

BRAND BOOK 2023

**BE.
KNOW.
DO.**

RS RUSSELL SAGE COLLEGE

WHAT IS THE RUSSELL SAGE COLLEGE BRAND?

PURPOSE

To provide an educational experience with a system of support that removes barriers and is grounded in experiential and active learning, enabling students to become accomplished professionals who serve the communities around them.

POSITIONING

Transformational experiences that prepare graduates to transform their career fields and communities.

TAGLINE

Be. Know. Do.



BRAND POSITION

Russell Sage is a small, affordable private college in upstate New York launching graduates into fulfilling careers and equipping them to transform communities.

Undergraduate students receive guidance along a curated and shared path, positioning them for the workforce with at least two significant resume-building experiences, including internships, clinicals, and active and service learning opportunities through the RSC Core. Academic and career success blooms with a strong personal foundation, and students enjoy holistic support from the time they receive their welcome boxes to the day they complete capstone experiences.

Graduate programs meet areas of high workforce demand, such as healthcare and education, and are tailored to practical application, with delivery methods that empower today's busy students.

A Russell Sage graduate will forever “Be. Know. Do.”— enhancing their lives and the lives of those around them.



PILLARS

BE.

We embrace students for their unique gifts and experiences and believe they make our collective community stronger. We make it our mission to help students achieve their personal and professional goals by designing a holistic learning experience centered on their growth.

KNOW.

We emphasize active and experiential learning for all students. It's not just about sitting in a classroom listening to a professor lecture from the front of the room. A Russell Sage learner is an engaged learner. Considering diverse perspectives, working within the greater community, and preparing students to enter the workforce ready to lead are central to who we are.

DO.

100% of our students graduate with two or more key resume-building experiences, such as an internship, clinical placement, fieldwork, student teaching, study abroad, or service learning experience. 94% of our students achieve a job or graduate school acceptance within six months of graduation, but “Be. Know. Do.” doesn't end there. Russell Sage alumni always strive to grow as people and improve the world around them.

What does it look like?

- The Gator Gateway for undergraduate students, provides a guided pathway for all four years.
- *Solutions*, a one-stop shop for students' questions that removes bureaucratic barriers and prevents them from being shuffled from office to office.
- Faculty investment in student success.
- Thrive, an integrated, campuswide wellness initiative.
- The commitment to a culture supportive of diversity, equity, and inclusion.

What does it look like?

- Required RSC thread in the core curriculum (RSC 101, 201, and 301), which promotes institutional values of inclusion and service, helps students build essential college success skills, integrates career planning, and builds students' sense of community and belonging.
- Emphasis on service learning, experiential learning, and undergraduate research.
- Rigorous graduate programs offered in flexible formats that meet the needs of today's learners and today's employers.
- Ties to community organizations and businesses for learning experiences, such as job shadowing, internships, clinical and student teaching experiences, and community-based work study.

What does it look like?

- Graduates are earning an average of \$59,380 to start, above the national starting salary average of \$55,260, according to the National Association of Colleges and Employers (NACE).
- Russell Sage was ranked 36th among Best Value Schools and 14th in Social Mobility in the 2022-2023 *U.S. News & World Report* rankings of national universities.
- You'll find our more than 40,000 Russell Sage alumni serving as chief nursing officers, leading school districts, and managing nonprofit organizations that make for a better community.





THE GATOR GATEWAY FOR UNDERGRADUATES

No matter how high-achieving or independent students are, they deserve to be personally supported on their journey through college — that's part of their investment. Russell Sage is intentional in delivering a shared and curated undergraduate experience that begins in the admission process and carries through until the day students complete their capstone course.

The Gator Gateway ensures students receive all the supports they need to be successful in college and their future careers.



1 INDIVIDUALIZED ATTENTION DURING THE COLLEGE SEARCH

Our Admission team, including Financial Aid and Advising, focuses on creating a personal relationship with prospective students and their families, guiding them and considering their individual needs throughout the application, acceptance, and deposit process. Online communities like ZeeMee and the Parent Portal allow students and parents to find community and ask questions before the student enrolls.



