

**NUTRITION SCIENCE DEPARTMENT  
STRATEGIC PLAN 2010-2013**

JUNE 2010

**EXECUTIVE SUMMARY**

**Overarching Vision of the Department of Nutrition Science**

- To be regarded as the primary source of nutrition information and education in the Capital Region.
- To be recognized as a leading nutrition department in the North East educating exceptional nutrition professionals.
- To establish a unique expertise and respected body of work in public health research.

**STRATEGIC GOALS:**

**Goal 1: Position the department for sustainability and growth**

We will recruit and maintain an exceptional and diverse faculty who will further contribute to the educational and research agendas, as well as bolster the external clout of the department. With adequate resources and reasonable faculty/student ratios, we will continue growing enrollments by recruiting outstanding students, collaborating with Biology, Management and other programs to develop various paths within the major, and build new and innovative programs.

**Goal 2: Prepare students to be leaders in nutrition**

We will continue the exceptional curriculum that prepares students to be outstanding nutrition professionals, accomplished in all areas of the field including clinical and community nutrition as well as food service management. We will work to increase the rigor and variety of learning opportunities, continue to emphasize professional behavior in and outside the classroom, and foster the development of leadership qualities in our students.

**Goal 3: Create a dynamic environment where faculty collaborates with external and internal partners to conduct and publish research**

We will strategically recruit new faculty who will support the existing research agendas within the department. We plan to provide faculty the opportunity (especially time) to conduct and publish research, and collaborate on projects with Sage and community partners. Our goal is to establish an active research agenda in public health nutrition where faculty is recognized through grants, publications and professional presentations.

**Goal 4: Enhance the local and national reputation of the department**

We will strive to become the center of nutrition knowledge in the Capital Region. We will connect with alumni to positively represent, promote, and support the program. Through peer-reviewed journal publications, paper and poster presentations at national, state and local conferences we will position ourselves as an emerging authority in the field of public health nutrition. Likewise, through media outreach and strategic community partnerships, we will improve our visibility and reputation in the local area.

# Molding the Leaders of Our Future

## INTRODUCTION:

The Nutrition Science Department is housed within the School of Health Sciences. Currently, the department includes 4 full-time faculty, one part-time faculty, and one support staff. Despite the demands and resource strain of a fast growing student body, the department has been able to build a reputation for high-quality education. We aim to continue the trend of excellence. We would like to become the hub of all nutrition activity in the Capital Region. Recognition at the local and national levels, a strong research agenda, community involvement and public health service are all goals we aim to achieve. The department is currently comprised of three programs:

- **BS Program:** The bachelor's program houses the accredited Didactic Program in Dietetics (DPD). In fall 2009, 45 full-time students were actively registered in the program. The program includes 36 nutrition credits, 45 support mostly science credits, 21 general education credits and 18 electives. The nutrition and support courses make up the DPD coursework for a total of 81 credits.
- **MS Program:** In fall, 2009 a total of 59 students were actively registered in the MS Program. To complete the MS, students need to take between 32 and 45 credits, depending on their background. In addition to coursework, students have the option to complete their own research project, a group research project, or an extensive literature review.

An unexpected benefit of this program is the number of students who have chosen to complete the DPD accreditation coursework while in the MS program. Currently, 44 of the 59 active students are completing the DPD in conjunction with the MS, taking between 45 and 81 BS credits at Sage in addition to the MS credits.

- **DI Program:** The accredited dietetic internship (DI) program is a 10-month certificate program. Yearly, between 10 and 12 students complete the DI. This program is self-supporting. Students pay for the exclusive time of the dietetic internship director.

## Vision:

The Vision of the Nutrition Science Department is to be recognized as a leading nutrition program in the Northeast.

## Mission:

Our mission is to advance the field of nutrition through scholarship, outreach, and training of future leaders.

## Purpose:

The purpose of this strategic plan is to describe a vision and plan of action that will direct our departmental efforts for the next three years.

**Direction:**

Building on our record of accomplishment and success, the Nutrition Science Department has established four goals to move us forward for the next three years.

