

Town Hall Meeting

March 10, 2015

Attendees: 114+ (including San Bernardino campus, PDC, and webstream)

1. Student Success

1. Do the proposed objectives address the most strategic areas of progress for CSUSB for the next five years?

- Yes for faculty, but not for staff.
- Yes.

2. Are the proposed objectives clear and understandable?

- What does 4 mean?
- Yes.

3. General Comments

- Objective 1
 - It is unclear and we need to add internship and service learning.
 - Modify to: All undergraduate students will participate in at least 3 High Impact Practices by graduation.
 - Yes and yes.
- Objective 2
 - Insert results following assessments.
- Objective 3
 - Consider adding or incorporating questions to the SOTE.
 - Add the following sentence: Develop a plan to increase by 2% per year the percentage of students who respond that they feel a sense of belonging, engagement and inclusion.
 - We think this is a strategy: no and no.
- Objective 4
 - Awesome!!! This is solid.
 - No and no.
- Objective 5
 - Yes and yes.
- Objective 6
 - We don't waive the fees for classes (for non-employees).
 - We don't have a partnership with graduate students and CSUSB.
 - Increase faculty - we will be able to support graduate students and will be able to strategically keep our students here in San Bernardino and provide growth for the San Bernardino County and community.
 - No and yes--doesn't seem strategic.
- Objective 7
 - No and not clear - it's important, but it's vague.
- Objective 8
 - This is a strategy.

- Additional Comment
 - Combine Objectives 2, 7 and 8 as they are all related and somewhat redundant.

2. Faculty and Staff Success

1. Do the proposed objectives address the most strategic areas of progress for CSUSB for the next five years?

- *No responses*

2. Are the proposed objectives clear and understandable?

- *No responses*

3. General Comments

- Objective 1
 - Rewrite to state - increase number of research and scholarly activities by 10% over next five years.
 - I appreciate that there are some staff success.
 - Where is this 10% figure coming from?
 - Where are you gauging this 10%; are you referencing from prior results?
 - Foster excellence in teaching by increasing funding, incentives, assigned time and recognition for faculty to develop, study, and implement best practices by 10 percent progressively over 5 years.
- Objective 2
 - Increase resource commitment by 10% over five years and establish a CFE.
 - Increase by 10 percent over 5 years (?) the amount and quality of research, creative activities, and scholarship to enhance the university reputation as a center of scholarship. To support that, increase funding, incentives, assigned time and recognition by 10 percent progressively over 5 years, and create a center of excellence for research, creative activities, and scholarship.
- Objective 3
 - Increase joint faculty and student research activities by 10% over five years.
- Objective 4
 - Clarification needed - Establish a career track for staff development and increase training offerings to match.
 - Create and implement a plan by 2017 to increase accountability and meaningful opportunities for staff development and training, and advancement by 10 percent [TK: Need a clarification on what unit of measurement will be used, e.g., funding \$, number of participants, number of events, etc.] and implement it by 2020.
- Objective 5
 - Yes, we need more faculty and we will have a better program where we can give attention and growth.
 - Should the diversity represent the communities we serve or the student population we serve?

- Create a climate to increase the diversity density of faculty and staff by 15% and ensure success in retention to represent the communities we serve by 2020.
- Objective 6
 - Yes, we need more faculty and we will have a better program where we can give attention and growth.
- Objective 7
 - Increase support, funding, and release time for innovation and collaboration in teaching, advising, and student support services by 10 percent progressively over 5 years.
- Additional Comments
 - Change the title to read: Foster innovation, research and scholarship for faculty and staff success. (Innovation and discovery are too similar. Research should be in the title as there are 3 objectives that relate to this goal.)
 - Suggest that “research, creative activities, and scholarship” be reordered to “research, scholarship and creative activities.” There is a common acronym throughout the CSU regarding RSCA (research, scholarship and creative activities). In fact, the campus receives RSCA funds from the Chancellor's Office every year. There are system-wide calls for data regarding RSCA on each campus.

3. Resource Sustainability and Expansion

1. Do the proposed objectives address the most strategic areas of progress for CSUSB for the next five years?

- *No responses*

2. Are the proposed objectives clear and understandable?

- *No responses*

3. General Comments

- Objective 1
 - What is an example of a nationally recognized partnership? Could be clearer....
 - Issues of private funding - what does this mean...
 - Could we articulate principals that are consistent with core values?
 - This should clearly state a partnership with the City/County of San Bernardino.
 - Secure at least two nationally-recognized public-private partnerships to facilitate growth and innovation (specify time involved, i.e. within 5 years).
- Objective 2
 - Implications of increasing non-resident students; need to include students' support for internationals; issues of services to regional students.
 - Numbers are high... 300 total per year? CEL allocations not clear.
 - Add goal to develop principals for resource sustainability consistent with our core values??
 - Evaluate new methods in terms of core values??

- This should clearly indicate "150 full time students" Also, is this for a total of 150, or total of 300 (150 headcount for each non-resident and CEL)?
- Increase net revenue by growing non-resident and Special Sessions enrollments through the College of Extended Learning by 150 each per year. [TK: will send the number and the definition by Monday next week].
- Objective 3
 - Productivity means what? Dollar amount, number?
 - Clarify: productivity is an unclear term. Is this percentage for an increase in number of gift givers or an increase of dollar amount?
- Objective 4
 - This one is OK and clear.
- Objective 5
 - Include new and existing resources.
 - See number 6 below.
- Objective 6
 - Campus proficiency assessment..Not clear...seems too big? Identify areas withhold blocks and pick two.
 - Semester conversion as factor?
 - Swap this goal with number 5 above. You need to do an assessment first before you can initiate a process for reallocating.
- Additional Comments: Increase grant proposal submissions by 5% annually. Multi-pronged approach. Faculty will be involved in development. Targeted increase by 25% by 2020.

