BE.
KNOW.
DO.

BRAND BOOK 2023

RUSSELL SAGE COLLEGE
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.

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.
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.
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 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.

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.

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.

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.

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.

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.

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. 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.

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.
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

2,100+
students
52% undergraduate students and 48% graduate students

10:1
Student-to-faculty ratio

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

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

36%
Undergraduate students of color

30%
Graduate students of color

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.)

#### 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

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

### 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