Goal 1. Position the department for sustainability and growth

Goal 2: Prepare students to be leaders in nutrition

Goal 3: Create a dynamic environment where faculty collaborates with internal and external partners to conduct and publish research

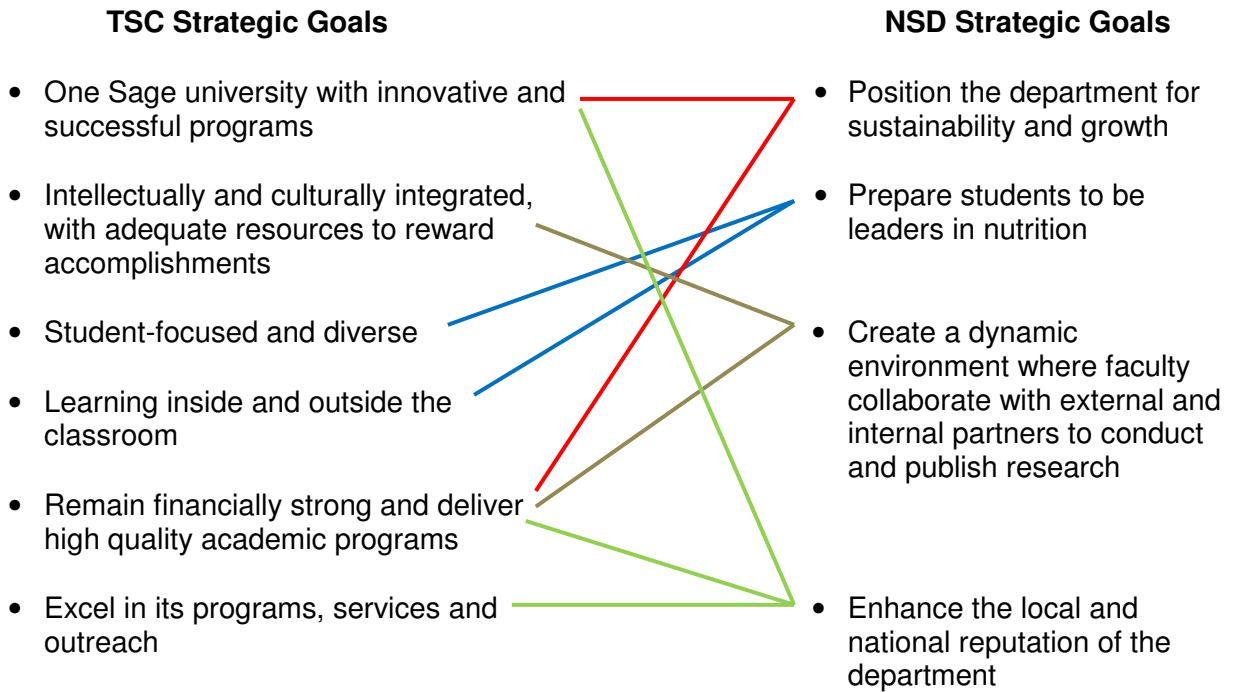
Goal 4: Enhance the local and national reputation of the department

These four goals emerged from numerous informal discussions with faculty that culminated into a one-day retreat on June 22, 2010 (Appendix 1). They are the collective articulation by the faculty of the short-term (three-four year), intermediary steps (See Appendix 2) toward achieving our mission and vision. The following pages outline our plan of action to move the department forward in a competitive environment. This document does not detail the successful, ongoing initiatives and strategies already in place in the department; rather, it is meant to cast vision for the near- and long-term future of departmental activities.

For the early stages of this strategic plan, we have established tactics achievable with the limited resources available to our department. The small number of faculty in the department limits program growth, marketing, as well as research activities and publications. With additional faculty and resources, the plan will be revised to reflect our true potential.

This document supports the strategic plan of The Sage Colleges and the goals are seamlessly aligned with the goals of the college as illustrated in Figure 1. Each goal is further detailed in the main section of this plan, along with the strategies, tactics and action plans that will be pursued to achieve the metrics appended to each goal.

