SUNY Passport
A project of SUNY and the Vibrant Community
SUNY as a Community Builder
To **revitalize New York’s economy and enhance the quality of life** for all its citizens. There is a growing and welcoming recognition that in a knowledge economy, institutions of higher education can—and must—be pivotal in **generating growth and transforming communities**. We believe that New York State can be one of the most vital, resilient, and inclusive economies in the global marketplace.
Objectives

-Increase interaction of the campuses/students with communities via the arts, culture, history, and recreation

-Retaining residency of students post-graduation

-Familiarize students and families with what NY has to offer

-Help small/local artistic/cultural entities gain an audience

-Drive economic revitalization

-SUNY brand recognition
- Geolocation based
- Interactive
- Free for students AND community members
- Treks set up
- Information regarding each location
- Fully integrated with social media platforms
- Data collection
What’s In It For Who

Student

Entity ↔ SUNY
Discover New York
Adventures Like No Place Else

• Come. See.

• Live. Here.

• Broaden. Perspectives.

• Expand. Horizons.

• Be. More.
Brainstorming
• Summer 2011-Fall 2011

Creating Plan/Finding SCVNGR
• Fall 2011

Put the Plan Out, Met with Partners
• Fall/Winter 2011

Held Partner Meetings in Albany and NYC
• Spring 2012

Commissioners OKed Big 3 Partners
• Winter 2011

Finalized Business Plan
• Winter 2011

Population of the App
• Summer 2012

Created Brand Expression
• Spring 2012

Held Partner Meetings in Albany and NYC
• Spring 2012

Created Brand Expression
• Spring 2012

Launch
• Fall 2012
Strategic Planning Implementation Initiative Funding Proposal

Team: SUNY and the Vibrant Community

Date: January 2012

Initiative Title: SUNY Passport

Involves:

___ Research Foundation affiliate
__ Foundation or Auxiliary Services Corporation affiliate
__ Cross-Campus Collaboration
__ NYS Agency/Entity affiliate
__ Partnership or Other Contractual Relationship with Private Entity
___ Other

I. Executive Summary:

Within SUNY’s strategic plan, “The Power of SUNY,” we find a clarion call to improve the quality of life for all New Yorkers. A vital part of any citizen’s quality of life is a rich and vibrant community surrounding them, of which arts, culture, and recreation plays a major role. The cultural, historic, artistic, and recreational institutions that call New York State home are as diverse as its citizenry. From national parks and monuments, art galleries and museums, music halls and historic landmarks; New York truly has it all. Increasing access to these important cultural institutions is key to promoting economic development and retaining talent in New York State.
Program Milestones:

- Kickoff partners: 75 institutions
- SCNGR users in the first 3 months: 1,000
- Students to be recognized for completing 1 local trek by December 2012: 250

Ongoing performance can be measured in a number of ways:

- Number of mobile application users (via mobile app)
- Number of sites being visited (via mobile app)
- Number of visits to SUNY Passport micro site (via web content management)
- Feedback from institutions (hand collected)
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