes, adopting innovative technology, and offering staff professional development. These efforts aim to provide exceptional customer service, ensure uniformity and equity in policies, strengthen communication with prospective and current students, and celebrate the collective contributions of the team to support student success and their path to graduation.

Objective 6.1: *Support SAEM areas in developing area plans including learning outcomes and assessment plans.*

Objective 6.2: *Capitalize on new technology in areas and between areas of SAEM and the campus.*

Objective 6.3: *Review, assess and revise campus recruitment and retention policies and procedures to ensure that they are uniform, fair and equitable.*

Objective 6.4: *Evaluate infrastructure and technology to communicate and support prospective and current students, including the need for remote work and virtual student cocurricular learning.*

Objective 6.5: *Offer staff development opportunities to enhance skills and knowledge especially around student learning, experiential/service learning, health and well-being, and DEI.*

Objective 6.6: *Champion and value the interconnectedness of every staff member, recognizing and celebrating their individual and collective contributions to advancing the mission and success of SAEM and Purchase College.*