Marcus Richardson
Executive Director of Strategic Initiatives
CO-FACILITATOR

Isana Leshchinskaya
Assessment and Accreditation Specialist,
Office of Educational Research and Assessment (ERA)
WHY DO WE ALIGN?

NON-STUDENT FACING UNIT VALUES/PURPOSE ALIGNMENT

- Use of values/purpose to provide supplementary explanation:
  - Identifies in specific ways how a unit supports the success of the college.
  - Creates and identifies a clear linkage to the college mission when direct alignment is unclear.
CONSIDERATIONS FOR UNIT VALUES/PURPOSE

GOOD QUESTIONS TO EXPLORE:

- What does your unit do?
- How would the college not function or be worse off if your unit did not exist?
- How would you communicate this to an external audience?
WHY ARE WE ALIGNING THE UNIT VALUES/PURPOSE TO THE COLLEGE MISSION?

- Strategic planning
- Inform goals/outcomes
- Assessment
- Prioritization
Brooklyn College provides a transformative, distinctive, and affordable education to students from all backgrounds. We are proud of our history of intellectual freedom and academic excellence, as well as our location in a borough known for innovation, culture, and the arts.

We have a special commitment to educate immigrants and first-generation college students from the diverse communities that make up our city and state.

Our striving spirit reflects our motto: "Nothing without great effort." Through outstanding research and academic programs in the arts, business, education, humanities, and sciences, we graduate well-rounded individuals who think critically and creatively to solve problems.

They become leaders who transform their fields and professions and serve our increasingly global community.
REVIEW/WALKTHROUGH OF TEMPLATE

- Alignment of Unit Values/Purpose to College Mission Template (docx)
Alignment of Unit Values/Purpose to College Mission

Please list unit values/purposes in full and indicate how each value aligns to the college mission by marking with an "X".

<table>
<thead>
<tr>
<th>Unit Values/Purpose</th>
<th>CMS_1</th>
<th>CMS_2</th>
<th>CMS_3</th>
<th>CMS_4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unit Value/Purpose 1:</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>List statement in full.</td>
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<tr>
<td><strong>Unit Value/Purpose 2:</strong></td>
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<td>List statement in full.</td>
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<tr>
<td><strong>Unit Value/Purpose 3:</strong></td>
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<tr>
<td><strong>Unit Value/Purpose 4:</strong></td>
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<td>List statement in full.</td>
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</table>

*Add additional rows for values/purposes as needed.*
Step 1. Articulate the values/purpose of your unit

- Facilitate, develop and drive key strategic initiatives and special projects that Finance and Administration leads related to student success, employee success, and operational success.
- Provides internal consultation for outcomes assessment and planning for all areas under Finance and Administration.
- Oversee the operations of the Performing Arts Center (Tow Center and Whitman Hall) to ensure both academic and entrepreneurial needs are met.
### Step 2. Input values/purpose into alignment table

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Step 3. Indicate how each value/purpose statement aligns to the College Mission by marking with an “X”

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</table>
ALIGNMENT ACTIVITY – BREAK OUT SESSION

PART I

- Workshop your Unit Values/Purpose
  - What does your unit do?
  - How would the college not function or be worse off if your unit did not exist?
  - How would you communicate this to an external audience?
PART II

- Work on the alignment of these values/purpose to the College Mission
REPORT OUT
QUESTIONS & ANSWERS
UPCOMING WORKING SESSIONS

- October 1st 11 am – 1 pm: Alignment of Unit Goals/Outcomes to the College Strategic Plan Objectives
- October 8th 11 am – 1 pm: Detailed AES Assessment Planning Document
- Early November (date & time TBD): Annual Assessment Report Training Session
AES ASSESSMENT RESOURCES

Assessment Resources

- **ERA:**
  brooklyn.cuny.edu/IE/assessment

- **AES:**
  brooklyn.cuny.edu/IE/aes-assessment
HAVE ADDITIONAL QUESTIONS?
YOUR DIVISION’S AES COUNCIL REPRESENTATIVE:

Academic Affairs:
- Lucas G. Rubin, LRubin@Brooklyn.cuny.edu
- Richard Vento, RVento@Brooklyn.cuny.edu

Enrollment Management & Retention:
- Estefania Ponti, Estefania.Ponti@Brooklyn.cuny.edu
HAVE ADDITIONAL QUESTIONS?
YOUR DIVISION’S AES COUNCIL REPRESENTATIVE:

Finance & Administration:
- Marcus Richardson, MRichardson@Brooklyn.cuny.edu

Institutional Advancement:
- Bronwyn Cunningham, Bronwyn.Cunningham@Brooklyn.cuny.edu

Student Affairs:
- David Wells, DWells@Brooklyn.cuny.edu
FOR ADDITIONAL SUPPORT:

- Contact ERA at Isana.Leshchinskaya@Brooklyn.cuny.edu
- Or
- Drop in via Zoom to Fall 2020 Assessment Office Hours
  Tuesdays, 1-3 pm from September 22 – December 22
  https://brooklyncollege.zoom.us/j/99547613462?pwd=am1UMXZ4WkhPaURQME81YTdsN1pzdz09
THANK YOU