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# BROOKLYN COLLEGE ADMINISTRATIVE, EDUCATIONAL, AND STUDENT SUPPORT UNIT (AES) ALIGNMENT OF UNIT VALUES/PURPOSE TO THE COLLEGE MISSION



SEPTEMBER 24, 2020

# FACILITATOR

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Executive Director of Strategic Initiatives



# CO-FACILITATOR

**Isana Leshchinskaya**

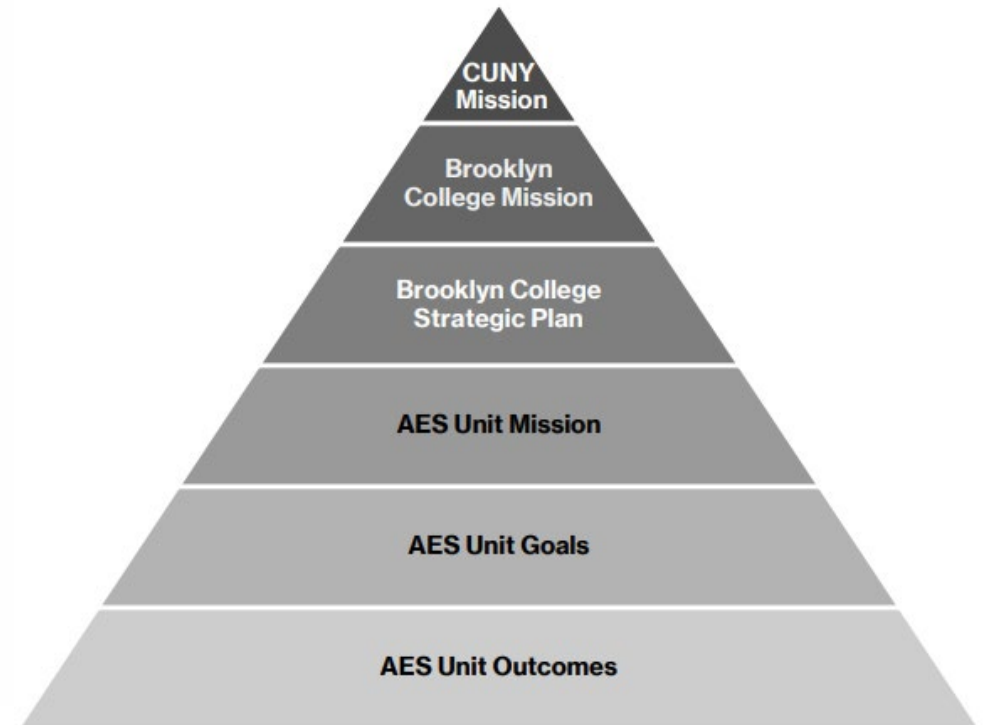
Assessment and Accreditation Specialist,  
Office of Educational Research and Assessment (ERA)



# WHY DO WE ALIGN?

## NON-STUDENT FACING UNIT VALUES/PURPOSE ALIGNMENT

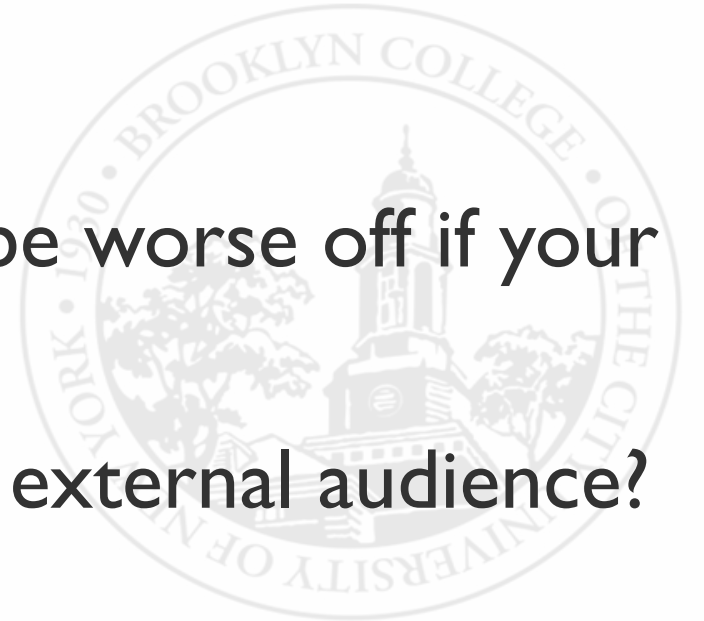
- Use of values/purpose to provide supplementary explanation:
  - Identifies in specific ways how a unit supports the success of the college.
  - Creates and identifies a clear linkage to the college mission when direct alignment is unclear.



