

SUNY New Paltz Council Meeting
January 21, 2025

Voting Members Present: Mr. Basch, Dr. Venables, Mr. Bettez, Ms. Noble (remote), Mr. Law (remote), Mr. Morell (Student Association President), Ms. Padmore-Bacchus (remote; non-voting alumni representative).

Campus Administration Present: President Wheeler; Vice President Wright (also serves as Strategic Planning Tri-Chair).

Guests: John Reina, Assistant Vice President IT/CIO, Strategic Planning Tri-Chair; Shala Mills, Associate Provost, Strategic Planning Tri-Chair; Dan Silverburg, Consultant, CampusWorks.

Interim Chairman's Report:

- Mr. Basch called the meeting to order at 3:05 p.m.
- Mr. Basch outlined the purpose of the meeting and introduced the Strategic Planning Tri-Chairs.
- Mr. Basch proposed approving the minutes from the November 14, 2024, meeting. Mr. Bettez moved on the motion and Mr. Law seconded. The minutes were approved unanimously.

University's Strategic Planning Process – Mission Statement:

- See attached PowerPoint slides.
- Mr. Silverburg presented an outline of the strategic planning project timeline. He described where the University is in the process, including engagement with campus and external stakeholders through events, surveys and other opportunities since last fall.
- Mr. Silverburg noted that the strategic planning process is rooted in learner education. This is for the students.
- Mr. Silverburg said that the purpose of today's work is to review and revise the current mission statement. This will help prepare for setting the vision statement that will be discussed at a later Council meeting.
- The Council reviewed the proposed Student Experience Statement, as noted within the slide deck.
- Mr. Basch said that the University has a broad mission statement and goals. He asked if there is a sentinel goal, such as preparing students for the future and where they're going to go.
- Ms. Noble asked for context on why the mission statement is being changed. President Wheeler spoke about the need for a clear, concise and focused statement. Vice President Wright spoke about reaccreditation feedback from Middle States and the need to review and update the statement.
- Dr. Venables said the main purpose of college is to implant knowledge that one needs to go forward in life.
- Mr. Basch said college is also about making friends, socialization and the ability to continue to learn and expand.

- When looking at the existing mission statement. Mr. Morell said the end of the first paragraph gets to the point. We want to create an environment in which students can better prepare themselves in the world beyond.
- Mr. Silverburg defined mission as your reason for being while vision is aspirational. Mission has a greater impact across a wide range of stakeholders (e.g., students, faculty, staff and community).
- The Council reviewed sample mission statements and the University's existing mission statement. Mr. Silverburg noted that this strategic planning work aligns with the chancellor's four pillars for SUNY.
- Mr. Silverburg asked the Council to offer the simplest and most compelling way to describe what SUNY New Paltz does, and the impact of what it does. The members provided feedback on different parts of the mission.
- Mr. Morell said a student's goal when going to college is to gain knowledge, grow and become a better person. It's an opportunity to rewrite oneself, surrounded by people who all have the same goal.
- Mr. Law asked when the new mission statement should be finalized. Mr. Silverburg said by the end of February.
- Mr. Law said the existing mission statement is too long but has the basis of what the University is and who we want it to be. He suggested condensing and circulating ideas/revisions. Mr. Silverburg said the revised mission statement will be circulated to the Council, Strategic Planning Committee and other stakeholders. The Council's input today will help create a more streamlined statement.
- Mr. Bettez agreed that the current mission statement is too long and should be condensed. He also asked if things are missing from the current version that we should include. Mr. Law said there is no reference to technology and cited 3D printing.
- President Wheeler said that when he assumed his role, he looked at the mission statement and the University's charter to understand why the institution was created and to help differentiate between how we do our work and why we exist.
- Mr. Silverburg asked the Council to describe the University's reason for being in about 10 words. Council members shared their feedback with examples such as:
 - Dr. Venables – The purpose of the University is to impart knowledge.
 - Ms. Noble – Locally-accessible, regionally significant, affordable, high-quality tool for future success.
 - Mr. Morrell – To encourage advocacy, individuality, courage, curiosity, education and civic engagement.
- Mr. Silverburg asked the Council to send their descriptions to Vice President Wright for further review.
- Mr. Silverburg said that the Council's input will be reviewed as a draft revised statement is created. Institutional leadership will review the updated mission statement and the Council will meet again in a couple of weeks. They will review that draft then and as context for working on a vision statement.

