

RS RUSSELL SAGE COLLEGE

BE.
KNOW.
DO.

Brand Book 2025



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 at all stages of life to become accomplished professionals who serve the communities around them.

POSITIONING

Transformational experiences that prepare graduates to transform their career fields and communities. Russell Sage has always focused on creating access to an affordable, quality education for all who seek it. And it's why we're ranked among the top colleges and universities in the nation for social mobility.

TAGLINE

Be. Know. Do.

About the cover: Brendan Espinal '24, '27 graduated from Russell Sage with a B.S. in Health Sciences after transferring from Adirondack Community College. During his undergraduate career, Brendan was a standout outfielder who was recognized as Empire 8 Baseball Player of the Year.

Inspired by his own experiences with physical therapy as a child, he is now a student in our Doctor of Physical Therapy program.

"From athletics to academics, Sage has given me so much," he says. "When I am done here, I will be giving money back."



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 Thread. 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. Our programs, which are competitively priced with public universities, 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. 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. 95% of our most recent graduates have a job or are accepted to graduate school after 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, removes bureaucratic barriers and prevents them from being shuffled from office to office.
- Faculty invest in student success.
- Thrive@Russell Sage is an integrated, campuswide wellness initiative.
- We commit to a culture supportive of diversity, equity, inclusion, justice, and belonging.
- The Denise Taber Finard ‘80 Women’s Institute at Russell Sage College offers public events and community partnerships with a focus on contemporary women’s issues and promotes women’s leadership and gender inclusivity through a student-learning community.

What does it look like?

- The required RSC Thread in the core curriculum (RSC 101, 201, and 301) 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.
- We emphasize service learning, Engaged Learning, and undergraduate research.
- 45% of our incoming undergraduate students in fall 2024 were transfer students — showing our commitment to a smooth path and welcoming environment for transfers.
- Our rigorous graduate programs, offered in flexible formats, meet the needs of today’s learners and employers and are priced competitively with even public universities.
- We have 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?

- 95% of graduates are employed or in graduate school within six months. And those graduates have an average annual salary of \$71,415.
- Ranked in the top 25 among national universities for Social Mobility by *U.S. News & World Report* for six years in a row.
- 41,000+ Russell Sage alumni serve as chief nursing officers, lead school districts, and manage nonprofit organizations that make communities better.





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.



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 courses provide students with common readings, events, and experiences that enrich their sense of belonging in an intellectual community and help them build their social network.

THRIVE@RUSSELL SAGE

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

ENGAGED LEARNING

Every Russell 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.

SOLUTIONS

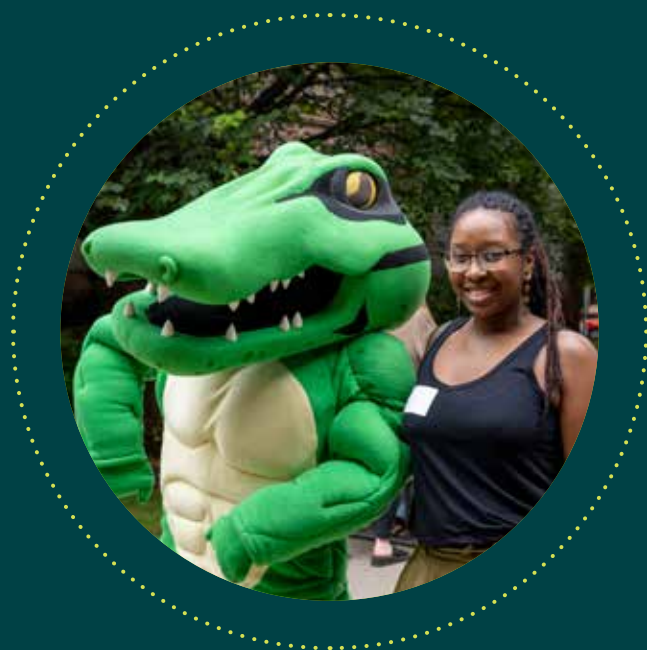
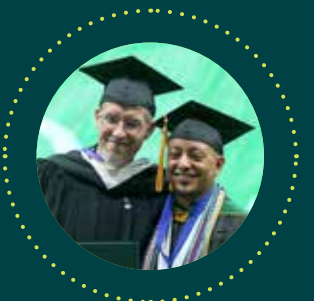
Understanding the language of a college can be hard. What's a bursar? What's a registrar? No student should have to shuffle from office to office to find answers to their questions. We've created Solutions, an in-person and online one-stop help desk. Staff have been cross-trained to help or quickly access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

NAVIGATORS, FACULTY ADVISORS, AND GATOR GUIDES

There's always someone to help. NaviGators are student workers who are there to guide each student, and Solution Advocates are staff members who serve as mentors throughout a student's first year.

