**National Recognition**

The value is in the opportunities that are presented as a result of recognition, not the recognition itself.  National recognition is a journey and an aspiration.It is part of a culture that opens opportunities to fulfill the College mission.

Specifically identifying the ‘what’ of recognition is intentionally avoided.  Examples are not limited to research, practical demonstrations, leadership in professional fields, excellence in showcasing experiential education, awards, grants, etc.  THE FACULTY (inclusively defined), STAFF (Academic and non-academic), ADMINISTRATION, STUDENTS AND ALUMNI CURRENTLY ARE ENGAGED IN ENDEAVORS THAT RECEIVE OR DESERVE THIS LEVEL OF RECOGNITION, BUT THE MECHANISMS FOR AWARENESS AND COLLABORATION ARE INADEQUATE.   Maximum effectiveness of National Recognition comes not from sporadic attainment, but from the culture that culminates in that recognition.  The culture must permeate and be embedded in every corner of the campus.  (This is a challenging undertaking and begins with recognition in Departments, Schools, College, SUNY, professional associations, Community, State/Region, and Alumni Body.)

**Connection to the Mission Statement**
There is no specific connection to the “Shortened Version” of the MISSION STATEMENT.  There is an implied connection as such recognition would contribute in significant ways to carrying out the mission.

The “Long Form” mission statement specifically includes “*nationally recognized* programs and faculty…”, “diverse student body seeking a *high quality*,… education”, “small college experience at an affordable price”, “*forming partnerships* with corporations and the community” and “significant opportunities for *leadership development*.”  These cannot be attained without the support of National Recognition of the College and its component parts: faculty, staff, administration students and alumni.

**The Context:** While there are a number of events and publications that recognize the above, there must be a coordinated, aggressive, proactive effort to present them in a way that garners the recognition that will support the college mission.  Continuing efforts to attract and retain highly qualified students and faculty are attainable only if recognition of the college and its resources support that aspiration.  Inadequate recognition on and off campus severely undermines that objective. (Note: Each member of the team shared knowledge of national recognition of campus individuals or activities that other team members were unaware of.)

**Importance of Process and Discussion**

SUNY-Cobleskill must develop its own view of ‘Recognition”.  For maximum effectiveness, it must be inclusive in all we do.  We need, as a campus, to answer the question: Why should we “ALL” care about recognition?  (The team suggests the answer is that it facilitates the College mission and inclusive recognition builds relationships on and beyond the campus.)                  Action plans for recognition should focus on the possible, not the problems.  They should have bold objectives and take a positive approach.

**Outcomes – Supported by Action/Strategy
Outcome: Identify potential activities for National Recognition**

**Action:** Academic Departments and other organizational units within the college will identify programs, individuals and activities for recognition (as broadly defined by departments and units – each would be aggressively pursued.)

The department/unit would be a repository for this information and submit it to INSTITUTIONAL ADVANCEMENT AS THE CENTRAL College repository.  Alumni Relations would include Alumni inputs in this repository. Note: Without a permanent, college wide repository it will not be available for maximum exposure.  The repository must have a permanent, searchable, host that is readily and regularly available to the campus population.  A manages SharePoint site or Angel may be considered for the repository.   Data mining of the repository will facilitate: 1) Collaboration on and beyond the campus, 2) Support for “Call us First”, 3) Finding “Campus experts”, 4) Stories for Coby Newsletter, 5) Inputs to external publications (SUNY, local, regional, national press, etc.

**Outcome: Awareness of campus, individuals and programs
Action:**  Facilitate the spread of awareness. Repository must be updated promptly and updates must be visible to all communities of interest.  Interested parties must be identified and be driven to areas of interest.  Communications and Marketing must scan the repository regularly to identify and pursue items for the newsletter and other marketing opportunities.

**Outcome: Continuous recognition – maximizing awareness
Action:** Once in place the entire process must be easily maintainable at a modest cost.     The repository must be used across campus to find expertise and resources to leverage their mission. (Call ourselves ‘First’).

**Risks/costs:** Incentives to establish and maintain the repository must be established.  It is suggested that these incentives should be reputational for individuals, programs and the college – NOT monetary.  The repository should use existing resources and be maintained by those who need/benefit from this information to maximize their unit’s efficiency and effectiveness.

**Opportunities arising from National (all) Recognition
College aspirations:** These strategies facilitate meeting the aspirations found across campus activities and supports many of the College’s aspirations.  This includes attracting (and retaining) students, faculty and administrators to an exciting environment.  (Note: It is already an exciting environment in many ways – but awareness is very low.)