4. Community Engagement and Partnerships

1. Do the proposed objectives address the most strategic areas of progress for CSUSB for the next five years?

- What are the barriers? We should identify these sooner and be more ambitious? Timeline is too broad. Are barriers for CSUSB to engage with community or vice versa?

2. Are the proposed objectives clear and understandable?

- We should have purposeful numbers. First what are our baselines; participation does not ensure best practices.
- Change convocation to Fall 2018.

3. General Comments

- Objective 1
 - Need to incorporate actions....creating center for studies? Providing information...
 - Two specific high impact practices...Service learning, student research, are identified... Need to see connections.
 - What are the existing and new mechanisms? High impact mechanisms? What elements would this platform contain?

- Objective 2
 - Specify the target of professional advancement. What form of support? Are we talking about time release, monetary support, funding, recognition?
 - Employees and faculty.
 - In point 2, “for the purpose of professional advancement” seems self-serving. It should be for the advancement of student and community as well.
- Objective 3
 - Is really good.
- Objective 4
 - Measurable, by how much? Establish a baseline, identify what is realistic and obtainable.
 - In point 4, “by 2020, increase educational options and professional development opportunities.”
- Objective 5
 - Service learning....identify quality in statements....does this mean support existing service learning? So that courses will have to participate.
 - Need to continue educating campus about meaning of service learning.
 - By how much, identify. Eliminate curricular and co-curricular from this statement, this is important to all.
- Objective 6
 - Language - are we meeting the needs of our Spanish speaking communities?
 - What type of barriers? Institutional, cultural, physical.
 - Are barriers a symptom of a larger problem?
 - Point 6 is not clear. Why not remove all the barriers identified?
- Additional Comments
 - Blend pre-university, university and post-university life.
 - Add educational to “to enhance educational, social, economic and.....”
 - Missing the idea of deliverables. Per the discussion, the community needs service, not just meeting with lots of talking.
 - Missing the role of CSUSB in the preparation of teachers.
 - Missing the role of K-12 student participation in university activities.
 - Expand on the role of CEL/OSHER.
 - Solve challenges through collaboration projects that solve needs in the community. Then document the projects and recognize scholarship involved. Report that will acknowledge the depth and breadth of our efforts.
 - What event brings people together? A collective experience. DisAbility. CSUSB CARES - helps community. Giving back.
 - Mentoring is helpful for students success. Stanford ducks - I screwed up. How to make mistakes and succeed. Get alumni to come back and speak to students.
 - Use the Powwow as an example of community engagement.

5. Identity

1. Do the proposed objectives address the most strategic areas of progress for CSUSB for the next five years?

- Yes if we can develop the right strategies and measures to implement them.
- Overall, what the university does and what it wants to do sometimes are two different things. The areas that are responsible for communicating our identity, have different ends in mind without consulting with different groups.
- Is there a mechanism to identify what our strengths are? Mechanism for promoting internally. How do we capture what we are doing well?
- Need to stop saying commuter campus.
- They are all clear as long as this is focusing on identity.
- Proposed additional objective: Create a centralized real time media kit that is updated regularly. What's great about Cal State.

2. Are the proposed objectives clear and understandable?

- Too vague - need to be more specific and how will these be measured? Different groups have different perceptions.
- Establish baselines and how will these items be measured?
- Need identity now - 2020. Need to have a better timeline. Have identity plan rolled out by 2017.

3. General Comments

- Objective 1
 - Are you looking for a consensus? Consultants can't build us our identity. What is it that we do well?
 - We don't embrace our strengths? Identify them and market them.
 - We are a major institution for social change.
- Objective 2
 - Point 2 needs a complete re-write.
- Objective 3
 - What is the baseline?
 - Points 3-5 need a baseline to measure against, some specifics.
- Objective 4
 - What percentage?
 - Is this engagement. Donors. Commitment. Volunteerism.
 - Points 3-5 need a baseline to measure against, some specifics.
- Objective 5
 - What percentage?
 - Points 3-5 need a baseline to measure against, some specifics.
- Additional Comments
 - Build an identity that celebrates the uniqueness of our **UNIVERSITY** (not campus), promotes our accomplishments and inspires involvement **WITH THE COMMUNITY**.

Misc. Comments

- A new mantra: Look at the book, the Art of the Start. CSUSB Cares is a great mantra that everyone can remember and can get behind. It embraces our service culture and the attitude we need to embrace with our communities. It serves as a north star that can guide anyone who may question if what they are doing fits within the mission and vision of the university.
- I needs to be written on one-voice.
- Priority goals are too wordy.
- Lack of recruitment of students and teacher education.
- One high impact practice per year for students - beyond SOAR, freshman seminar, Coyote First Step. Need something for upper division transfer students.
- Graduate students - more tuition waivers.
- Need to reduce GE requirements. Students need to understand why they are taking certain classes would have to change the funding model - Andy says a 2-3 year moratorium on changes so big classes aren't receiving more funding than smaller ones.