Our Mission: We cultivate a community of learners rooted in experiential education.

Our Vision: We deliver world-class experiential learning that is dynamic, career-oriented and sustainability focused.

Our Core Values and Beliefs:

- **Student-Centered**
  We believe student safety, physical and mental health, academic achievement, and personal and professional growth are central to the mission of SUNY Morrisville.

- **Community**
  We believe that our greatest asset is the people we serve and strive to build an environment that is trusting, inclusive and accepting of ideas and beliefs.

- **Sustainability**
  We believe in the advancement of all elements of sustainability, including environmental, social and economic well-being and balance.

- **Hands-On Learning**
  We believe experience-based learning is the most effective means to educate and prepare our students for strong careers and meaningful citizenship.

- **Diversity**
  We believe that diversity, in all of its tenets, is the primary driver of innovation, understanding and performance.

Our Goals and Objectives

**Goal 1: To embrace and cultivate a sustainability mindset**

We will optimize our college operations in a way that advances environmental, social and economic sustainability.

**Objective 1.1: Advance environmental sustainability**
We are committed to protecting the environment by reducing risks, fostering awareness of sustainability benefits, and assessing the environmental impacts of Morrisville’s operations.

**Objective 1.2: Advance social sustainability**
We engage in practices that combat social exclusion, promote upward mobility, and contribute to the well-being of our stakeholders.

**Objective 1.3: Advance economic sustainability**
We contribute to the economic development and growth of New York State, the Central New York region, and the State University of New York at Morrisville.

**Goal 2: To enhance and expand access to experiential education (traditional, nontraditional, matriculated, non-credit bearing; workforce development, graduate, technical).**

We will optimize and enhance access to experiential learning to include nontraditional student populations.

**Objective 2.1: Enhance and expand residential student experiential learning**
We will integrate experiential learning across all aspects of the full-time residential student experience. This will include applications in areas of curriculum development, co-curricular programming, and the broader residential student environments.

**Objective 2.2: Enhance and expand the nontraditional student college enterprise**
We will develop programming and services that align our experiential education mission with growing non-traditional student demand.

**Objective 2.3: Enhance teaching and learning through innovation and scholarship**
We will advance world-class education to enable our graduates to be agile in the market, whether seeking employment or further education.

**Goal 3: To strengthen and advance the institutional reputation**

We will advance a world-class education to enable our graduates to be agile in the market, whether seeking employment or further education.

**Objective 3.1: Be a recognized college for student placement outcomes**
We see placement as the pinnacle measure of Morrisville’s success and strive to provide our graduates the best value for the effort, time and resources they invest.

**Objective 3.2: Be a recognized college for sustainability**
We believe sustainability, in all its facets, is paramount to SUNY Morrisville’s future and strive to be recognized leaders in areas of environmental, economic, and social sustainability.
SWOT Analysis

**Strengths**
- Unique and relevant program offerings
- Recent progress with program development
- Athletics
- Faculty rank and experience
- Student-focused learning experience
- Applied learning model
- Updated college infrastructure
- Recent and planned facility investments
- Institutional commitment to sustainability
- SUNY budget and state construction fund

**Weaknesses**
- Current market position
- Student persistence
- Main campus location
- High operational costs
- Underdeveloped online learning infrastructure
- Local village appearance and services
- Junior college reputation
- Financial position
- Student living environment
- Faculty and staff diversity

**Opportunities**
- Select undergraduate program areas
- Graduate programming
- Adult learner market
- Sustainability identity
- Town and gown relations
- Hybrid learning with flexible student residency requirements (low residency programming)

**Threats**
- High school graduate trajectory and the “cascade effect”
- Market position and perceived value
- Declining demand for associate degrees
- Test optional admission
- Growing availability of free and/or less expensive college education alternatives
- Strong job market and economy
- Inflation
- Rising cost of attendance for residential students

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**Unique Value Propositions**

**Full time traditional residential students:**
- Stackable credentials
- Paid internships and direct to employment partnerships
- High placement
- Small college experience
- Uncompromising commitment to sustainability practices
- Cutting-edge labs and real-world lab experiences

**Non-residential students:**
- HyFlex / low residency programs
- Programmatic residency requirement
- Short-term, non-traditional housing
- Accessible graduate degree programs and workforce credentials
- Stackable credentials
- Credit for prior learning

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**Strategic Issues**

**Pressing Problems**
- Shrinking traditional student market
- Diminishing affordability
- Regressing market position
- Rural location
- Declining demand for transitional associate degree programs
- Increasing volume of more affordable and more accessible college options
- Low unemployment rates

**Unique Opportunities**
- Projected growth of nontraditional and adult learner students
- Projected growth of entry-level jobs requiring a graduate level credential
- Growing interest in areas of sustainability and renewable energy practices. Gen Z is emerging as the “sustainability” generation