2 READY, SET, GO!

The first-year experience begins with a welcome box that contains Gator goodies and a community read (George Takei's graphic novel *They Called Us Enemy* for fall 2023). Self-assessment is an important part of the student journey at Sage, whether it's taking a mental health assessment and getting connected with any needed supports at Fresh Check Day, a fair held on the first day of classes, or completing the Focus 2 assessment, which helps students zero in on major and career goals.

3 THE RSC THREAD

Students are required to take RSC 101, 201, and 301 as part of the core curriculum for all majors. RSC 101 is a first-year seminar. RSC 201 focuses on intercultural perspectives and diversity, equity, and inclusion. And RSC 301 emphasizes service learning and resume-building opportunities. These shared courses provide students with common readings, events, and experiences that enrich their sense of participating in an intellectual community and help them build their social network.



4 SOLUTIONS

Understanding the language of a college can be hard. What's a bursar? What's a registrar? No student should have to shuffle from office to office to find answers to their questions. We've created *Solutions*, an in-person and online one-stop help desk. Staff have been cross-trained to help or quickly access answers for every kind of student need. Plus, students stop by the *Solutions* desk and get a snack and a smile.



5 NAVIGATORS AND GATOR GUIDES

At Sage, we listen. Student NaviGators serve as a peer resource. They help out at orientation, are visible at College events, and help staff the *Solutions* desk. Gator Guides are staff members assigned to each student, who will serve as a resource and mentor throughout a student's time at Sage.

6 THRIVE @ RUSSELL SAGE

Cultural events, lectures, and the wellness requirement in the curriculum connect individual well-being to equity, environmental health, and broad-based learning.



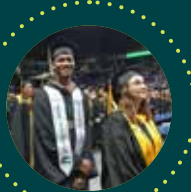
7 ENGAGED LEARNING

Every Sage student has at least two key resume-building experiences that help them learn by doing and set them up for career success, including internships, clinicals, student teaching, service learning, undergraduate research, or experiential learning opportunities.



8 CAREER PLANNING

In addition to being a constant resource for students, our Office of Career Planning is integrated into the RSC Core curriculum, conducting exploration activities, helping students set up their required LinkedIn pages, and providing resume reviews to. They connect students to internships and job shadowing experiences, host countless job fairs each year, and utilize technology such as Handshake, the No. 1 resource for college students to find jobs and internships.



BY THE NUMBERS

1916

The year Russell Sage was founded by Margaret Olivia Slocum Sage, one of the most prolific philanthropists in history, who named the College after her husband.

2

Unique urban campuses in Albany and Troy, NY



21

Men's and women's Division III sports teams



Top five enrolled undergraduate programs:

- **NURSING**
- **HEALTH SCIENCES**
- **VISUAL ARTS**
- **PSYCHOLOGY**
- **B.B.A. IN BUSINESS**



2,100+

students

52% undergraduate students and 48% graduate students

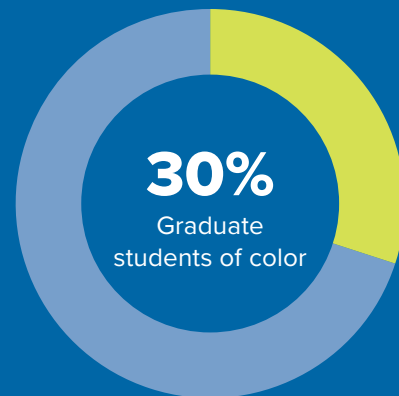
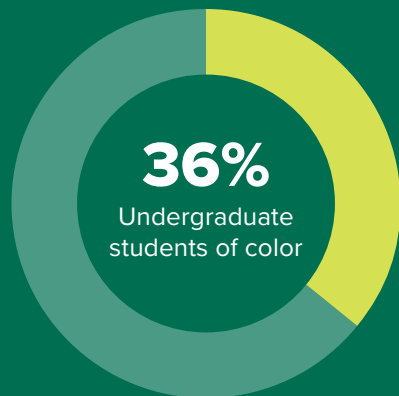