Wrap-Up:

- Mr. Basch said the next meeting is February 5.
- Mr. Basch made a motion to adjourn. Mr. Law moved on the motion and Mr. Bettez seconded.
- Mr. Basch adjourned the meeting at 4:07 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Richard Winters". The signature is fluid and cursive, with a prominent initial "R" and a long, sweeping tail.

Richard Winters
Deputy Chief of Staff and
Director of Community & Government Relations

CAMPUS  WORKS

 25 YEARS
of Happy

CAMPUSWORKS

25 YEARS



Mission Workshop

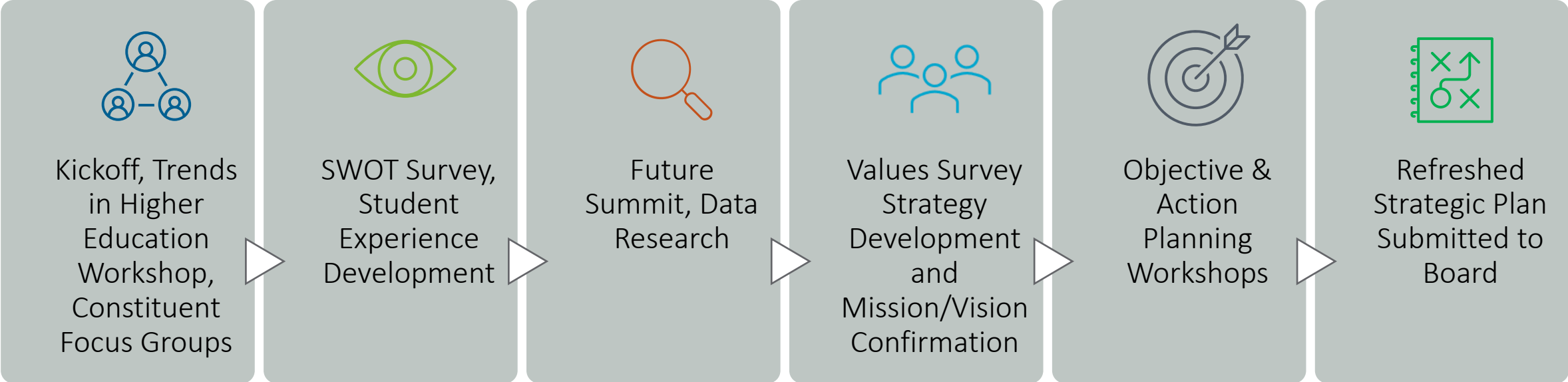
January 21, 2025



STRATEGIC PLANNING

SHAPING OUR FUTURE TOGETHER

Project Timeline



August ----- December January-----April April-----May

Strategic Plan Implementation

Workshop Objective

- Review/revise SUNY New Paltz's current mission statement.
- Prepare for setting the Vision.



Student Experience Statement

SUNY New Paltz will deliver a transformative education defined by a student experience that is:

- Challenging, inspiring, and accessible, offering rigorous yet attainable academic opportunities that empower students to excel academically, socially, and professionally.
- Empowering, inclusive, and equitable, fostering a strong sense of belonging where students from diverse backgrounds feel welcomed, supported, accepted, and valued.
- Sustainably focused and socially responsible, preparing students to think critically, act responsibly, and understand their role in addressing environmental, cultural, and societal challenges from the local to the global.
- Deeply connected to place and purpose, enriching learning by leveraging the historic, cultural, and natural richness of the Hudson Valley to provide unique academic and personal growth opportunities.

