Vision Statement: SUNY Oneonta will be recognized as a leader in challenging and empowering students to identify and achieve ambitious goals. We will ensure a quality and affordable education emphasizing ethical, critical, and creative thinking for our graduates to succeed in a diverse and changing world.

Goals and Objectives
Goal #1: Increase student engagement throughout their collegiate experience.
Objectives
a) Develop the Oneonta “Degree of Distinction” that recognizes and rewards students for Leadership, Engagement, and Independent Learning.
b) Formalize a Center for Teaching Excellence to serve as the focal point of activity for advancing teaching, learning, and engagement.
c) Improve first year student academic engagement.
d) Increase opportunities for students to be mentored.
e) Recognize faculty and staff for exceptional advising and mentoring.

Goal #2: Promote inquiry, service and scholarship.
Objectives
a) Craft a distinctive identity for SUNY Oneonta that highlights our values and achievements.
b) Develop Essential Learning Outcomes including creative, critical, and ethical thinking.
c) Expand community engagement and service in the curriculum.
d) Enhance and broaden communications that highlight faculty, staff, alumni, and student accomplishments.
e) Strengthen and grow student and faculty research and creative activity.

Goal #3: Broaden access to SUNY Oneonta’s exceptional educational programs while prioritizing affordability.
Objectives
a) Develop a robust advising system beyond course planning that enhances student completion and success through faculty-student interactions.
b) Implement the Strategic Enrollment Plan to address sustainable enrollment growth and further diversify the student body.
c) Increase 4-year graduation rates to meet the Chancellor’s goal of 60% by 2020.
d) Increase student financial literacy and reduce their loan debt at graduation.
e) Strengthen SUNY Oneonta as a safe and welcoming learning and living environment where everyone is valued.

Goal #4: Strengthen our financial sustainability.
Objectives
a) Prioritize academic and student services spending to promote student success.
b) Reallocate 5% of expenditures from administrative functions to academic and student services.
c) Restore annual operating reserve to 15% of State support by increasing revenue and operating more efficiently.