# 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

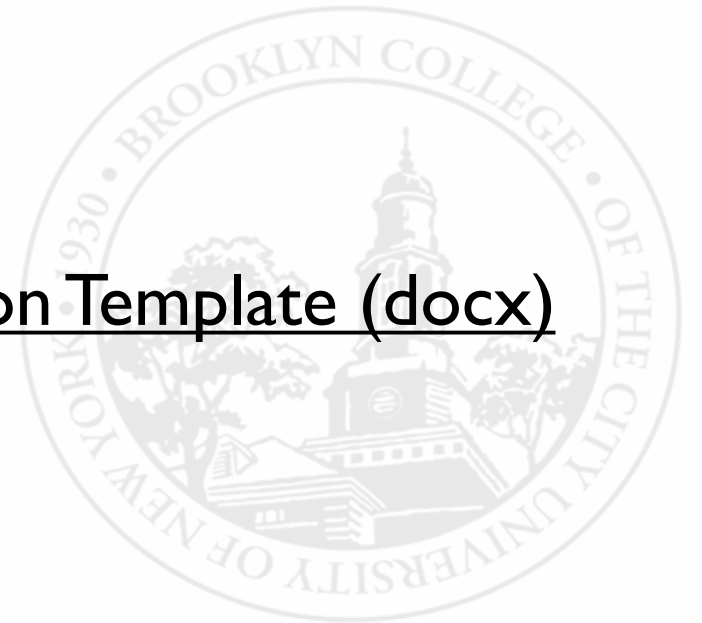


# REVIEW OF COLLEGE MISSION

<b>College Mission Statement</b>	<b>Code</b>
<b>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.</b>	<b>CMS_1</b>
<b>We have a special commitment to educate immigrants and first-generation college students from the diverse communities that make up our city and state.</b>	<b>CMS_2</b>
<b>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.</b>	<b>CMS_3</b>
<b>They become leaders who transform their fields and professions and serve our increasingly global community.</b>	<b>CMS_4</b>

# REVIEW/WALKTHROUGH OF TEMPLATE

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





# REVIEW/WALKTHROUGH OF TEMPLATE

## 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".



Unit Values/Purpose	CMS_1	CMS_2	CMS_3	CMS_4
<b>Unit Value/Purpose 1:</b> <i>List statement in full.</i>				
<b>Unit Value/Purpose 2:</b> <i>List statement in full.</i>				
<b>Unit Value/Purpose 3:</b> <i>List statement in full.</i>				
<b>Unit Value/Purpose 4:</b> <i>List statement in full.</i>				

Add additional rows for values/purposes as needed.



# WALKTHROUGH OF SAMPLE ALIGNMENT

Step I. Articulate the values/purpose of you 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.

# REVIEW/WALKTHROUGH OF SAMPLE ALIGNMENT

## Step 2. Input values/purpose into alignment table

Unit Values/Purpose	CMS_1	CMS_2	CMS_3	CMS_4
<b>Facilitate, develop and drive key strategic initiatives and special projects that Finance and Administration leads related to student success, employee success, and operational success.</b>				
<b>Provides internal consultation for outcomes assessment and planning for all areas under Finance and Administration.</b>				
<b>Oversee the operations of the Performing Arts Center (Tow Center and Whitman Hall) to ensure both academic and entrepreneurial needs are met.</b>				

# REVIEW/WALKTHROUGH OF SAMPLE ALIGNMENT

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

Unit Values/Purpose	CMS_1	CMS_2	CMS_3	CMS_4
Facilitate, develop and drive key strategic initiatives and special projects that Finance and Administration leads related to student success, employee success, and operational success.	X			
Provides internal consultation for outcomes assessment and planning for all areas under Finance and Administration.	X			
Oversee the operations of the Performing Arts Center (Tow Center and Whitman Hall) to ensure both academic and entrepreneurial needs are met.	X		X	

# ALIGNMENT ACTIVITY – BREAK OUT SESSION

## PART I

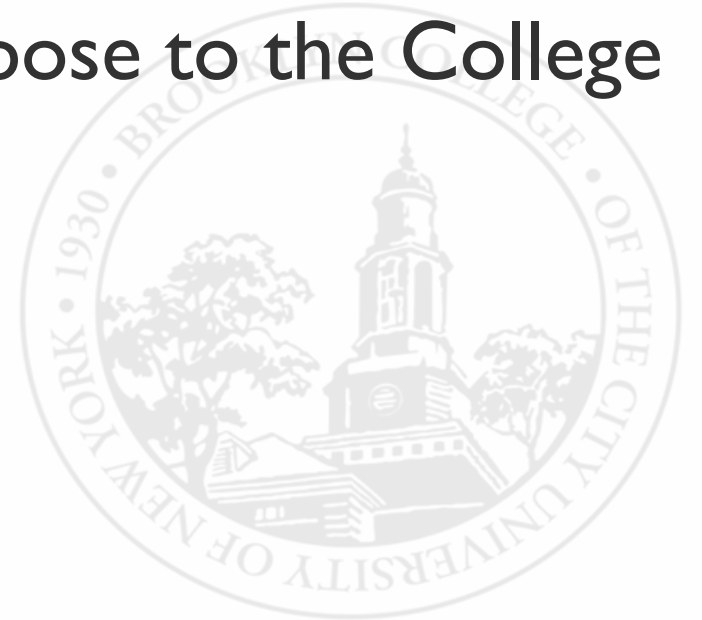
- Workshop your Unit Values/Purpose
  - What does your unit do?
  - How would the college not function or be worse off if your unit did not exist?
  - How would you communicate this to an external audience?