**Figure 1. The connections between The Sage Colleges (TSC) Strategic Plan and the Nutrition Science Department's (NSD) Strategic Goals**



## Goal 1. Position the Department for Sustainability and Growth

**STRATEGY 1.** Recruit and maintain high-quality faculty.

**TACTICS:**

A. Reduce student to faculty ratio from a current 45/1 to 20/1 for the BS and MS programs.

**Action Plan:**

- Add one faculty by fall 2011
- Add one additional faculty by fall 2013
- Explore optimal DI student/faculty ratio

B. Increase the number of faculty on tenured track from a current 1 tenured line to 3 tenured lines.

**Action Plan:**

- Secure a tenured line for Sonya Irish Hauser
- Ensure that new faculty is recruited into a tenure line

C. Increase administrative support for faculty.

**Action Plan:**

- Secure one additional part-time secretarial staff position by fall 2012
- Coordinate graduate assistantships (GAs) and Work Study positions

Metrics	Three-Year Targets	Impact
<b>Reduce Faculty/Student Ratios</b>		
Faculty hires	<ul style="list-style-type: none"> <li>• Increase the number of full-time BS/MS faculty from 3 to 5 (RA)</li> </ul>	<ul style="list-style-type: none"> <li>• Sage can meet market demand for nutrition/dietetics education and continues growth in enrollments</li> <li>• Sage maintains currently outstanding nutrition faculty by preventing work overload and burn-out</li> </ul>
<b>Increase Tenured Lines</b>		

Tenured Lines	<ul style="list-style-type: none"> <li>• Increase the number of tenured track faculty from 1 to a minimum of 3 (RA)</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures stability and strength within the department.</li> <li>• Rewards high-quality performance</li> </ul>
<b>Increase Support Staff</b>		
Staff hires	<ul style="list-style-type: none"> <li>• Increase support staff positions from 1 to 2 staff (RA)</li> </ul>	<ul style="list-style-type: none"> <li>• Supports faculty work to enable further growth of the program</li> </ul>
GA/work study positions	<ul style="list-style-type: none"> <li>• Developed plan to coordinate student help by December 2010 (SD)</li> </ul>	<ul style="list-style-type: none"> <li>• Supports faculty and staff work to enable further growth of the program</li> </ul>



**STRATEGY 2.** Increase coordination with public relations, communications, marketing, advancement, and admissions departments.

**TACTICS:**

A. Foster external relations through the development of a press kit to be distributed to media and potential community partners.

**Action Plan:**

- Meet with the Communications Department to develop press kit
- Strategically distribute press kit
- Market the department during DI students activities at the Honest Weight Food Co-op and YMCA as well as other sites as is feasible

B. Establish stronger internal relations and communications with various college support units.

**Action Plan:**

- Invite key personnel from the various support units (Admission, communications, alumni relations, etc. ) to nutrition faculty meetings
- Assign specific faculty to be liaisons to each unit

- Schedule yearly meetings between the liaison faculty and key individuals from various units

<b>Metrics</b>	<b>Three-Year Targets</b>	<b>Impact</b>
<b>External Relations</b>		
Develop Press Kit	<ul style="list-style-type: none"> <li>• Press kit distributed to community partners by December 2012 (SIH)</li> </ul>	<ul style="list-style-type: none"> <li>• Positions the nutrition department as the hub of nutrition information in the Capital region</li> <li>• Markets Sage and its faculty, contributing to community service and outreach</li> <li>• Enhances Sage's reputation</li> <li>• Increases opportunities for outside partnerships and procurement of outside funding for the department</li> </ul>
<b>Internal Relations</b> Stronger communication with support units	<ul style="list-style-type: none"> <li>• Regular meetings scheduled with support units including admissions, marketing, and communication</li> <li>• Faculty liaison established for each unit</li> </ul>	<ul style="list-style-type: none"> <li>• Improves outside communication and visibility of both the Nutrition Science Department and Sage in general</li> </ul>

**STRATEGY 3.** Create an environment that welcomes and retains students.

**TACTICS:**

A. Welcome students to the department.

**Action Plan:**

- Include a welcome e-mail to accepted students
- Include a departmental letter in MS, DI and BS students' welcome packets

- Post a welcome students' e-mail on the department's student listerv

B. Ensure at least 80% participation at the Welcome Salad Bowl Luncheon.

**Action Plan:**

- Send invitation to Salad Bowl Luncheon before start of semester
- Announce luncheon in all fall courses
- Maintain attendance record at the luncheon
- Coordinate DI schedule to enable interns to attend the luncheon

