

**Lehman College  
Strategic Plan Goals and Objectives  
SCOPE OF WORK**

**Goal 5: Engage in academic and outreach activities that identify Lehman College as the leading institution serving the educational, professional, cultural and recreational needs of the Bronx and surrounding region.**

Objective	Responsibility	Target Dates	Action Plans	Outcomes	Status
5.1 Establish relationships with departments, certifying agencies, and Division of Adult and Continuing Ed (CE) to define programming objectives and to implement a model of revenue sharing.	CE: P&B Subcommittee	2004-2005	Committee to meet and develop recommendations.	Revenue sharing plan developed and implemented.	In 2004-5 CE distributed \$65,000 to departments in the Divisions of Natural and Social Sciences and Education.
5.2 Increase continuing education activities and opportunities to meet the educational and cultural needs for the region.	CE: P&B Subcommittee	2004-2005	Committee to meet and develop recommendations.	New targeted certificate programs developed in Health.	CE offered the following categories of credit and non-credit certificate programs in various health-related areas: Certificates for Direct Care Workers (for credit, career ladder); Continuing Education for Healthcare Workers, Non-clinical (non-credit); Nursing courses (for credit, career ladder); Pre-Nursing courses (for credit, career ladder).
5.3 Based upon needs assessments, develop and implement a marketing plan that promotes programs and offerings.	CE; P&B Subcommittee	2004-2005	Develop marketing plan for Continuing Education and CUNY on the Concourse.	Design a new brochure that consolidates CE and COTC offerings. Do a targeted mailing based on demographic survey of enrollment patterns.	Fall 2005 registrations will test the effectiveness of this new marketing strategy. Early indications are that registrations are up by 25%.

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5.4 Establish relationships with external entities.	CE; P&B Subcommittee	2004-2005	Expand programs involving area health centers, unions and city agencies.	New programs developed with 1199 ETJSP, HHC, Montefiore Medical Center, Jacobi, DSBS, HRA, Social Security Administration.	Began offering the Immigrant Nurse Program, the MD to RN Program for 1199 and HHC; an HR training program for Montefiore, a Workforce 1 Job Center for DSBS; a skills training program for HRA, and a job placement and training program for the Developmentally Disabled for the Social Security Administration. In addition, we are now represented on the Fordham BID.
5.5 Bolster CE's visibility and role within the College through College Relations, the website, and other means.	CE; P&B Subcommittee	2004-2005	Improve CE and CUNY on the Concourse websites.	Introducing the College and the Community to the diversity of CE offerings from CE, COTC, and ADP.	Completed.
5.6 Supplement the administrative infrastructure to facilitate and support increased CE offerings.	CE; P&B Subcommittee	2004-2005	Work with Registrar's Office and Office of Admissions to improve registration processes.	Increased CE offerings and increased enrollment.	Completed: the process for non-traditional student registration has been improved. Administrative and secretarial lines in Nursing are being supported to monitor and support CE programs in Nursing.

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5.7 Strengthen the College's role in the K-16 educational reform.	A. Digby, A. Rothstein, P. Baez, S. Lerner	2005-2006	Work with small schools, regional superintendents and principals.	Lehman as an educational leader in K-16 reform.	A small network has been created with small school administrators to address educational concerns and college opportunities.
5.8 Strengthen and enhance the basic education, workforce preparation and professional skills of adults.	CE and CUNY on the Concourse	2005-2006	Work with SBS, SBDC, and DOL to identify job opportunities in the Bronx.	To provide better job opportunities for the population of the Bronx.	DSBS has provided three years of funding, 3.9 million dollars, to begin a Workforce 1 Job Assist Center at COTC. It will open on October 1. Lehman is exploring a collaboration with Kingsborough CC to begin a tourism and hospitality program at COTC.
5.9 Expand and increase awareness of Lehman's cultural and recreational programs and events.	Susan Hoeltzel and Eva Bornstein	2005-2006	Maintain websites on cultural and recreational events. Create a separate publication via Media Relations highlighting cultural events at the College.	Expand public participation in cultural and recreational events at the College.	The PAC has begun a new marketing campaign to increase awareness of the Center. Lehman Stages has just completed a very successful run of events. The Lehman Art Gallery advertises its events through NY 1's Community Board, press releases to over 600 press contacts, and monthly announcements in "Art Now Gallery Guide." The APEX is presently running at maximum capacity, serving 700 Lehman students per day and over 300 faculty, staff, alumni and community per week. This does not include rentals and varsity team activities.

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5.10 Expand Lehman's role in economic development.	SBDC, COC, HUD/HSIAC Project	2005-2006	Organize small businesses in Bronx neighborhoods.	To assist in making small businesses economically viable. SBDC offers technical assistance, consulting and advising to over 760 small businesses in the Bronx per year. It has also helped these businesses to get over seven million dollars in loans.	HUD/HSIAC, SBDC, BOEDC and the Clinton Foundation have undertaken a series of initiatives to show small business how to work together in neighborhood based collaborations in order to share costs, bolster marketing, and help with financial planning.
5.11 Connect the intellectual resources of the College to issues of concern to the community.	Strategic Planning Committee for Goal 5 and College Relations	2006-2007	Bring together the Goal 5 Planning Committee and College Relations to discuss the most effective ways of linking the College, with its many outreach activities, to the community.	The creation of an Outreach publication and a community bulletin board that will announce College-based events to the community.	The Goal 5 Planning Committee will meet with College Relations in Fall, 2005.