CAREER AND SELF-DISCOVERY CENTER

In addition to being a constant resource for students, our Career and Self-Discovery Center is integrated into the RSC Thread, 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, 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



22

Men's and women's teams
Member of NCAA Division III



Named to the national Phi Theta Kappa (PTK) Transfer Honor Roll six consecutive years for outstanding service to transfer students.

2,790+

students
in 2024-2025
45% undergraduate students and 55% graduate students

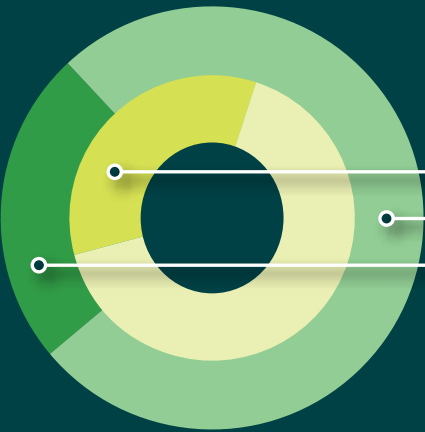


10:1

Student-to-faculty ratio

1%

Russell Sage College stands uniquely among only 58 colleges and universities nationally, or 1% percent of the institutions included in the 2025 Carnegie Classifications, as a small college with a professions focus and a strong mix of undergraduate, master's, and doctoral programs.



Our Student Population

- 39% Students of Color
- 74% Female Students
- 26% Male Students

41,000+ alumni



500+

undergraduate and graduate nursing students

ACADEMIC PROGRAMS

Undergraduate

MAJORS	
Academic Exploration	Psychology (B.S.)
Accelerated B.S. in Nursing	Sociology (B.A.)
Art + Extended Media (B.F.A.)	Speech-Language Pathology (B.S.)
Biology (B.A./B.S.)	Sport & Recreation Management (B.S.)
Business Administration (B.B.A./B.S.)	Theatre (B.A.)
Childhood and Early Childhood Education (B-6) (B.S.)	
Childhood and Early Childhood Education with Extension (B-9) (B.S.)	CERTIFICATE
Childhood Education/Early Childhood Education/Special Education (B-6, Special Ed All Grades) (B.S.)	Legal Studies
Criminal Justice, Law & Behavioral Science (B.S.)	Middle Childhood Education
English, Writing & Culture (B.A.)	Pre-Medical Studies Post-Baccalaureate
Expressive Arts in Mental Health (B.S.)	
Forensic Psychology (B.S.)	MINORS
Graphic + Media Design (B.F.A.)	American Studies
Health Sciences (B.S.)	Art History
History (B.A.)	Biology
Interdisciplinary Studies (B.A./B.S.)	Business Administration
Interior + Spatial Design (B.F.A.)	Criminal Justice
Musical Theatre (B.S.)	Dance
Nursing (B.S.)	Diversity & Social Justice
Nursing for RNs (B.S.)	English
Nutrition Science (B.S.)	Entrepreneurial Sustainability
Organizational Studies (B.P.S.)	Environmental Science
Physical Education (B.S.)	Graphic + Media Design
	History
	Music
	Nutrition
	Political Science
	Pre-Law Studies
	Pre-Medical Studies

Graduate & Post-Graduate

MASTER’S	
Applied Behavior Analysis & Autism (M.S.)	Nutrition & Dietetics (M.S.)
Applied Nutrition (M.S.)	Occupational Therapy (MSOT)
Art Education (M.A.T.)	Organization Management (M.S.)
Business Administration (MBA)	Professional School Counseling (M.S.)
Childhood Education/Literacy Specialist (M.S.)	School Health Education (M.S.)
Childhood and Special Education (M.S.)	Special Education (M.S.Ed.)
Community Psychology (M.A.)	Special Education/Literacy Specialist (M.S.)
Criminal Justice & Community Corrections (M.S.)	Sport Science: Coaching and Mental Performance (M.S.)
Forensic Mental Health (M.S.)	
Health Services Administration (M.S.)	DOCTORAL
Literacy Specialist (M.S.Ed.)	Educational Leadership (Ed.D.)
Mental Health Counseling and Community Psychology (M.A.)	Nursing Practice (DNP)
Nursing (M.S.)	Occupational Therapy (OTD)
	Physical Therapy (DPT)

