

March 20, 2024

The College is currently in the process of strategic planning for the next three years. The Strategic Planning Committee has been meeting weekly throughout the semester. We have enjoyed the lively and engaged discussions among our team and the input members have been sharing from their campus constituents. The Committee has spent considerable time examining our mission and values and obtaining feedback from the campus about the current ones and how we may strengthen them through the reaffirmation process. After gathering thoughts from the committee, a small work group has been formed to finalize this process and the committee enlisted the assistance of MarCom, as these statements are important branding tools for the College. Drafts of these statements will be shared with the campus for feedback.

The Strategic Planning Committee has been provided with a variety of information from internal and invited guests. Dr. Tony Hawkins presented the Presidential Transition Report; Dr. Penny Kelly presented the Academic Master Plan and provided goal updates on its progress; Dr. Carol Ross-Scott presented on the Strategic Plan for Diversity & Inclusion; Michael Sullivan presented the Multi-Year Financial Sustainability Plan; Danielle Britton presented on Workforce Development; Stacey Duncan provided a Leadership Alliance Overview discussing the work of The Agency and The Chamber; and Jesse Wells presented the Strategic Enrollment Management Plan. In a couple of weeks, Jim Testani, Board of Trustee Member will be presenting on the role of the Board at the College and legislation impacting community colleges. In addition, Dr. Kim McLain and Larry Allen provided a “data dive” to the committee. Data reviewed included trends related to enrollment, retention, graduation, transfer, attempted credit hours earned, overall DFW rates and equity gaps.

In April, the College will be administering the SUNY Student Satisfaction Survey to obtain feedback from students about their experience at the College. Around this time, employees may also expect to be invited to participate in an employee satisfaction survey. More information will be announced soon and will be posted to the [strategic planning website](#).

In addition, there will be a number of focus groups held for campus members to obtain further input about what our colleagues see as the strengths, weaknesses, opportunities, and threats to our college, which will help the Strategic Planning Committee continue to engage in a very thorough SWOT Analysis.

If you have any questions about the strategic planning process, please reach out to Dr. Kim McLain at mclainkb@sunybroome.edu. Thank you for your support and participation in this important work.