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

OCTOBER 1, 2020

WELCOMING REMARKS & INTRODUCTIONS

Bronwyn Cunningham

Associate Director of Major Gifts

Brooklyn College Foundation



WELCOMING REMARKS & INTRODUCTIONS

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WELCOMING REMARKS & INTRODUCTIONS

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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

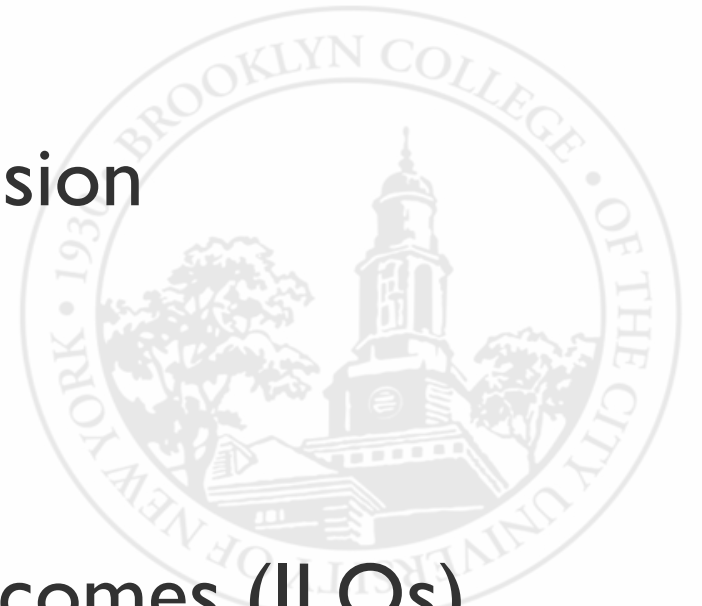
September 17th:

- 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



PREVIOUS WORKING SESSIONS

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



WHAT ARE UNIT GOALS?

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.

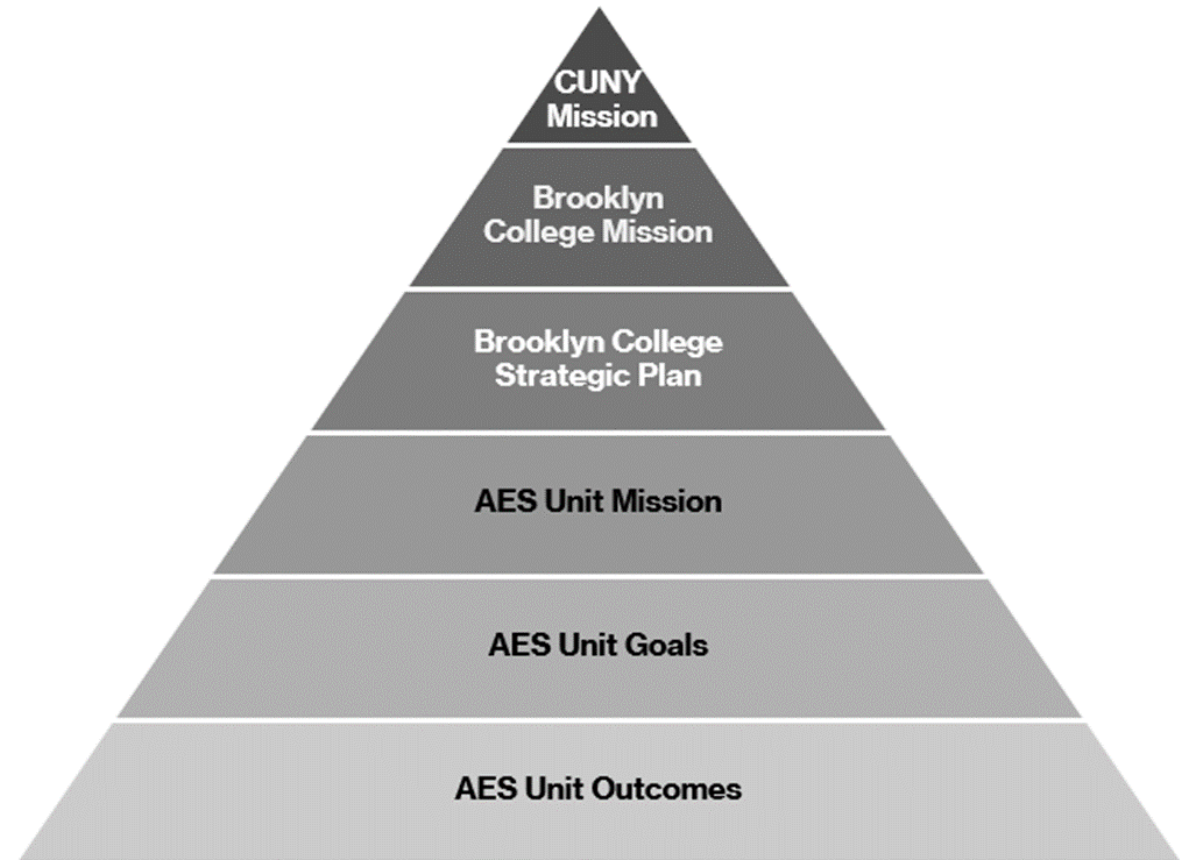
SAMPLE UNIT GOAL (BCLC):

Provide early intervention for all students registered for Math 1011, 1021, or 1026.

