

Town Hall Meeting

October 8, 2014 1:00 – 3:30pm

Number of Attendees: approximately 300

Question 1: Looking to the years ahead, as if peering into a crystal ball, what do you see as the ideal future for CSUSB? “CSUSB is....”

San Bernardino:

- Our institution can give our graduates a greater edge in the workforce.
- CSUSB is a first choice.
- CSUSB is known for being #1 in the state of California with the most diverse four-year graduates.
- CSUSB is known for being an NCAA Division 1 university of student athletes with consistently high GPAs.
- Pioneer in health and wellness programs.
- Increased student engagement and community – more residences/dorms.
- Faculty resource center.
- More media resources for students.
- CSUSB is an accessible, affordable, and diverse community.
- CSUSB is the economic lifeline in San Bernardino and beyond, including PDC.
- Competitive salaries for faculty, particularly those who represent our student body.
- More funds allocated for student research activities.
- #1 choice and not a back-up plan.
- Premiere comprehensive university.
- Students will be ambassadors.
- Prepare leaders for global impact – recognized globally, celebrated locally for developing leaders inside and outside the classroom.
- More parking, including parking structures.
- Bigger Student Union and Rec. Center.
- More women in leadership and as faculty.
- More diverse faculty.
- More community engagement/outreach.
- Stronger CSUSB collaborative efforts.
- Establish and build upon campus traditions.
- College town in the community.
- Want something that pulls us together – a focus.
- Better promotion of what we have (Centers of Excellence).
- Most students graduate in four years.
- One-stop problem solving for students.
- Students feel welcome, including international students.
- CSUSB is a diverse, dynamic, preeminent metropolitan comprehensive public university committed to student success.

- Come here to go anywhere.
- Transformative for students, family, and region.
- Better services to community.
- More course offerings to accommodate different schedules.
- School pride.
- Increased student population.
- Fair funding.
- Resource for surrounding community.
- Help to transform surrounding community.
- More students.
- Space and resources (large education spaces with more programs, facilities).
- Top choice, reputation.
- Intellectual cultural center.
- Social center for campus and community.
- Residential campus.
- Better service to community.

Palm Desert Campus:

- Alternative energy programs.
- To be an independent university.
- Expand and add more buildings, such as housing.
- More social clubs/sports.
- More facilities.
- Become a destination campus.
- Lower tuition.
- More scholarships.
- Variety of classes.
- Lower parking fees.
- Electric car chargers.
- Child care center.

Question 2: You've been asked to talk to a small group of individuals who are considering attending CSUSB about the things that they will get here that are truly different from other schools. What do you wish you could say, but can't?

San Bernardino:

- Our beautiful environment (scenery).
- Our cultural diversity is an asset.
- Would like to tell students they can graduate in four years - no institutional barriers.
- One stop problem solving for students such as international students.
- Integrated Coyote One card.

- Very responsive student services.
- We have access to San Andreas Fault and natural areas for field courses in the back of campus. However, this is not secured for the future.
- Some undergraduate students can participate in independent scholarly activity but this opportunity should be available to all students.
- We'd like to be able to tell students you get the classes you want when you want them.
- Traditional college experience and vibrant student life: athletics, campus housing, activities.
- Good job prospects.
- Variety of programs (internships, especially paid) to help you get a job.
- Best health/wellness collaborations with 23 campuses – leader in the country.
- Best academic advisors in CSU.
- All courses needed are available.
- All students can graduate in four years.
- Best retention rate through four years.
- Increase scholarship opportunities – no college debt.
- Leaders in technology and engineering.
- CSUSB cultivates an environment of transparency to academics/access to administration.
- Becoming more of an environmentally-friendly campus.
- More space to study as a group.
- Campus and students more involved in our athletic programs (events and advertising).
- Community more involved.
- Have bigger events.
- Better advertisement/communications for events.
- Conference center for internationally-renowned speakers.
- Carbon neutrality.
- Downtown San Bernardino campus.
- Palm Desert Campus connection.
- Football team.
- University Club hour.
- Conference center.
- More study-abroad opportunities.
- School spirit.
- Non-commuter school (no college feel and no one hangs around).
- A lot to do around campus (restaurants, bars, places to hang out).
- Areas around university are great.
- Diverse faculty (despite a large representation of minority students at CSUSB, there lacks equal representation of those groups with respect to faculty).
- Geographically diverse population of students.
- Better sports programs.
- Childcare for entire CSUSB community year-round.

