

# Empire State University Mission and Vision

## Mission

Founded in 1971 as the innovative branch of the State University of New York, Empire State University empowers learners from diverse backgrounds to achieve their educational dreams. With decades of experience in online teaching and learning, Empire State is wholly committed to supporting students to be successful in a wide range of online and hybrid programs that meet workforce needs. Student success drives everything we do. Through mentoring, prior learning assessment, support services, and flexible academic programs, we meet our students where they are and support them on their journeys to success.

## Vision

Empire State University aspires to be a model for inclusive excellence in public higher education. As a national leader for high-quality, flexible, and affordable education, we build on our students' strengths and experiences to drive social mobility in New York and beyond.

## Values

Our values underpin our work in service to our students, their families, and their communities across New York and around the world.

- Access
- Diversity, equity, and inclusion
- Flexibility
- Innovation

## Strategic Priorities

### 1. Students and Their Success

Empire State University is committed to providing a positive student experience that values diverse perspectives, respects student priorities, and connects students to the institution. Our community provides high-quality academic programming, mentoring, and a strong network of support services to enable students to meet their academic, professional, and personal goals.

#### *Supporting Themes*

Every member of the university is invested in and responsible for the success of our students across the entire student lifecycle. For our students to be successful, we will work in flexible ways to value students' prior knowledge, deliver high-quality academic

programs, and provide comprehensive support services to increase student retention and ensure timely degree completion.

## **2. Inclusive Excellence**

Since its founding, Empire State has been committed to its role as the innovative, access-oriented institution of SUNY. We strive to lead the region and the nation as an institution committed to inclusive excellence. We are a community that welcomes all learners and removes barriers in order to create equitable opportunities to succeed.

### ***Supporting Themes***

We are committed to increasing access to our institution through equitable and inclusive practices in admissions, pedagogy, and student support services. By recruiting and developing diverse faculty and staff, we deliver on our promise to create an inclusive working environment while supporting excellence in service, teaching, research, scholarship, and creative activities. Simultaneously, by recruiting, retaining, and graduating a diverse student population, we will help build a strong, diverse, and well-educated workforce in New York and beyond.

## **3. Organizational Clarity and Effectiveness**

We are committed to continuous improvement in all of our organizational and academic operations. We promote the mission, vision, and values of the university through our academic offerings and programs, student services, and operational infrastructure. We will engage in an iterative process of institutional assessment and improvement in service to our students and each other. Strategic decisions will be guided by our mission, supported by evidence, and clearly communicated to stewards and stakeholders.

### ***Supporting Themes***

All members of the Empire State University community are committed to engaging in ongoing improvement efforts so we can best serve our students and each other. Collaboratively, we will develop processes that are efficient, valued by and valuable to the university community. Faculty, staff, professional employees, students, and administrators all will contribute to the strength of the organization and foster a culture of inclusion, civility, and support.

#### **4. Raising our Public Profile**

Empire State University will be recognized as SUNY's leading online institution, providing a high-quality, flexible, and affordable education. All members of Empire State will help elevate our profile so we can more cohesively communicate the positive impacts we have on students, their families, and their communities. Through high-impact research, teaching, grants, marketing, and recruitment, we will increase educational access, raise our profile, expand our markets, and continue to differentiate ourselves in an increasingly crowded field.

##### ***Supporting Themes***

We will deliver on our access-driven mission by telling our story, promoting the growth of our programs, and expanding our enrollments. Our aim is to drive educational attainment in New York and beyond, reaching students who can benefit from our flexible and innovative academic experiences and driving social mobility in the region and beyond.