

SUNY Potsdam Financial Stability Plan

SUNY System Administration Friday, February 24, 2023

Overview



in increased revenue

- ent in high potential undergraduate and graduate enrollment
 - Increased retention
 - Modest growth in international, out of state, returning stop-outs
- Expansion of ancillary revenue programs such as:
 - Foundation support
 - Summer camps and other revenue-generating programs
 - Microcredentials
 - Summer Sessions

in decreased expenses

- ic program discontinuation
- Foundation-funded, one-time retirement incentive



Revenue Growth: Undergraduate Enrollment



- Initiatives
 - Marketing
 - International
 - Out of State
 - Bring Back the Bears
 - Retention



Revenue Growth: Graduate Enrollment

- Gradual return to our 2009-2010 enrollment level
- Significant growth
 - 255 in Fall 2021 \rightarrow 345 in Fall 2022
 - change to online modality in 2 programs
- Predicting modest growth in all programs
 - Continued expansion of the Canadian market for Education programs (FA2022 = 33)
 - Alumni & Recent graduates
- Future High Growth Areas:
 - MM Music Education
 - Others, with Dr. Smith's leadership





Revenue Growth: Other Revenue

- College Foundation Campaign -
- Ancillary Programs -
- Microcredentials -
- Summer Sessions -



Expense Reduction: Program Discontinuation

- discontinued programs plus additional staff cuts
- currently scheduled retirements
- position cuts

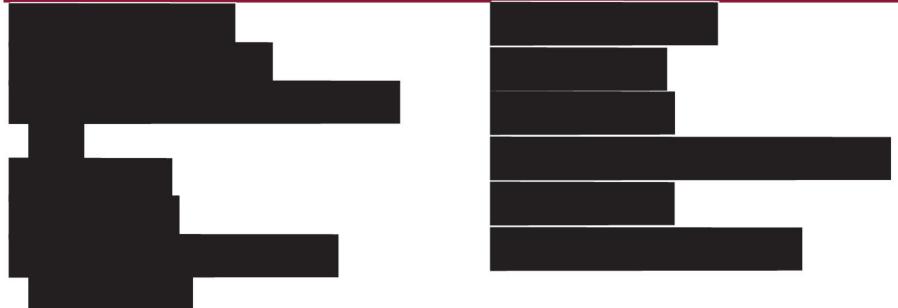


Expense Reduction: Proposed Program Discontinuations





Expense Reduction: Proposed Program Discontinuations (retain at least one faculty)





Expense Reduction:

- Offered to Employees with >10 years of service
- current employees eligible
- Must present a strategic benefit to the College

 - lead to higher annual cost-savings to the college
 - • •



Continuous Growth & Improvement

- Using metrics to set performance goals for all academic programs
- Annual evaluation meetings with chairs & academic affairs leadership
 - Resource allocation tied to performance and growth potential



Decision Points & (proposed)Timeframes

