

# 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

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

- [REDACTED]

# Revenue Growth: Graduate Enrollment

- Gradual return to our 2009-2010 enrollment level
- Significant growth
  - 255 in Fall 2021 → 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

- [REDACTED]

## Revenue Growth: Other Revenue

- College Foundation Campaign - [REDACTED]
- Ancillary Programs - [REDACTED]
- Microcredentials - [REDACTED]
- Summer Sessions - [REDACTED]

# Expense Reduction: Program Discontinuation

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

# Expense Reduction: Proposed Program Discontinuations

- [Redacted]

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





## Expense Reduction:

- Offered to Employees with >10 years of service
- [REDACTED] current employees eligible
- Must present a strategic benefit to the College
  - [REDACTED]
  - [REDACTED]
  - lead to higher annual cost-savings to the college
  - [REDACTED]
  - [REDACTED]

# 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

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]