The strategic plan was informed by the mission statements of the Graduate Center, Brooklyn College, Hunter College, and the previous plan.

Mission of the CUNY Graduate School and University Center

The Graduate Center is located in the heart of Manhattan and set within the large and multi-campus City University of New York. It fosters advanced graduate education, original research and scholarship, innovative university-wide programs, and vibrant public events that draw upon and contribute to the complex communities of New York City and beyond. Through a broad range of nationally prominent doctoral programs, the Graduate School prepares students to be scholars, teachers, experts, and leaders in the academy, the arts, and in the private, nonprofit, and government sectors. Committed to CUNY's historic mission of educating the “children of the whole people,” we work to provide access to doctoral education for diverse groups of highly talented students, including those who have been underrepresented in higher education.

The following goals are the 2012 to 2016 institutional goals and strategies:

1. The Graduate Center will attract and retain the best and most diverse students

2. The Graduate Center will increase and diversify its graduates' professional prospects for careers both inside and outside the academy.

3. The Graduate Center will deepen its research culture and increase its prominence as a national and international center of advanced learning and Ph.D. training by leveraging the depth and breadth of faculty excellence, the academic and cultural assets of New York City, and CUNY’s scale.

The goals of the Au.D. Program for 2013 to 2016 include:

1. *The Au.D. program will attract and retain the best and most diverse students* 
   Although the program has attracted a relatively large number of applicants, this pool can be expanded and possibly diversified through:
   - Greater national prominence of the program
   - Increase presentations and publications, including by students
   - Update the program brochure for distribution at conferences and events
   - Refresh the website
Faculty and students make presentations to undergraduate groups on the various CUNY campuses. This could include groups other than Communication Sciences and Disorders majors

Increase the rate of acceptance of an admissions offer:
- Continue to explore monetary support for students
- Investigate training grants, including those targeted at under-represented groups

Explore the possibilities for increasing the recruitment of strong under-represented minority students

2. The Au.D. Program will increase and diversify its graduates’ professional career prospects.

There has been a high demand for audiologists and the Au.D. Program has a strong track record of students with employment lined up at graduation. Nevertheless, it is important that students have knowledge of the breadth of potential employment sites and specializations. The majority of graduates are employed in hospitals, clinics, and private practice settings. Colloquia and/or continuing education activities will be planned to expose each cohort of students to them. For example, a colloquium on careers in audiology could potentially include presenters from medical settings, private practice, schools, the hearing aid industry, military, and industrial audiology settings.

3. The Au.D. Program will increase its prominence as a national and international center of advanced learning by leveraging the depth and breadth of faculty excellence, the academic and cultural assets of New York City, and CUNY’s scale.

Raise the profile of the program in the professional community of NYC and nationally:
- Encourage publications and presentations
- Faculty Colloquia
- Encourage research and clinical collaboration
- Encourage participation in state and national professional organizations

Work with campuses to plan for recent and anticipated faculty retirements in order to assure continuity and continuing excellence of the program

Develop an alumni network, now that we have a growing number of local alumni:
- Raise funds for scholarships
- Encourage alumni to participate in colloquia
- Possibly “grand rounds”
- Increase continuing education activities
Become a major source

4. The Au.D. program will continue to evaluate and refine the academic and clinical components of the program

Periodic review and evaluation of the curriculum and clinical experiences based on input from faculty, students, clinical preceptors and alumni, including:

- Reevaluate student capstone project requirement
- Consider increasing clinical exposure opportunities (e.g. shadowing experience with master clinicians) for Year 1 students

In general, increase communication and interaction across campuses:
- Look into communication software such as “Go to Meeting” and Google Talk.