Exercise 2: Distinct Identity

This exercise invites participants to think about SUNY Fredonia from several perspectives and to consider its unique qualities. Clarifying a sense of our distinct identity could be an important part of envisioning the future of the University. Working first alone and then in collaboration with a partner, participants have a chance to express their views and then discuss their ideas with the larger group.

Materials needed:
- Flipchart paper and markers (or computer with projector)
- Index cards and pens/pencils
- Exercise 2 Response Template (available on CD or on the Power of Fredonia website, www.fredonia.edu/president/strategicplan2011)
- Printed exercise sheets (or overhead transparency and projector)

Recommended group size and composition:
- Any size group
- Faculty, staff, students, others

Time required:
- 20-30 minutes

Instructions for the facilitator:

1. Give each person a copy of the exercise worksheet (next page) or use an overhead projector, Elmo, or computer to display the questions.
2. Ask each participant to answer the questions in section 1 alone, without discussion, for a few minutes.
3. Then ask participants to work in pairs, sharing their responses and then moving on to answer the questions in section 2 together.
4. Invite participants to share their responses with the entire group, asking someone to serve as a recorder on flipchart paper or computer.
5. After the session, use the document template to record the main ideas generated by this group, and send the Word document to strategicplan2011@fredonia.edu.
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1. On your own, work quickly to answer each of these questions:

   - What words and phrases are significant in the *history and traditions* of SUNY Fredonia?
   
   - What words and phrases are significant about the *location* of SUNY Fredonia?
   
   - What words and phrases are significant about the *distinct programs* of SUNY Fredonia?
   
   - What other words and phrases come to mind when you think about what is distinct about SUNY Fredonia?

2. With a partner, share your responses to the questions of the first section, and then work together to answer these questions:

   - What features of SUNY Fredonia’s history, location, and other distinctive qualities should guide our vision in the next Strategic Plan?
   
   - What do you want people to think of when they think of SUNY Fredonia?