C. Provide other opportunities within the department to help with student retention.

**Action Plan:**

- Re-establish student/faculty luncheons at Buchman
- Brainstorm ideas to increase student involvement

<b>Metrics</b>	<b>Three-Year Targets</b>	<b>Impact</b>
<b>Welcoming students</b>		
Welcome activities	<ul style="list-style-type: none"> <li>• Established contact with 90% of applied and accepted students</li> <li>• Departmental welcome letter included with every MS/BS students' welcome packets (SIH/SD), DI (MBC)</li> </ul>	<ul style="list-style-type: none"> <li>• Increases enrollment in nutrition and clarifies expectations from students</li> </ul>
<b>Student Outreach</b>		
Salad Bowl Luncheon	<ul style="list-style-type: none"> <li>• Attendance at salad bowl luncheon increases from current 12% (2009) to 80% of students or more</li> </ul>	<ul style="list-style-type: none"> <li>• Improves student retention</li> </ul>
<b>Student Participation</b>		
Students Retention	<ul style="list-style-type: none"> <li>• A total of 6 student/faculty luncheons scheduled each year (RA)</li> <li>• Plan developed that details initiatives to increase student involvement</li> </ul>	<ul style="list-style-type: none"> <li>• Improves student retention</li> </ul>

**STRATEGY 4.** Anticipate future needs and trends in the field of nutrition and public health.

**TACTICS:**

A. Define clear nutrition tracks.

**Action Plan:**

- Develop a Food and Business track
- Clarify the Nutrition vs. Dietetics tracks
- Update the nutrition jobs handout and include in students handbook
- Obtain official 'Certificate' recognition for the DI from NYSED
- Obtain official 'Certificate' recognition for the Post Baccalaureate in Nutrition Science Program from NYSED
- Update the HSA/DI MS program of study
- Update the Community Health Ed/DI MS program of study

B. Complete HSA/Nutrition course of study certificate.

**Action Plan:**

- Request HSA certificate course sequence from Kim Fredericks
- Devise an HSA/Nutrition course of study
- Incorporate course sequence in student handbooks, web pages and during advising

C. Move the Dietetics program to the MS level.

**Action Plan:**

- Devise the course of study to move the DPD to MS level
- Receive approval from CADE
- Investigate feasibility of a MS/CP program in place of or in addition to the DI certificate

D. With sufficient HSA support/resources, develop Sports Nutrition course of study.

**Action Plan:**

- Submit proposal to SCA-CC and SGS-CC
- Submit proposal to Department of State Education

**Metrics**

**Three-Year Targets**

**Impact**

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## Nutrition Tracks

Nutrition tracks	<ul style="list-style-type: none"><li>• Developed one BS track in nutrition (RA)</li><li>• Updated nutrition jobs handout included in students' handbook (SD)</li></ul>	Improves student options
HSA/Nutrition course of study	<ul style="list-style-type: none"><li>• Developed a HSA/Nutrition course of study by 2013</li></ul>	<ul style="list-style-type: none"><li>• Sage can meet market demand for individuals with both business and nutrition expertise</li></ul>
MS DPD Program	<ul style="list-style-type: none"><li>• Obtained CADE approval by 2013 (RA)</li></ul>	<ul style="list-style-type: none"><li>• Sage can meet market demand for MS-RDs</li></ul>
Sports Nutrition	<ul style="list-style-type: none"><li>• Launched program by 2013 (RA)</li></ul>	<ul style="list-style-type: none"><li>• Sage can meet demand for innovative programs</li></ul>



## Goal 2: Prepare Students to be Leaders in Nutrition

**STRATEGY 1.** Continue to prepare competent graduates capable of succeeding in advanced education and/or employment.

### TACTICS:

A. Achieve a five-year pass rate of > 90% on the Registered Dietitian (RD) exam.

#### Action Plan:

- Establish a system of early advising to direct students' paths in the program
- Develop a 'nutrition across the life span' counseling course
- Raise the Dietetic Internship minimum entry GPA level to  $\geq 3.0$