Psychology
Public Health
Sociology
Spanish
Theatre
Visual Arts
Women’s Studies

ACCELERATED AND LINKED	
Art + Extended Media + Art Education (B.F.A. + M.A.T.)	
Business Administration 4+1 (B.B.A. or B.S. + MBA or M.S. in Organization Management)	
Sport & Recreation Management 4+1 (B.S. + MBA or M.S. in Organization Management)	
Occupational Therapy 3+2 (B.A./B.S. + MSOT)	
Occupational Therapy 4+2 (B.A./B.S. + MSOT)	
Physical Education + School Health Education (B.S. + M.S.)	
Physical Education + Sport Science: Coaching and Mental Performance (B.S. + M.S.)	
Physical Therapy 3+3 (B.A./B.S. + DPT)	
Physical Therapy 4+3 (B.A./B.S. + 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	
Instructional Leadership (School Building Leader/School District Leader)	
Professional School Counseling	
Psychiatric-Mental Health Nurse Practitioner	
School District Business Leader (SDBL)	

ABOUT THE MERGER WITH ALBANY COLLEGE OF PHARMACY AND HEALTH SCIENCES



The merger between Russell Sage and ACPHS brings together two institutions committed to access to education, social mobility and return on investment, and community impact.

HOW IT WILL WORK

Pending regulatory approval, Russell Sage College will become Russell Sage University with campuses in Albany and Troy, New York.

The university will have 6 schools:

- Albany College of Pharmacy and Health Sciences at Russell Sage (with two schools: School of Pharmacy and School of Biomedical and Health Sciences)
- Esteves School of Education
- School of Management
- School of Health Sciences
- School of Arts and Sciences

The academic programs are aligned with little overlap and all students will have the opportunity to complete their degree programs at their respective colleges prior to the merger and at the combined institution after the merger, and will see expanded academic, student life, and athletic opportunities after the merger is final.

Combining Our Strengths

TOP 5 ENROLLED PROGRAMS

- Russell Sage**
- Undergraduate:*
- Nursing
 - Education
 - Business
 - Visual and Performing Arts
 - Health Sciences

- Graduate:*
- Education
 - Nursing
 - Occupational Therapy
 - Physical Therapy
 - Mental Health Counseling and Community Psychology

- ACPHS**
- Undergraduate:*
- Pharmaceutical Sciences
 - Microbiology
 - Public Health
 - Biotechnology
 - Clinical Lab Sciences

- Graduate:*
- Doctor of Pharmacy
 - M.S. Biomedical Sciences
 - M.S. Cytotechnology and Molecular Cytology
 - M.S. Clinical Laboratory Sciences
 - M.S. Pharmaceutical Sciences

As an employee of Russell Sage College, you are an important part of telling our story, so it's important to us that you know what's happening around campus. Here's how you stay in the loop:

♥ **Connect with us on social media and share our posts**

- Facebook: **RussellSageCollegeRSC**
- Instagram: **@russellsagecollege**
- LinkedIn: **<https://www.linkedin.com/school/russellsagecollege>**
- And subscribe to our YouTube channel **@RussellSageCollegeRSC**.

📧 **Read Coffee Break**

Read your Coffee Break employee e-newsletter, which will arrive in your inbox each Monday morning (and every other week in the summer). And if you have an item for the newsletter, just send it along to newsletter@sage.edu.

☕ **Attend Coffee Hour**

Coffee Hour is our weekly Zoom during the semester for all employees. It's a chance to share what your team is working on, hear what other teams are up to, and celebrate good news. Look for it on Wednesdays from 9 to 10 a.m., and find the Zoom link and topic schedule in your Coffee Break newsletter! If you miss it, don't worry. We'll also share links to the session recording in Coffee Break.

👏 **Want to celebrate good work — whether yours or someone else's?**

Post it to the Wall of Wins! Our Wall of Wins is a shared Google Doc where you can celebrate a success you've had at Russell Sage or shoutout a colleague. Find the link in your weekly Coffee Break newsletter.

📅 **It's in The Chomp.**

Be sure to check out our online calendar, called The Chomp, on our website. You can find it at sage.edu/events.

✍️ **Communication Resources**

Need a template for a PowerPoint presentation or set up your official email signature? Visit the Communication Resources section of the college's website for all of your marketing and communications needs.

📣 **Need some help from the Marketing and Communications staff?**

Make a Communications Desk request through the Self-Service section of Passport. Whether you have an event to promote, a flier to be designed, or are in need of a video or website edits, we can help.



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