- Graduate in 4 Years.
- Academic/career advising.
- We're going to make our slogan come alive.
- Night and weekend activities/college life.
- Campus pride/traditions.
- Hands-on internship opportunities for students.
- Class availability.

Palm Desert Campus:

- Desert environment programs.
- Offer- relevant issues.
- Unique major.
- Sports team.
- Lots of housing.
- Better public transportation.

Question 3: You have the opportunity to talk with donors considering a very large unrestricted gift to CSUSB. What ideas would you pitch to them that build off CSUSB's areas of strength and promise, or that address a need that would be extraordinarily exciting to work on and would better serve students and community (e.g., programs, special initiatives)?

San Bernardino:

- Creation of facilities – research building, conference facility, performing arts center, student activity areas. Make some of our spaces be central part of the community.
- Student support – scholarships, internships, endowments, study abroad.
- Faculty support – endowments.
- San Bernardino Revitalization – creating green tech, think tank, consortiums with community to effect change.
- Comprehensive student life programs, especially for resident students, and other activities.
- Endowed lecture or performance series to engage students.
- Invest in student support center – one-stop center.
- Showcase success stories to donors to encourage them to support their passion.
- Theater / large venue to host better events.
- Endowment – scholarships to grad students.
- Textbooks / eTextbooks to share as reserve features to avoid costs.
- Tablets / laptops given to every student.
- Networking events for students and businesses to build relationships and enhance students' motivations.
- Teacher resource training increased - teaching them to teach.
- Transformational education.

- Connections to the community.
- Highlight the student population/students we serve (first-generation, underserved population) and the opportunity to uplift community.
- Amazing retention level.
- Increase programs like SAIL, EOP, SOAR, PAES and underscore their high retention rates.
- Highlight CSUSB's value-added like our community service commitment.
- Use of funds.
- Enhanced academic support services – advising, support for test preparation.
- Enhanced career pathways – industry connections.
- Alignment of our institutes to timely social issues - drought and WRI.
- Infrastructure needs as student population grows and we're at capacity.
- Purchase land between university and national forest to continue to offer field courses and have access to San Andreas Fault.
- Increase scholarships particularly for internships and athletics.
- Endowed professorships to attract visiting professors of note in teaching.
- Sustainability – student / faculty involvement.
- Technology / engineering.
- Student-run co-operative enterprises.
- Give students entrepreneurship skills and resources for community - \$ back to university and students.
- Identify employment opportunities in area and link them in internships/learning service programs – help students get into the job force after graduation.
- Retention rates.
- Diversity.
- First-generation graduates.
- Capital planning - more classes and professors.
- Raise professors' pay.
- Nicer dorms - all the same quality.
- More campus activities.
- Health and wellness resource center.
- Opportunities for student to work with faculty for experience.
- Dorms.
- Allocate more funds to ASI or OSR to support student research activities and travel.

Palm Desert Campus:

- Alternative environmental sustainability: electrical, science, and recycle.
- Business and hospitality buildings and faculty.
- Large event space for students and community.
- Scholarships as we have financially strapped individuals in our area.

Question 4: What are the traditions, commitments and places that tie us together and are uniformly held dear by the CSUSB community?