B. Strengthen research content in the BS, MS, and DI programs.

#### Action Plan:

- Add research methods course in the BS program
- Integrate research throughout the BS/DPD curriculum
  - BS/MS students will interpret and present research in Macro-Micronutrients
  - BS/MS students to present research posters in Advanced Food Science
  - Include research laboratory project in Advanced Food Science (NTR 402/502)
- Revise research assignments in the DI
  - Clinical practicum: complete a literature review and assess a facility's standard of care
  - Food & Wellness Management practicum: continue conducting a Process Improvement project (applied research)

C. Develop a *Nutrition Knowledge Center* webpage with the potential to serve as a resource on information about the profession for nutrition and dietetics students nationally.

#### Action Plan:

- Post information on dietetics programs (DPD) (RA)
- Post information about professional development (SD)
- Develop a Moodle course on Professional Conduct for nutrition students, which must be completed before graduation

- Post information about student research involvement
- Update the “Nutrition Jobs” handout and post on webpage
- Market the new webpage on various nutrition and dietetics listserves

<b>Metrics</b>	<b>Three-Year Targets</b>	<b>Impact</b>
<b>Successful Graduates</b>		
Program excellence	<ul style="list-style-type: none"> <li>• Achieve a 5-year first time takers pass rate in DPD and DI of &gt; 90%. (Current rate 79% DPD and 73% DI)</li> </ul>	<ul style="list-style-type: none"> <li>• Raise prestige, quality and recognition of the department and college</li> </ul>
<b>Research</b>		
Research in the curriculum	<ul style="list-style-type: none"> <li>• Research methods course taught at the BS/DPD level</li> <li>• Research integrated in at least 4 DPD courses</li> </ul>	<ul style="list-style-type: none"> <li>• Raises the quality and competency of graduates</li> </ul>
<b>Knowledge Center</b>		
Nutrition Knowledge Center	<ul style="list-style-type: none"> <li>• Launch Nutrition Knowledge webpage by August 2013</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances Sage’s national prominence</li> </ul>

**STRATEGY 2.** Provide students from diverse backgrounds with opportunities to succeed in the program.

**TACTICS:**

A. Support alternative courses of delivery.

**Action Plan:**

- Schedule all MS support courses in the evening and weekend
- Move the DPD to MS level (See G1.S4.TC)

B. Increase collaboration with Sage College of Albany.

**Action Plan:**

- Collaborate with Management on HSA certificate and Food and Business (See G1.S4.TB)
- Explore housing Sports Nutrition program at SCA (See G1.S4.TD)

<b>Metrics</b>	<b>Three-Year Targets</b>	<b>Impact</b>
<b>Course delivery</b>		
Alternative Schedule	<ul style="list-style-type: none"> <li>• All MS courses are delivered in the evening or on weekend</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible schedule for diverse audiences</li> </ul>
<b>Collaboration with SCA</b>		
SCA Sports Nutrition	<ul style="list-style-type: none"> <li>• Establishing Sports Nutrition as an SCA program explored and pursued by 2012</li> </ul>	<ul style="list-style-type: none"> <li>• Increases diversity (ethnic, gender and age) in the program</li> </ul>

**STRATEGY 3.** Provide opportunities for students that go beyond the classroom.

**TACTICS:**

A. Explore practicum/shadowing with nutrition professionals in diverse and non-traditional settings.

**Action Plan:**

- Develop a list of nutrition professionals in the area and their job descriptions
- Establish connections with various nutrition professionals

- Invite non-RD's and non-clinical RD's as guest speakers/presenters in the classroom

B. Provide students with out-of-classroom experiences.

**Action Plan:**

- Add visit to a farm in the area
- Add yearly beef council trip
- Develop connections with Kennedy Towers and South Mall Towers to provide nutrition counseling to older adults

