BROOKLYN COLLEGE AES UNIT WORKING SESSION: UNIT GOALS AND OUTCOMES ALIGNMENT TO BROOKLYN COLLEGE’S STRATEGIC PLAN

OCTOBER 1, 2020
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Associate Director of Major Gifts
Brooklyn College Foundation
WELCOMING REMARKS & INTRODUCTIONS

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Director
Brooklyn College Learning Center
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Assessment and Accreditation Specialist
Office of Educational Research and Assessment (ERA)
WHAT IS A UNIT MISSION?

A unit mission is a broad statement of the purpose and values of the administrative unit. A unit mission:

- Describes the services provided by the unit;
- States the purpose of the unit;
- Highlights the most important functions or services of the unit; and
- Ensures the unit mission supports the College’s mission.
PREVIOUS WORKING SESSIONS

September 17th:
- Review of unit mission
- Alignment of unit mission to the College Mission

September 24th:
Unit Mission Alignment to the College ILOs:
- Review of College Institutional Learning Outcomes (ILOs)
- Alignment of unit mission to College ILOs
September 24th:

Unit Values/Purpose Alignment to the College Mission (Non-Student-Facing units, optional)

- Discussion of unit values/purpose
- Alignment of unit values/purpose to the College Mission
Unit goals are clear, meaningful statements of the unit’s purpose or functions. They stem from the unit mission statement but are also aligned with the College’s mission and strategic plan. Unit goals tend to have multiple unit outcomes.
SAMPLE UNIT GOALS

SAMPLE UNIT GOAL (BLMI):
Develop a culture of mentorship within the program, grounded in our culturally competent peer-to-peer mentors and supported through alumni mentorship.

SAMPLE UNIT GOAL (BCLC):
Provide early intervention for all students registered for Math 1011, 1021, or 1026.
How do unit goals and outcomes relate to the College’s Strategic Plan and the College’s mission?

- AES Units support the College’s Strategic Plan
- Unit goals and outcomes are aligned to the Strategic Plan Objectives
WHAT ARE UNIT OUTCOMES?

Unit outcomes are measurable statements outlining how a unit goal will be achieved. Unit outcomes are specific to the unit and work in support of unit goals. There are operational or support outcomes, as well as Student Learning Outcomes for units that are student-facing.
SAMPLE UNIT OUTCOMES (BLMI):
Increase number of mentors by 25%

SAMPLE UNIT OUTCOMES (BCLC):
Improve mastery of key algebraic concepts via pre-semester workshops.
BROOKLYN COLLEGE STRATEGIC PLAN

Brooklyn College Numbered Strategic Plan 2.0

- The College’s Strategic Plan supports the College’s mission through setting of objectives with associated activities and targets for the College to meet over a period of several years.

- Informed by both College goal-setting in support of the BC Mission and the CUNY Performance Management Process (PMP), which sets goals for the University and for all CUNY Colleges.
### SAMPLE ALIGNMENT: BLACK & LATINO MALE INITIATIVE

<table>
<thead>
<tr>
<th>Unit Goal</th>
<th>Outcomes</th>
<th>SLO or Non-SLO?</th>
<th>Strategic Plan Objective</th>
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</thead>
</table>
| **Goal #1:** Develop and strengthen relationship with faculty, departments and student support staff so they form another layer of support for BLMI members. | 1.1 Provide information to program participants and connect students to various campus resources to improve academic performance. Provide information and referral services to students who are not program participants.  
2.1 Increase number of mentors by 25%  
2.2 Restructure mentorship requirements to use the Phoenix Gateway to increase in-person interactions by 50%  
2.3 Mentees will be able to demonstrate an awareness of campus resources | Non-SLO                                                                 | 1.2 Attract, develop, and retain an innovative, diverse, productive, and engaged faculty and staff.  
2.4 Enhance student support programs, including those for special populations, such as transfer students, students with disabilities, veterans, and international students.                                                                                                                                                                                                                                                                                                                                                   |
| **Goal #2:** Develop a culture of mentorship within the program, grounded in our culturally competent peer-to-peer mentors and supported through alumni mentorship. |                                                                                                                                                                                                                      | Non-SLO                                                                 | 1.2 Attract, develop, and retain an innovative, diverse, productive, and engaged faculty and staff.  
2.4 Enhance student support programs, including those for special populations, such as transfer students, students with disabilities, veterans, and international students.                                                                                                                                                                                                                                                                                                                                                   |
| **Goal #3:** Develop and execute an outreach plan for local high schools, junior high schools and community colleges – create a pipeline of students coming directly into BLMI. | 3.1 Increase Latino registration to 30% of the overall registration  
3.2 Create collaborations in key areas to increase engagement of Latino male by 25%.  
3.3 Develop an outreach plan to create a pipeline of students directly into BLMI, from high school and community colleges. | Non-SLO                                                                 | 5.2 Promote Brooklyn College’s leadership in accessibility, diversity, excellence, and social mobility.  
5.3 Position and develop Brooklyn College as a vital resource to advance the public good in our borough.  
5.4 Improve the mechanisms of communication to strengthen our reputation and identity.                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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<tr>
<td>Goal #1: List Unit Goal in full</td>
<td>Outcome 1.1: List outcome in full</td>
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<td>Outcome 1.2:</td>
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<td>Outcome 1.3:</td>
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<td>Goal #2:</td>
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**Goal 1:** Provide early intervention for all students registered for Math 1011, 1021, or 1026 (high DFW courses).

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<td>Outcome 1.1: Hold well-attended pre-semester workshops for students registered in Math courses 1011, 1021, and 1026.</td>
<td>Non-SLO</td>
<td>2.1 Increase our rates of student retention and degree completion.</td>
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<td>Outcome 1.2: Improve mastery of key algebraic concepts via presemester workshops.</td>
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**Outcome 1.1:** Hold well-attended pre-semester workshops for students registered in Math courses 1011, 1021, and 1026.

**Outcome 1.2:** Improve mastery of key algebraic concepts via presemester workshops.
REPORT OUT
DUE DATE:
OCTOBER 30, 2020

- Unit Mission Mapping to College Mission
- Unit Values & Purpose Mapping to College Mission (Non-Student-Facing Units ONLY) (optional)
- Unit Mission Alignment to Institutional Learning Outcomes (Student-Facing Units ONLY)
- Unit Goals & Outcomes Mapping to Strategic Planning Objectives
**UPCOMING WORKING SESSIONS**

- **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=amIUMXZ4WkhPaURQME81YTdsN1pzdz09
THANK YOU