



PLANNING TODAY FOR
THE COLLEGE'S FUTURE

**Refreshing Our Mission
Address by Dr. Calvin O. Butts, III
President**

April 15, 2009

State of the College

- ▶ **Enrollment Success** – We have met every student recruitment goal, grown our enrollment, and introduced the highest formal admissions standard in the College’s history
- ▶ **Academic Improvement and Excellence** – We have improved graduation rates, added new academic programs, celebrated the many accomplishments of our faculty, and successfully navigated reaccreditation
- ▶ **Campus Development** - We have improved our Campus with more than \$100 million in capital projects and technological infrastructure development
- ▶ **Community Development** – We have improved our image as exemplified by our being named to the U.S. President’s Higher Education Community Service Honor Roll, by our sharp increase in admissions applications, and by our fundraising successes



OW 2014 Campaign – “Planning Today for the College’s Future”

Strategic Planning Process To Date:

- ▶ An inclusive campus-wide committee with representation from all stakeholder groups has been formed to refresh our mission and set forth the College’s five year strategic plan
- ▶ We have implemented shared governance of the initiative so that the journey we decide to embark upon is one that we may all support
- ▶ Strategic planning advisors from Booz Allen Hamilton have been invited to campus to assist us – they will supplement the expertise we have within our own people

Remaining Steps:

- ▶ Once we determine our Mission, we will set our course for the next 5 years through a strategic planning document to be released at the end of the Fall 2009 semester
- ▶ Both the Mission and Strategic Plan development will be critical to our Middle States reaccreditation



Articulating our Mission

Ways in which you may get involved in articulating our mission:

- ▶ Discuss your ideas in today's Town Hall Meeting Q&A session
- ▶ Participate in one of several Focus Groups
- ▶ Post your ideas on the wall in Academic Village - See students and staff from the Division of Student Affairs at special tables in the AV beginning April 13 for two weeks (Hours: 11:30 a.m.-1:30 p.m. and 4:30-6:00 p.m., Mon.-Thurs.)
- ▶ Post your ideas on the Mission Conversation wiki – you can reach it through the college website home page
- ▶ If you are a graduate of the College contact Penny Chin, Director of Alumni Relations who will connect you to a special alumni space on-line where you can participate

Your ideas will be collected, shared, and discussed – your thoughts will guide the formation of the new statement of Mission and lay the groundwork for the College's Strategic Plan



Current Mission Statement

SUNY College at Old Westbury is a small, public college that teaches students to lead at work, in the community, and in life. In an environment that demands academic excellence and offers close interaction among students, faculty and staff, Old Westbury weaves diversity and intercultural understanding into the very fabric of its liberal arts and professional programs. Our endeavor is to stimulate in students a passion for learning and a commitment to building a more just world for humankind.



Questions to Guide Development of Our New Statement of Mission

What is the College's purpose and why should it continue to exist?

Who are we as an institution?

Why are we doing what we do?

Whom do we serve?

What are the values we all share and hold closely?

What is the benefit we provide and what value do we create?

Mission statement examples



- ▶ Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.



- ▶ Rock the Vote's mission is to engage and build the political power of young people in order to achieve progressive change in our country.



- ▶ Google's mission is to organize the world's information and make it universally accessible and useful.



Source: Apple Corporate Relations, FAQs, http://www.corporate-ir.net/ireye/ir_site.zhtml?ticker=aapl&script=1800&layout=7#corpinfo1; Rock the Vote Website, <http://www.rockthevote.com/>; Google Corporate Information, <http://www.google.com/intl/en/corporate/>;

Mission statement examples



U. S. Department of Education
Promoting educational excellence for all Americans

- ▶ The Department of Education's mission is to;
 - Strengthen the Federal commitment to assuring access to equal educational opportunity for every individual;
 - Supplement and complement the efforts of states, the local school systems and other instrumentalities of the states, the private sector, public and private nonprofit educational research institutions, community-based organizations, parents, and students to improve the quality of education;
 - Encourage the increased involvement of the public, parents, and students in Federal education programs;
 - Promote improvements in the quality and usefulness of education through Federally supported research, evaluation, and sharing of information;
 - Improve the coordination of Federal education programs;
 - Improve the management of Federal education activities; and Increase the accountability of Federal education programs to the President, the Congress, and the public.



Source: US Department of Education, <http://www.ed.gov/about/overview/mission/mission.html>;

Framework for Today's Discussion

- ▶ Ask yourselves the tough questions and be honest with your answers
 - What is the College's purpose and why should it continue to exist?
 - Who are we as an institution?
 - Why are we doing what we do?
 - Whom do we serve?
 - What are the values we all share and hold closely?
 - What is the benefit we provide and what value do we create?
- ▶ Be constructive – let's build something together
- ▶ Be respectful of others and their ideas
- ▶ Embrace the places where we disagree – conflicts will point us to what is most important

Thoughts on the Future of Old Westbury

- ▶ I believe that we should remain a liberal arts college in the best tradition, producing well rounded students and developing high character and ethical standards in our people
- ▶ I think that we must consider our image and identity and decide what we would like to be known for
- ▶ Our physical campus is a wonderful resource – we have an opportunity to optimize the use of our campus lands wisely while protecting our open spaces - this deserves our best ideas
- ▶ I think there is a “win-win-win” opportunity between our need for day care facilities for faculty, staff and students, our School of Education programs, and our commitment to service
- ▶ I believe that we should continue to look at our Admission Standards to make sure the value of an OW degree continues to rise and our student population remains diverse
- ▶ I think we still have room to grow and should increase both our student and residential population and support this growth with necessary faculty, staff, resources, and infrastructure
- ▶ I think the intent of the Dorm Rule is noble and that we should maintain it but always with an effort to increase success for our residents
- ▶ I believe we should enhance our Academic Programs to create an efficient balance between undergraduate and graduate populations, maintain an excellent liberal arts program with high standards, increase support for writing skills, and think creatively regarding new programs





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