<b>Metrics</b>	<b>Three-Year Targets</b>	<b>Impact</b>
<b>Non-Traditional Professionals</b>		
Connections with non-RD's and non-clinical RD's	<ul style="list-style-type: none"> <li>• Invited two non-RD's in to discuss their jobs in Community Nutrition (RA)</li> <li>• Developed a list of nutrition professionals in the Capital Region sorted by job function (GA/MBC)</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances Sage's connections with the professional community</li> <li>• Suitable role models for students with diverse backgrounds</li> </ul>
<b>Out-of-Classroom Experiences</b>		
Departmental trips	<ul style="list-style-type: none"> <li>• Added 2 additional classroom trips</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances students preparation</li> </ul>
Clinical experience	<ul style="list-style-type: none"> <li>• Included out-of-classroom counseling opportunities in counseling course (RA)</li> </ul>	<ul style="list-style-type: none"> <li>• Provides students with a competitive advantage</li> </ul>

**STRATEGY 4.** Improve rigor and quality of the program.

**TACTICS:**

A. Establish criteria for the review/evaluation of course content and grade distribution

**Action Plan:**

- Explore existing standards (e.g., CADE) of course evaluation
- Establish criteria acceptable for use by the department
- Develop tools to be used for course evaluation

B. Carefully review course content and grade distribution.

**Action Plan:**

- Review the challenge and rigor of all assignments in courses and dietetic internship
- Review and evaluate the percent of course grades distributed to assignments vs. exams (too many assignments may lead to grade inflation)
- Minimize the number of make-up exams and make-up grades
- Minimize curving exam grades

B. Continue program evaluation and review to improve quality.

**Action Plan:**

- Continue conducting focus groups at the BS/DPD/DI level
- Establish a program evaluation of the MS program

C. Uphold prerequisites in the program.

**Action Plan:**

- Develop a Jing to post for students regarding course pre-requisites and course sequence
- Add a pre-requisites handout to students handbook and post on website
- Communicate prerequisite sequence to RSC Advising Center
- Communicate the DPD/DI admission process & prerequisites; update the DI application and post on web site.
- Obtain a Preselect Option from CADE for DPD students to apply early to the DI and not have to participate in the computer match process

Metrics	Three-Year Targets	Impact
<b>Course Content</b>		
Review course content	<ul style="list-style-type: none"> <li>• Completed review of all courses with % grades from assignments vs. exams</li> <li>• Faculty meeting to discuss grade/exam content completed</li> </ul>	<ul style="list-style-type: none"> <li>• Aligns students' abilities with course grade: Grades adequately reflect students' abilities</li> </ul>
<b>Program Evaluation</b>		
MS evaluation	<ul style="list-style-type: none"> <li>• A systematic plan to evaluate the MS developed</li> </ul>	<ul style="list-style-type: none"> <li>• Raises the quality of MS program</li> </ul>
<b>Prerequisites</b>		
Communicate prerequisites to student	<ul style="list-style-type: none"> <li>• A Jing detailing course prerequisites developed, posted on website and incorporated in students handbook</li> </ul>	<ul style="list-style-type: none"> <li>• Raises the quality of programs</li> <li>• Enhances program communication</li> </ul>



**Goal 3: Create a dynamic environment where faculty collaborate with external and internal partners to conduct and publish research**

**STRATEGY 1.** Build a recognizable and distinct research agenda.

**TACTICS:**

A. Provide faculty with support to apply for grants.

**Action Plan:**

- Ensure support of staff, GAs and resources for grant applications
- Plan for sabbatical leaves to apply for research grants and to conduct scholarly pursuits

B. Develop research goals guidance document.

**Action Plan:**

- Schedule a faculty meeting to discuss faculty research goals
- Develop a 1-page summary of research goals
- Strategically align resources to facilitate research goals agenda
- Brainstorm both internal and external opportunities for research collaboration

C. Collaborate with Sage Research Institute.

**Action Plan:**

- Invite director of Research Institute to faculty meeting
- Collaborate on grants with Research Institute partners

<b>Metrics</b>	<b>Three-Year Targets</b>	<b>Impact</b>
<b>Research</b>		
Faculty Research Support	<ul style="list-style-type: none"> <li>• At least one GA per semester devoted to research support</li> </ul>	<ul style="list-style-type: none"> <li>• Promotes Sage’s research agenda</li> </ul>

