

SUNY ACADEMIC MOMENTUM CAMPAIGN OVERVIEW



What is the SUNY Academic Momentum Campaign?

In the 2025 State of the University ([SOTU](#)) address and policy agenda, Chancellor King outlined the importance of improving retention and accelerating the academic momentum of all students through integration of evidence-based strategies such as degree mapping, targeted advisement, and timely interventions to improve student outcomes. While SUNY graduation and retention rates are higher than national averages, there is room for broader improvement, including elimination of retention and completion gaps for Pell-eligible and other student groups.

In addition to the expansion of ASAP|ACE this fall, SUNY is launching a multi-year **Academic Momentum Campaign** designed to increase the retention and completion rates of all SUNY undergraduate students. A set of ambitious system retention and completion goals will be established for the Fall 2026 entering cohort. All SUNY campuses will be asked to proportionally contribute towards System goals through individual action plans that build on existing campus strengths and adoption of evidence-based strategies not currently in place or delivered at scale.

What Can an Academic Momentum Campaign Help to Accomplish?

Academic momentum campaigns adopted across higher education systems have become an increasingly widespread strategy used to realize dramatic improvement in the outcomes of large groups of students. For example, refer to campaigns at [California](#), [Georgia](#), and [Louisiana](#). In addition, academic momentum campaigns' integrated and strategic focus on retention can generate enrollment revenue and support fiscal sustainability.

Key elements of academic momentum campaigns include the establishment of bold system retention and completion goals that are embraced and carried out by individual campus Academic Momentum teams working towards specific targets and the adoption of evidence-based strategies tailored to the needs of their students. Common elements of academic momentum campaigns, which will be integrated into the SUNY campaign, include:

- o Monitoring credit accumulation and retention benchmarks and regular communication to advisors/faculty;
- o Building early momentum through completion of gateway math and English and some major courses in the first year—including ensuring associate-seeking students complete any required developmental education requirements;
- o Creating degree maps coupled with consistent advisement to guide students toward timely degree completion;
- o Using targeted and proactive interventions to keep students on track in their degree progress;
- o Amplifying existing strategies and integrating new practices that align with campus strategic plans; and
- o Creating student success dashboards to monitor progress toward targets.

How Will Our Campaign Be Implemented?

The SUNY Academic Momentum Campaign will be organized as a three-phase process and is being led by the SUNY Office of Student Success, which is working in concert with other SUNY System offices and in dialogue with faculty governance leaders. A description of each phase follows with anticipated timelines. Campus leadership will provide ongoing feedback at each phase of the Campaign. Modest financial resources will be made available to campuses to support launch.

Phase I: Discovery and Goal Development (Summer/Fall 2025)

- o The SUNY Student Success Academic Momentum team is analyzing the results of a systemwide survey to develop a baseline inventory of existing campus strategies related to retention, completion, and academic momentum. Campuses will each receive an individual report of their results along with appropriate sector and systemwide reports. The team will host an optional webinar readout on sector and system survey trends.
- o The SUNY Student Success Academic Momentum team will review campus trend data (from SUNY IR submissions) on key metrics such as retention, credit accumulation, gateway English and math course completion in year one, FAFSA completion rates, and graduation rates to develop *draft* system goals and *proposed* campus targets that will support system targets to be shared in early fall 2025. Proposed campus targets will be based on individual institutional trend data and can be met over time. While some campuses may be below or above system goals, all campuses will be asked to contribute *proportionally* to help meet overall system goals.
- o The SUNY Student Success Academic Momentum team will develop an academic momentum planning template that will allow campuses to develop their own unique action plan that best meets the specific needs of their institution. Action plans will ask campuses to expand on practices already in place¹ that can be amplified, accelerated, and/or expanded to serve more students as well as to adopt evidence-based academic momentum strategies not currently in place to serve target groups of students where opportunity gaps exist. Fact sheets describing key evidence-based academic momentum strategies will be included in planning materials and technical assistance will be provided to inform planning.

Phase II: Presentation of Goals, Target Setting, and Action Planning (Fall 2025)

September/October

- o Present Academic Momentum system goals and outline of the planning process to presidents
- o Provide campuses with their *proposed* campus targets and Academic Momentum planning materials with information on the availability of modest funding for launch support
- o Campus leaders review *proposed* targets with their key staff and confirm or propose alternative targets as well as identify their campus planning team (participant guidelines to be provided)

¹ This may include building on work already underway through participation in related and relevant national initiatives, strategic plans, or grant programs with specific targets.

- o Once targets are confirmed, campus planning teams continue to develop their individual action plans
Note: The SUNY Student Success Academic Momentum team will host weekly office hours, will be available for individual campus meetings, and can support campuses in the development of their plans

November/December

- o Optional webinars will be offered on various evidence-based academic momentum strategies led by internal and external content experts to inform the planning process
- o SUNY Student Success will host regional planning summits in November 2025 (locations TBA); these will be forums for campuses to work within their teams with support from professional facilitators to further develop their action plans

Phase III: Launch and Early Implementation (2026)

January

- o Campuses submit finalized campus action plans to SUNY Student Success team
- o Review, provide feedback, and finalize plans and release of funding to support launch
- o Provide campuses with reporting schedule (Note: SUNY Student Success will create sector-based dashboards and institutional profiles based on approved plans. Available data sources such as SIRIS will be used whenever possible to reduce campus reporting requests)

February-June

- o Launch implementation of Action Plans to support Fall 2026 entering cohort with support from SUNY Office of Student Success, to include:
- o Formation of communities of practice to foster cross-campus collaboration among institutions delivering similar strategies and provide technical assistance on specific strategies (ie: integrated advisement)
- o Scheduled check-ins between campus leads and SUNY Student Success Academic Momentum team, as needed

July/August

- o Early collection and review of preliminary campus data (as available)
- o Check-ins with campuses on any need for Action Plan strategy adjustments
- o First report due to SUNY Office of Student Success (early implementation)

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