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Student-to-faculty ratio

Top five enrolled graduate programs:

- **M.S. IN NURSING**
- **M.S. IN APPLIED BEHAVIOR ANALYSIS**
- **M.S. IN OCCUPATIONAL THERAPY**
- **DOCTOR OF PHYSICAL THERAPY**
- **DOCTOR OF EDUCATION**



40,500+

alumni



ACADEMIC PROGRAMS

Undergraduate

MAJORS

Academic Exploration
Accelerated B.S. in Nursing
Art + Extended Media (B.F.A.)
Biology (B.A./B.S.)
Business Administration (B.B.A./B.S.)
Childhood and Early Childhood Education (B-6) (B.S.)
Childhood and Early Childhood Education with Extension (B-9) (B.S.)
Criminal Justice, Law & Behavioral Science (B.S.)
English, Writing & Culture (B.A.)
Expressive Arts in Mental Health (B.S.)
Graphic + Media Design (B.F.A.)
Health Sciences (B.S.)
History (B.A.)
Interdisciplinary Studies (B.A./B.S.)
Interior + Spatial Design (B.F.A.)
Musical Theatre (B.S.)
Nursing (B.S.)
Nursing for RNs (B.S.)
Nutrition Science (B.S.)
Organizational Studies (B.P.S.)
Physical Education (B.S.)
Psychology (B.S.)
Public Health (B.S.)
Sociology (B.A.)
Sport & Recreation Management (B.S.)
Theatre (B.A.)

CERTIFICATE

Legal Studies
Middle Childhood Education
Pre-Medical Studies Post-Baccalaureate

MINORS

American Studies
Art History
Biology
Business Administration
Criminal Justice
Dance
Diversity & Social Justice
English
Entrepreneurial Sustainability
Environmental Science
Graphic + Media Design
History
Music
Nutrition
Political Science
Pre-Law Studies
Pre-Medical Studies
Psychology
Public Health
Sociology
Spanish
Theatre
Visual Arts
Women's Studies

ACCELERATED

Occupational Therapy 3+2 (B.A./B.S. + M.S.)
Occupational Therapy 4+2 (B.A./B.S. + M.S.)
Physical Therapy 3+3 (B.A./B.S. + DPT)
Physical Therapy 4+3 (B.A./B.S. + DPT)

ACADEMIC PROGRAMS

Graduate & Post-Graduate

MASTER'S

Applied Behavior Analysis & Autism (M.S.)
Applied Nutrition (M.S.)
Art Education (M.A.T.)
Business Administration (MBA)
Childhood and Literacy Education (M.S.)
Childhood and Special Education (M.S.)
Community Psychology (M.A.)
Counseling & Community Psychology (M.A.)
Criminal Justice & Community Corrections (M.S.)
Forensic Mental Health (M.S.)
Health Services Administration (M.S.)
Literacy Education (M.S.)
Literacy/Special Education (M.S.)
Nursing (M.S.)
Nutrition & Dietetics (M.S.)
Occupational Therapy (M.S.)
Organization Management (M.S.)
Professional School Counseling (M.S.)
School Health Education (M.S.)
Special Education (M.S.)
Sport Science: Coaching and Mental Performance (M.S.)

DOCTORAL

Educational Leadership (Ed.D.)
Occupational Therapy (OTD)
Physical Therapy (DPT)

CERTIFICATE

Adult Gerontology Acute Care Nurse Practitioner
Adult Gerontology Primary Care Nurse Practitioner
Advanced Certificate in Educational Leadership
Dietetic Internship
Family Nurse Practitioner
Forensic Mental Health
Gerontology
Professional School Counseling
Psychiatric-Mental Health Nurse Practitioner



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