UNIT GOALS AND OUTCOMES ALIGNMENT

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

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

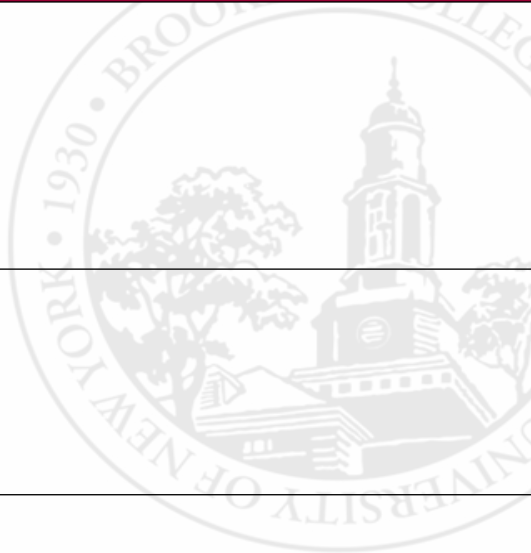
- The College's Strategic Plan supports the College's mission through setting of objectives with associated activities and targets for the College to meet over a period of several years.
- Informed by both College goal-setting in support of the BC Mission and the CUNY Performance Management Process (PMP), which sets goals for the University and for all CUNY Colleges.

SAMPLE ALIGNMENT: BLACK & LATINO MALE INITIATIVE

Unit Goal	Outcomes	SLO or Non-SLO?	Strategic Plan Objective
Goal #1: <i>Develop and strengthen relationship with faculty, departments and student support staff so they form another layer of support for BLMI members.</i>	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.	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: <i>Develop a culture of mentorship within the program, grounded in our culturally competent peer-to-peer mentors and supported through alumni mentorship.</i>	2.1 Increase number of mentors by 25%	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.
	2.2 Restructure mentorship requirements to use the Phoenix Gateway to increase in-person interactions by 50%	Non-SLO	
	2.3 Mentees will be able to demonstrate an awareness of campus resources	SLO	
Goal #3: <i>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.</i>	3.1 Increase Latino registration to 30% of the overall registration	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.
	3.2 Create collaborations in key areas to increase engagement of Latino male by 25%.	Non-SLO	
	3.3 Develop an outreach plan to create a pipeline of students directly into BLMI, from high school and community colleges.	Non-SLO	

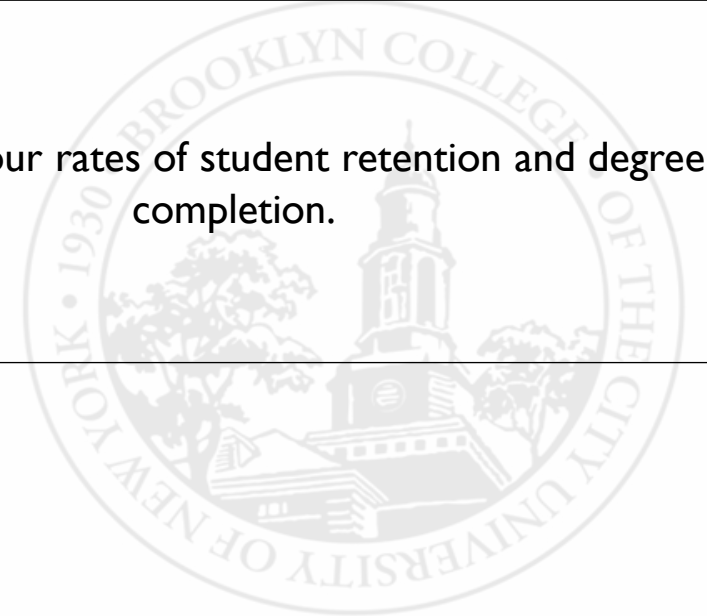


SAMPLE ALIGNMENT: BC LEARNING CENTER

Unit Goals	Outcomes	SLO or Non-SLO	Strategic Plan Objective
Goal #1: List Unit Goal in full	Outcome 1.1: List outcome in full		
	Outcome 1.2:		
	Outcome 1.3:		
Goal #2:	Outcome 2.1:		
	Outcome 2.2:		
	Outcome 2.3:		
Goal #3:	Outcome 3.1:		
	Outcome 3.2:		
	Outcome 3.3:		

BC LEARNING CENTER SAMPLE WALKTHROUGH

Unit Goals	Outcomes	SLO or Non-SLO	Strategic Plan Objective
Goal 1: Provide early intervention for all students registered for Math 1011, 1021, or 1026 (high DFW courses).	Outcome 1.1: Hold well-attended pre-semester workshops for students registered in Math courses 1011, 1021, and 1026.	Non-SLO	2.1 Increase our rates of student retention and degree completion.
	Outcome 1.2: Improve mastery of key algebraic concepts via presemester workshops.	SLO	



BREAKOUT SESSION



REPORT OUT



**DUE DATE:
OCTOBER 30,
2020**

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- 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**

QUESTIONS & ANSWERS



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



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, along with a search icon. Below this is the Brooklyn College logo and a secondary navigation bar with links for BC WebCentral, We Stand Against Hate, Calendar, Offices and Services, Library, Career Services, Honors Academy, and Special Programs. A third 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 of the image is a sidebar titled "STATEMENTS AND MESSAGES" containing links for the Office of the Associate Provost for Faculty and Administration, and the Office of the Associate Provost for Institutional Effectiveness (which is highlighted in yellow). Below these are links for 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
- 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=amIUMXZ4WkhPaURQME8lYTdsNlplzd09>

THANK YOU

