



## Strategic Planning Advisory Committee

### Meeting Minutes

December 12, 2014

1:00 pm - 2:50 pm

AD-127

*In Attendance:*

Terry Rizzo (Co-Chair)	Kathy Ervin
Sam Sudhakar (Co-Chair)	Beth Jaworski
William Aguilar	Muriel Lopez-Wagner
Monica Alejandre	Connie McReynolds
Jonathan Anderson	Laurie Smith
Sharon Brown-Welty (via Skype)	Jeff Tan
Alfredo Barcenas	Julie Lappin

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#### Discussion Items

##### A. Approval of Minutes

Discussion: With the incorporation of the changes discussed, the minutes from 21 and 25 November were approved.

##### B. Comments on Campus Forum

Discussion: In general it was well-attended and well-received. Some of the comments received mirrored comments made at the Academic Council meeting.

##### C. Revised Vision and Mission Statements

Discussion:

- Revisions to the Statements were made based on the comments received at the Campus Forum and other strategic planning-related meetings. In general, the elements from the previous drafts were incorporated into the revisions.
- Vision: CSUSB will be the region's premier comprehensive university of choice ~~in the region for students, faculty, staff and external constituencies.~~
- Mission: ~~The mission of CSUSB is to remain~~ committed to principles of ensuring student learning and success; to conduct research, scholarly and creative activities, and to being actively engaged in the economic vitality of our region. These principles endure in the University's commitment to the value of diversity, in its tradition and standards of excellence, ~~and in its dynamic engagement with people in our region.~~ We pursue our mission while cultivating the professional, ethical, and intellectual development of our students, faculty and staff to thrive in a global economic society.

- While some SPAC members agreed with the revised Mission, concern was expressed that the version does not flow and another member was uncomfortable with the changes. Additionally, there was discussion on whether to leave "minority serving institution" in the Statement.
- SPAC approved the revisions.

#### D. PDC Updates

Discussion: Data continues to be analyzed.

#### E. Strategic Priorities (Identity)

Discussion:

- The previous SPAC email vote resulted in 4 members wanting to keep Identity as a separate Priority, while 3 members wanted to embed it in the other Priorities.
- Concerns for embedding Identity include: the data from the meetings clearly focused on identity; identity is different from branding and marketing; our CSUSB "product" isn't complete yet and identity needs to be elevated; CSUSB needs its identity to make us unique from other CSU's; unsure how it would be embedded into the other Priorities; identity is just as important for the people on campus versus the community; and if it isn't separate, the implementation committee may overlook it.
- Concerns for keeping Identity as a separate Priority include: if it is a separate Priority, resources allocated to it will be taken away from other Priorities; our identity should be known to the community, so it can be embedded in the Community Engagement Priority; campus has had previous branding/marketing campaigns; traditions evolve over time so it is hard to dictate the traditions now; identity can be specified in other Priorities; 5 Priorities is hard to manage - 4 is preferred; and identity will be looked at by the university regardless.
- The majority of SPAC agreed to keep Identity as a separate Priority for now and present it at the Town Hall for their feedback.

#### F. Draft Goal Statements

Discussion:

- Priority 1 (approved by SPAC):  
**Provide learning experiences to promote student success, achievement and academic excellence and prepare them to contribute to a global, diverse, and dynamic society.**

CSUSB will fulfill its responsibility as a comprehensive university by effectively educating students for the 21<sup>st</sup> Century. A CSUSB student's education will encompass the intellectual knowledge, social values, dispositions, and practices thus providing an enriched learning experience for students that develops knowledge capacity and also challenges and fosters meaningful engagement and contribution in campus, local, and global communities.

CSUSB will:

- Make learning, teaching and research central to all we do.
- Utilize all modes of instruction and implement the best method(s) to a given situation.
- Measure and evaluate student learning and use the process to make improvements.
- Recruit and retain diverse and highly qualified faculty and staff.
- Keep pace with educationally related technology through acquisition, implementation, and instruction.

- Maintain a strong library, which provides access to information world-wide and serves as a hub for research and study.
- Include the WASC competencies across academic disciplines including:
  - Breadth of knowledge
  - Depth of knowledge
  - Communication competency
  - Scientific and quantitative reasoning
  - Critical thinking, creativity, and information literacy
- Provide learning experiences (e.g. internships and field experiences) and supportive services consistent with our Core Values.
- Priority 2 (approved by SPAC):  
**Create an environment that supports and rewards faculty and staff success.**

CSUSB, in allegiance to our vision, mission and core values, will effectively create, maintain, and actively support a culture of scholarship, discovery, and innovation ~~success for all faculty and staff.~~ People are the soul of the university. Our core values will drive the success of all faculty and staff in our mission to ensure student learning and success, to conduct research, ~~scholarly/creative~~ creative/scholarly activity, and to better serve our diverse student population ~~be actively engaged in the well-being of the diverse communities of our region.~~

CSUSB will:

- Recruit and retain high quality, diverse, dynamic, and global faculty and staff that honors differences in various forms – race, ethnicity, gender, age, disability, sexual orientation, veteran status, religious or political beliefs and status at CSUSB.
- Create an environment that supports personal and professional growth and a healthy work-life balance for faculty and staff.
- Increase numbers of tenure/tenure-track faculty to serve our mission.
- Adhere to standards of fairness and equity (core values) on salary and workload issues for all faculty and staff.
- Provide resources and a culture of strong support to ensure faculty success in teaching/professional assignment, research/scholarly activity/professional development, and community service.
- Increase the knowledge, awareness, and skill of all faculty and staff in being effective ~~successful~~ in a diverse, dynamic, and global society.
- Support a culture of excellence in research.
- Priorities 3 - 6: Priority 4, Community Engagement, should include field experiences and internships. The remaining Priorities are tabled for the next meeting.

#### G. Revised Core Value Statements

Discussion: To date, no comments have been received from SPAC.

Action Item: Julie will resend out the revised Statements and SPAC will send their comments to Sharon and Jonathan ASAP.

#### H. Another Opportunity Survey Results

Discussion: Tabled until next meeting.

I. Research Subcommittee

Discussion: The Research Subcommittee is answering the research questions and plans to have results in January.

J. Working Groups

Discussion:

- Working Groups (WG's) will be formed in January. We've received names of interested students wanting to participate. There will be 9 members in each WG, composed of 2 members of SPAC (except the Co-Chairs) and the remaining members from staff, students, and faculty. Each WG will have a Chair and Co-Chair, although these positions will not be filled by SPAC members. It was suggested that the SPAC members working on specific Strategic Priorities serve as the SPAC members on the respective WG.
- From January to March, the WG's will create up to 3 measurable objectives, utilizing our framework as guidance and realizing that our framework isn't exhaustive.

K. January SPAC Meetings

Discussion: Jolene will be on campus January 20 – 21. SPAC will meet with her January 20 from 2 – 5 pm. A community meeting is scheduled for January 21 from 7:30 – 9 am. Additionally, the second Town Hall meeting will occur on January 21 from 1:30 – 3 pm.

Action: SPAC will review the list of invitees for the community meeting and let Julie know of any additions.

L. Next Committee Meeting

Potential working lunch scheduled for next week, Wednesday, December 17 or Thursday, December 18, dependent upon availability.

Winter 2015 meetings begin Thursday, January 15 from 2:00 – 4:00 pm.