San Bernardino:

- Diversity.
- Teaching faculty.
- Connection needs strength.
- Annual spring wildflower walk.
- Geology Department walks to the Fault.
- DisAbility Sports Festival.
- Commencement.
- Convocation.
- Late night and Rec. Sports.
- Coyote Fest.
- Homecoming.
- Veterans Success Center events – open house, Air Force birthday, Marine Corps birthday.
- Commitments.
- Student success.
- Diversity and social justice.
- Community service.
- Commitment to each other (community).
- Community partnerships – college readiness initiative, Coyote Cares.
- Pride in our beautiful campus.
- Graduation.
- Convocation.
- Serving first-generation students.
- Coyote Fest.
- Homecoming.
- Coyote pride.
- Need more people supporting sports events.
- Start a football team.
- Commitments – focus on relationships between students, staff and faculty; institutional presence in the Inland Empire; close liaison with high schools and community colleges in the two county region.
- Places: Student Union and Arena.
- Convocation and Commencement – nothing else universal.
- Need more summer concerts; arts and music festival.
- Lots of things happen but are not known universally – Museum.
- Tradition of inclusiveness – committed to diversity.
- Commitment to local community, students, Native Americans, Powwow.
- Basketball team.

- Women's volleyball.
- Places: Student Union – need a place for faculty and staff.
- Committed to the community.
- Committed to the students.
- Caring and collegiality – commitment to each other.
- BB, campus listserv.
- Physical setting – mountains.
- Open area activities.
- Sports, but not that many experiences.
- Student services – time it takes to enroll; international students; not working here!
- Need to develop traditions; tradition of not having traditions.
- Service.
- Should develop pride.
- Faculty/staff want to see students succeed.
- Display examples of successful Coyotes - motto of come here, go anywhere; we believe it but don't see it.
- Inland Empire in common.

Palm Desert Campus:

- To expand community relations
- Include ASI activities
- Convocation/Commencement
- SOAR

Question 5: What are the major and subtle forces or issues – global, national, regional, and local – that will affect the future of the campus?

San Bernardino:

- Challenging economy (local).
- K-12 students not well prepared (nationally, state-wide).
- Global competitive edge.
- Lack of community engagement (local).
- Regional perceptions - reflections on campus.
- Economic recovery is lagging.
- Disconnect between the workforce needs, graduation rates, and program offerings.
- Value of tenured faculty to our student needs for advising, engagement.
- Need to rethink how our work enhances the student experience given the lack of social capital, need to work, remediation needs, need for intrusive interventions to address the student potential, seamless connection between in-class learning and out-of-class experience.
- Inspiration is needed to challenge self-perceptions.

- Competing interests.
- Taking pride in who we are and why we are successful in certain aspects.
- Town/Gown challenges.
- Sense of belonging.
- Growing competition for students.
- Increasingly mobile students.
- Change in population by region.
- Growth and development in the High Desert.
- Economic stability and recovery.
- Public and private financial resources.
- Improved K-12 preparation for college.
- Student retention.
- Productive use of technology in the work and educational environment.
- The economic climate in terms of faculty salaries being unequal when companies to CSU system.
- Economy-job market, employment.
- Demographic.
- Education trends.
- Political influences.
- More distance education.
- National standards for graduates with bachelors.
- Funding (state allocation).
- Academic test scores/graduation rates of school districts.
- Service standards.
- City reputation.
- Need to promote the CSUSB Board.
- Online concerns.
- Globalization and education.
- More integration among CSU campuses.
- Cultural barriers and CSUSB campus / experiences.
- Cultivating students as leaders – not just upward mobility.
- Issues of branding? More student-friendly processes.
- Technology.
- San Bernardino identity/image – bankruptcy, safety.
- Competition for quality faculty, staff and students.
- Widespread competition.
- Technology has big impact.
- Legislative performance benchmarks.
- Cultural awareness of value of education.
- Lack of resources.
- Depressed economic area.
- Technology/digitalization.

- Globalization.
- Demographics.
- Economic models/ business models.
- Cost.
- Choices – private/non-profit; for-profit; on-line; community colleges offering baccalaureate degrees; accessibility of impacted majors.
- Political influence affects funding, financial aid.
- Have federal, state and system-wide mandates we must comply with.
- K-12 preparation.
- High school completion rates.
- Strengthen general education.
- Preparing students for jobs that do not exist.
- Stagnant regional economy.
- Workforce preparation.
- Major and subtle forces affect CSUSB.
- CSU Chancellor’s Office mandates – enrollment.
- Economy – global, national, local, state.
- Availability of financial aid.
- Diversity of student population and growth in the Inland Empire.
- Growth of Inland Empire.
- State of California funding levels.