Research Guidance Document	<ul style="list-style-type: none"> <li>• A research guidance document developed with summary page</li> </ul>	<ul style="list-style-type: none"> <li>• Promotes Sage’s research agenda</li> </ul>
Sage Research Institute Collaboration	<ul style="list-style-type: none"> <li>• Secure at least one grant from a national organization (NIH, USDA, Kellogg’s, ADA, RWJF, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced performance and reputation. More resources to department and college</li> </ul>



**STRATEGY 2.** Publish and present peer-reviewed and lay articles.

**TACTICS:**

A. Publish at least 1 peer-reviewed article and 1 lay article per year.

**Action Plan:**

- Yearly, conduct one research project with MS students
- Publish MS students’ research
- Assign one GA to assist with research
- Assign one faculty to publish a lay article in local newspaper or professional newsletters such as DEP newsletter
- Submit at least two research articles to peer-reviewed journal (publish 1)

B. Present at least 2 papers at a national meeting and a minimum of 10 posters at local or state meetings.

**Action Plan:**

- Yearly present students’ MS research projects at national and state meetings
- Present DI students’ research projects at state meeting

<b>Metrics</b>	<b>Three-Year Targets</b>	<b>Impact</b>
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**Research**

Publications

- Increase publications in peer-reviewed journals from <1 to at least 2 research articles per year\*
- Promote Sage's research agenda

Presentations

- Present at least 2 articles at national conferences and 10 at state meetings each year\*
- Enhanced performance and reputation

*\*Number will be adjusted with additional faculty*



## Goal 4: Enhance the local and national reputation of the department

**STRATEGY 1.** Develop and foster strategic partnerships with local and professional community organizations.

**TACTICS:**

A. Build a community page on the website

**Action Plan:**

- Assign a GA to build the webpage and connect with community partners
- List all partners websites on webpage – ask them to connect to Sage’s Nutrition site
- Connect with Communications to promote partners on webpage

B. Update and review the website

**Action Plan:**

- Yearly assign one GA to update and review the website
- Yearly schedule one faculty meeting to review and discuss the website

C. Actively pursue opportunities to partner on projects with community organizations

**Action Plan:**

- Identify community organizations with mutual interests/goals as potential partners
- Identify a contact person within each organization with whom to stay in touch

Metrics	Three-Year Targets	Impact
<b>Partnerships</b>		
Community webpage	<ul style="list-style-type: none"> <li>• Community partners webpage developed and regularly updated</li> </ul>	<ul style="list-style-type: none"> <li>• Build stronger ties with the community</li> </ul>
Website	<ul style="list-style-type: none"> <li>• Website is current, up-to-date, and engaging to outside partners</li> </ul>	<ul style="list-style-type: none"> <li>• Build stronger ties with the community</li> </ul>
Partnership Opportunities	<ul style="list-style-type: none"> <li>• Faculty and staff are engaged in active dialogue and</li> </ul>	<ul style="list-style-type: none"> <li>• Build stronger ties with the</li> </ul>

collaboration with  
community partners

community

**STRATEGY 2.** Become recognized in the area as the authority in Nutrition.

**TACTICS:**

A. Develop a media relations plan.

**Action Plan:**

- Schedule a faculty meeting to discuss and develop a working agenda for media relations
- Present agenda to the communications department
- Work with the communications department to develop a media relations plan and related materials, as well as requisite training.

<b>Metrics</b>	<b>Three-Year Targets</b>	<b>Impact</b>
<b>Media Relations</b>		
Media relations plan	<ul style="list-style-type: none"><li>• Completed media relations plan</li></ul>	<ul style="list-style-type: none"><li>• Promotes Sage and the nutrition department.</li></ul>

**STRATEGY 3.** Foster nutrition alumni relations and partnership.

**TACTICS:**

A. Assign support for alumni relations.

**Action Plan:**

- Assign a GA to plan a nutrition alumni event during reunion weekend

- Assign GA to add a page on the website to promote alumni
- Meet with standing Hudson Valley Dietetic Association president or representatives to discuss an alumni relations plan
- DI will hold 20<sup>th</sup> Anniversary Reunion on Oct. 2, 2010 – possibly to become an annual event

