



STUDENT AFFAIRS and ENROLLMENT MANAGEMENT

2016-2020



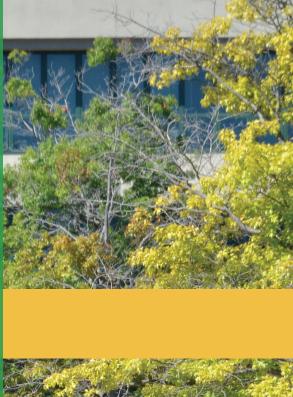


INSTITUTIONAL PROFILE

State University of New York at Oswego is a comprehensive college and one of the 13 university colleges in the 64-campus SUNY system, offering more than 110 major, minor and graduate programs. SUNY Oswego enrolls about 8,000 students, including over 7,000 full-time undergraduate students, 4,400 of whom reside on campus in 13 residence halls.

In Fall 2015, more than 1,500 first-year students enrolled, with a mean high school grade average of 90 and average SAT of 1110 (math/verbal), and about 700 transfer students enrolled with an average GPA of 3.0. Overall, SUNY Oswego annually provides nearly \$6 million in merit-based scholarships and more than \$80 million in need-based grants, loans and work-study awards to support undergraduate student success. Academic programs are offered through the College of Liberal Arts and Sciences; School of Education; School of Business; School of Communication, Media and the Arts; and the Divisions of Extended Learning and Graduate Studies.

Located along the shores of Lake Ontario, the campus stretches for nearly 700 acres and includes 58 buildings.





STRATEGIC PLAN



It is with great pleasure that I present the 2016 - 2020 Strategic Plan for the Division of Student Affairs and Enrollment Management. Our strategic plan is the result of a yearlong collaboration of division staff coming together to define who we are, what we do, and how we contribute to the success of our students. Our plan is aligned with the institutional strategic plan, *Tomorrow: Greater Impact and Success*.

This plan will guide our efforts, programs, and activities as we seek to afford experiences that heighten student awareness; enhance student opportunities for success inside and outside of the classroom; and position students to be contributing members of a global community. We are looking forward to the next four years as we commit to doing our part to achieve "greater impact and success."

Jerald Jones Woolfolk, PhD, CFRM Vice President for Student Affairs and Enrollment Management

ABOUT STUDENT AFFAIRS and ENROLLMENT MANAGEMENT

The Division of Student Affairs and Enrollment Management is a learner-centered division where our primary goal is student success. We recruit and enroll students who will be successful here and help them learn about all the opportunities that exist on campus. We support the growth and development of our students inside and outside of the classroom by providing programs, services and opportunities that actively engage students in our campus community.

We are committed to our students and to the student experience at Oswego. We seek out opportunities to hear the voice of our students and to serve as role models and advocates. We believe in a holistic approach to student success and strive to create an environment where all students will flourish.



Student Affairs and Enrollment Management Strategic Planning:

We maintain an ongoing commitment to strategic planning and assessment. Several members of the Division of Student Affairs and Enrollment Management participated in the College's strategic planning process in 2013-2014 that culminated with the campus strategic plan, *Tomorrow: Greater Impact and Success.* Committed to supporting that plan, the division embarked on a strategic planning process in 2015 and developed our mission, vision, values and goals which guide our work for 2016-2020. Our planning and assessment activities are aligned with the *Tomorrow* plan and provide evidence of our effectiveness in achieving our goals.

OUR DEPARTMENTS/UNITS

Admissions

Community Services

Lifestyles Center

Athletics

Counseling Services

Orientation

Auxiliary Services

Dean of Students Office

Residence Life & Housing

Campus Life

Disability Support Services

Student Conduct

Campus Recreation

Event Management

Student Involvement

Career Services

Financial Aid

Walker Health Services

MISSION Our mission is to enroll and engage students in a vibrant outof-class learning environment that supports and fosters student success.

VISION

The Division of Student Affairs and Enrollment Management at SUNY Oswego will be recognized as an exemplary student-centered division by providing transformative student life experiences that will develop talented, accomplished and confident students and help produce graduates who will engage with their professions and their communities to make a difference in the world.

VALUES

The members of the Division of Student Affairs and Enrollment Management are committed to the values of:

Diversity and Inclusion

Diversity refers to the ways we differ, including those differences we were born with as well as those characteristics that make us unique. Inclusion refers to bringing people together and benefiting from the collection of our perspectives and experiences. Diversity and inclusion together create a community distinguished by respect, involvement, and connection where our individual ideas, backgrounds and perspectives are harnessed and valued.

Mutual Respect

Mutual respect is the foundation for honesty, trust, and meaningful communication and involves both individual and shared concern for ourselves and others. Mutual respect accords dignity to different feelings, beliefs, and values.

Community

Community involves a set of interrelationships connecting students, faculty and staff who recognize and celebrate a shared vision, purpose and values. These relationships create a sense of belonging and responsibility where caring, respect, justice and fairness are expected and embraced.

Responsibility

We recognize the well-being and governance of our community are a shared responsibility. Being responsible means that decisions are made by acknowledging the context and considering consequences, both intended and unintended, of any course of action. A sense of responsibility requires careful reflection on one's moral obligations to be thoughtful stewards of resources, accountable to ourselves, to each other, and to the community we serve.

Engagement

Engagement refers to the energy and commitment that students dedicate to out of class activities that develop their knowledge, skills and competencies. Engagement also refers to the energy and commitment provided by the College to foster student participation in those activities.



DIVISIONAL GOALS

The Division of Student Affairs and Enrollment Management is committed to achieving excellence in the following areas:

Student Success

To provide programs and services which enhance student success

- Engage students in meaningful out-of-class experiences
- Collaborate with academic and community partners
- Recognize and celebrate student success

Enrollment

To maintain a robust undergraduate enrollment

- Enhance recruitment efforts
- Strengthen retention efforts
- Support initiatives that enhance graduation rates

Diversity and Inclusion

To create a community in which students embrace the value of diversity and inclusion

- Infuse diversity and inclusion education and awareness throughout the student experience
- Promote a welcoming and inclusive campus climate

Staff Development

To provide opportunities for staff to engage in professional development

- Participate in appropriate national, statewide and/or regional professional organizations
- Expand knowledge of current issues in higher education
- Create a community of scholars/practitioners where staff demonstrate excellence within their area of expertise







Office of the Vice President for Student Affairs and Enrollment Management

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