Student Experience Statement

SUNY New Paltz's faculty, staff, and administration will support this vision by:

- Providing excellence in academics, research, and creative work, fostering dynamic interactions where learning is a shared, reciprocal process between students and educators.
- Offering transformative and applied learning opportunities, both curricular and co-curricular, that prepare students to become informed, confident leaders, contributors, and engaged global citizens.
- Delivering a truly student-centered experience, with clear, consistent communication, accessible services, and personalized, proactive support that guides students from acceptance through graduation and beyond.
- Providing holistic and equitable support, with resources that promote students' mental, physical, financial, and professional well-being.
- Embracing innovation and modern technology thoughtfully, leveraging tools and practices that enhance learning, build connections, and advance student success while preserving academic integrity and personal engagement.
- Fostering lifelong connections and mutual partnerships, engaging alumni to remain active participants in the SUNY New Paltz community, contributing to and benefiting from the university's enduring values and expanding networks.

The Foundation of Your Success

Mission

Your reason for being...

Vision

Aspirational:
What do you want to
do?

Mission: Your Ripple In the World



Mission Statement Defined

- Your *reason for being*, reflecting your purpose and the value you provide
- Remains unchanged for long periods of time; contrary to vision
- Should be memorable and explained in simple, concise terms

“A mission statement isn’t about what you do day to day, and it’s not a vision statement about hopes for the institution. It’s an authentic way of saying what’s important about an institution. An explanation of what you do and why you do it.”

- University of Redlands President Ralph W. Kuncl

Sample Mission Statements

- University of Rochester
 - Learn, Discover, Heal, Create — And Make the World Ever Better
- Tarleton State University
 - Tarleton State University, a founding member of the Texas A&M University System, transforms generations by inspiring discovery, leadership and service through educational excellence.
- Tesla
 - To accelerate the world's transition to sustainable energy
- Nike
 - To bring inspiration and innovation to every athlete in the world
- Microsoft
 - Empower every person and every organization on the planet to achieve more

Your Current Mission Statement

In the proud tradition of SUNY, the State University of New York at New Paltz is committed to providing high quality, affordable education to students from all social and economic backgrounds. We are a faculty and campus community dedicated to the construction of a vibrant intellectual/creative public forum which reflects and celebrates the diversity of our society and encourages and supports active participation in scholarly and artistic activity. SUNY New Paltz is an active contributor to the schools, community institutions and economic/cultural life of our region. We are selective in admitting students who show promise of thriving in a learning environment which is challenging, student-centered, and personalized. Our goal is for students to gain knowledge, skills, and confidence to contribute as productive members of their communities and professions and active citizens in a democratic nation and a global society. We are the only residential public university in the mid-Hudson region. We offer undergraduate and graduate programs in the liberal arts and sciences which serve as a core for professional programs in the fine and performing arts, education, health care, business, and engineering. Our location in the scenic Hudson Valley midway between the State Capital of Albany and metropolitan New York City provides unique opportunities for enriching our academic programs. We are a diverse faculty of distinguished scholars and artists who collaborate across the disciplines and professional areas to inspire our students to a love of learning, a meaningful engagement with the life of the mind, and an involvement in public service.

Context and Project Alignment

SUNY Chancellor's Four Pillars

Student Success
Research & Scholarship

Diversity, Equity, & Inclusion
Economic Development & Upward Mobility

SUNY New Paltz Mission, Vision, & Values

Strategic Pillar 1

Academic Excellence/Student Success



Strategic Pillar 2

Value-add Community/New York

SUNY New Paltz DRAFT Strategic Themes (1/21/2025)

Academic Excellence & Innovation

Enhancing the Student Experience

Sustainability & Environmental Leadership

Career & Workforce Alignment

Community & Regional Engagement

Financial Resilience & Enrollment

Inclusive Excellence & Free Expression

Institutional Culture, Governance, & Accountability

Group Work



Let's Discuss

- In the simplest, most compelling way possible describe what SUNY New Paltz does and the ripple created when that happens.
- To what extent does the current mission statement clearly and succinctly articulate the University's reason for being?
- In the simplest, most compelling way possible, describe SUNY New Paltz's reason for being in no more than 8-10 words (purpose and value provided).

Next Steps



CAMPUSWORKS

Better Ways. Happier Days.