# ALIGNMENT ACTIVITY – BREAK OUT SESSION

## PART II

- Work on the alignment of these values/purpose to the College Mission



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# REPORT OUT



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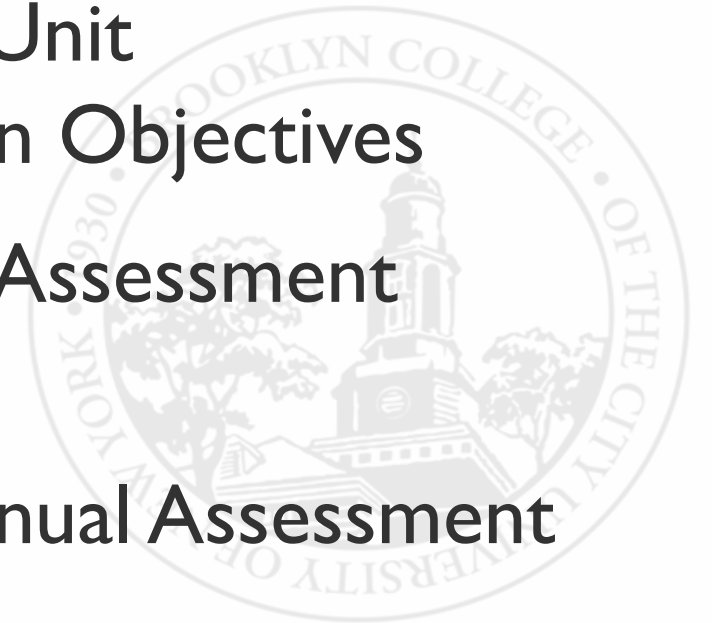
# QUESTIONS & ANSWERS





# 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](https://brooklyn.cuny.edu/IE/assessment)

### ■ AES:

[brooklyn.cuny.edu/IE/aes-assessment](https://brooklyn.cuny.edu/IE/aes-assessment)



The screenshot displays the Brooklyn College website. The top navigation bar includes links for ABOUT, ACADEMICS, ADMISSIONS, CAMPUS LIFE, NEWS & MEDIA, ATHLETICS, and SUPPORT BC. Below this, the Brooklyn College logo is visible, along with a search bar and a list of links: BC WebCentral, We Stand Against Hate, Calendar, Offices and Services, Library, Career Services, Honors Academy, and Special Programs. A secondary navigation bar features dropdown menus for Prospective Students, Current Students, Faculty & Staff, and Alumni & Friends. The main content area features a large image of faculty members in a workshop, with a caption below it: "Faculty participating in an assessment workshop". To the right, a sidebar titled "STATEMENTS AND MESSAGES" lists various offices, with the "OFFICE OF THE ASSOCIATE PROVOST FOR INSTITUTIONAL EFFECTIVENESS" highlighted in yellow. Other items in the sidebar include "Our Team", "Educational Research and Assessment", "Accreditation", "Brooklyn College Data", "Institutional Research and Data Analysis", "Survey Services", and "Data Dashboard".

# HAVE ADDITIONAL QUESTIONS? YOUR DIVISION'S AES COUNCIL REPRESENTATIVE:

## **Academic Affairs:**

- Lucas G. Rubin, [LRubin@Brooklyn.cuny.edu](mailto:LRubin@Brooklyn.cuny.edu)
- Richard Vento, [RVento@Brooklyn.cuny.edu](mailto:RVento@Brooklyn.cuny.edu)

## **Enrollment Management & Retention:**

- Estefania Ponti, [Estefania.Ponti@Brooklyn.cuny.edu](mailto:Estefania.Ponti@Brooklyn.cuny.edu)



# HAVE ADDITIONAL QUESTIONS? YOUR DIVISION'S AES COUNCIL REPRESENTATIVE:

## **Finance & Administration:**

- Marcus Richardson, [MRichardson@Brooklyn.cuny.edu](mailto:MRichardson@Brooklyn.cuny.edu)

## **Institutional Advancement:**

- Bronwyn Cunningham, [Bronwyn.Cunningham@Brooklyn.cuny.edu](mailto:Bronwyn.Cunningham@Brooklyn.cuny.edu)

## **Student Affairs:**

- David Wells, [DWells@Brooklyn.cuny.edu](mailto:DWells@Brooklyn.cuny.edu)



## FOR ADDITIONAL SUPPORT:

- Contact ERA at [Isana.Leshchinskaya@Brooklyn.cuny.edu](mailto: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=amIUMXZ4WkhPaURQME8lYTdsNlplzd09>

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THANK YOU