B. Promote nutrition alumni.

**Action Plan:**

- Work with communications and admissions offices to produce posters and website vignettes to promote alumni
- Display posters on website and hallways
- Develop a U-Tube about alumni to display on website
- Provide links to alumnae web sites

Metrics	Three-Year Targets	Impact
<b>Alumni Relations</b>		
Alumni webpage	<ul style="list-style-type: none"> <li>• Alumni webpage developed and regularly updated</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances reputation; promotes department.</li> </ul>
Alumni promotion	<ul style="list-style-type: none"> <li>• Alumni posters developed and distributed</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances reputation; promotes department and its graduates</li> </ul>



## APPENDIX 1

### MEETING ATTENDEES

The following faculty participated in the Strategic Plan:

Melodie Bell-Cavallino: Full-time faculty and Dietetic Internship Director (DI)

Stephanie DiBacco: Full-time faculty and BS Coordinator

Sonya Irish-Hauser: Full-time faculty and MS Program Director

Eileen FitzPatrick: Part-time faculty

Pat Severson-Wager: Adjunct faculty

**Facilitator** (and participant):

Rayane AbuSabha: Full-time faculty, Department Chair and Dietetics Program Director (DPD)

## APPENDIX 2

At the beginning of the meeting, each faculty was asked to independently generate their list of goals for the department. No limit was put on number of goals generated or length of time/range of the goals. Following is the list of goals generated.

- Registered Dietitians to be recognized as the nutrition expert.
  - Provide grads for a diverse array of entry-level positions and responsibilities.
  - Promote the concept of lifelong learning as a personal and professional obligation for the practice of dietetics.
  - Student enrollments will reflect the U.S. population.
  - Didactic Program in Dietetics (DPD) will prepare competent graduates capable of succeeding in advanced dietetics education and/or employment.
  - DPD will maintain efforts to endure positive trends in the number of students who enroll and complete the dietetics program.
  - DPD will provide students from diverse backgrounds with opportunities to succeed in the program.
  - DPD will provide students with opportunities to actively participate as a team member and leader in a variety of settings.
  - DPD will prepare graduates capable of working successfully in a technology-based environment.
    1. Anticipate and expand to learning needs of students
    2. Quality of education, perception faculty, other program students, community
    3. Grow the Department, the Money, the Faculty and Students
    4. Collaborative work within the Department, and outside the Department.
  - Increase grant money and donations coming into the Department.
  - A shared vision that unites the Program, but still maintains their individuality.
  - Increased coordination with Public Relations, Communications, Marketing, Advancement.
  - Prepare Students to be leaders in Nutrition.
  - Foster Nutrition alumni relations and partnerships.
  - Be the most sought after source of nutrition knowledge, advice and advocacy.
  - High quality, innovative teaching that integrates cutting edge research and includes local expertise
  - Develop specific areas of strength/expertise (i.e. "Sage is known for \_\_\_\_\_")
  - Become known/recognized in the area and beyond as the authority on Nutrition \_\_\_\_\_
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- Develop the capacity to capitalize on opportunities that arise.
- Become a “jewel of the College”
- Provide opportunities for students to develop strategic partnership in the community, government, industry etc., that go beyond the classroom.
- Build a recognized and identifiable research agenda.
- Create a dynamic environment where faculty work together/collaborate/build on each other strengths to foster mutual growth and professional development.
- Improve the rigor, challenge, quality of the programs.
- Create an environment that welcomes students.
- Enhance the local and national reputation of the Department.
- Involve faculty in research including publishing peer-reviewed articles and presenting research at national and local conferences.
- Continue to improve RD exam pass rates and placement rates for DIs, Graduate School and/or employment.
- Position Sage Nutrition Department as a “TOP” Nutrition Program in the Northeast and 1<sup>o</sup> Community Resource (– Media – Other Facilities.)
- Expand: 1) Professional Relationships  
2) Community Relationships
- Grow Undergraduate enrollment  $\geq 10\%$  annually
- Create unique programs of study
- Expand use of technology in classrooms, research, community relations
- Obtain: More faculty, capital money  
Growth budget/renovations
- Research: 1) Community  
2) Pub Policy Growth  
3) Clinical  
4) Food
- Promote RD/Nutrition Professional as “Credentialed Experts”