



Strategic Planning Advisory Committee

Meeting Minutes

October 14, 2014

11:00 am - 12:50 pm

Conference Room, SB-402A

In Attendance:

Samuel Sudhakar (Co-Chair)	Beth Jaworski
Terry Rizzo (Co-Chair)	Muriel Lopez-Wagner
Monica Alejandre	Connie McReynolds (phone)
Jonathan Anderson	Laurie Smith
Sharon Brown-Welty (Skype)	Jeff Tan
Kathy Ervin	Julie Lappin
Matias Farre	

Discussion Items

A. Feedback from Meetings

Discussion:

- Engaging sessions with articulate voices and widespread comments, but there didn't appear to be one thing that symbolizes CSUSB.
- Student class meetings went really well.
- There was redundancy between the Leadership Retreat and the Town Hall.
- The nominal group technique for qualitative data collection was suggested.
- Some SPAC members are receiving questions about which group/individual is driving this process. Response: SPAC is the one driving this process, with input from stakeholders.
- We should consider our data collection methods to ensure good research practice.
- Concern regarding staff participation at Town Hall as the environment was one where they didn't have a lot to say. Possibly make a separate venue for staff.
- It was not clear that the faculty meetings were open to part-time lecturers/faculty, which they were.
- We realize we didn't get everyone's data, and we won't be able to engage everyone, but we realize the limitations, recognize them, and learn from them.
- One possible core value that arose is social capability, maximizing student potential not withstanding ability or disability. It will be important to provide rationale for the core values that are chosen.

- If we need to get additional data, we can. We already have a rich array of data from the meetings and the survey, so although it isn't perfect, we should still use what we have.
- Town Hall was web-streamed, but it wasn't marketed well.
- PDC will be doing their own separate meetings as we did with Jolene.

Action: Laurie, Alfredo and Terry will work on core values.

B. Timeline and Future Direction

Discussion:

- We gathered a lot of perspective from different groups; our job is to validate these with larger groups. Now we need to come together and outsource what each member is going to work on with regards to 2-3 core values, a mission and vision statement, etc.
- We will take the raw data and do a thematic analysis on it so we can see the trends. William Aguilar will be good to work on this. Suggestion of taking feedback from all meetings, and putting them into broad categories such as faculty/staff success, student success, etc.
- A methods page needs to be on our website. We will have campus fora before the holidays. By January we need to have our mission, vision, core values, and 3-4 goals set and we will form working groups in January to take our broad goals and come up with the objectives.

Action: Sam, Connie, Laurie and William will work on analyzing data per question and look for themes.

C. Website Update

Discussion:

- Linked to CSUSB homepage; it is functional, but not quite pretty yet.
- Missing the feedback portion of the website. Titanpad is not feasible to use since people can delete things. Other suggestions: Wiki page, Blackboard discussion board, surveys, and similar features as diversity.csusb.edu website. Someone will have to manage the comments and analyze the data, which is easy to do via a survey instrument. It was decided to utilize a survey feature to manage feedback.

Action: Survey feature will be added to the website.

D. Thematic Analysis

Discussion:

- Comments received on Mission Statement: current mission is too long and at too high of a reading level; a few mentioned it should be more scholastic; some comments promoted the well-being of students, including physical, mental, and cultural; our campus should be more student-centered (poor advising, lost transcripts, but also just focusing on the students versus focusing on employees); new mission should be more aspirational (although some thought it should be less aspirational); one student comment indicated it was the only CSU in the Inland Empire and has the lowest income, but has a strong community and CSUSB boosts self-esteem, offers hope to those who may not think college is an option, and is a guiding light and anchor to our struggling community; commitment to diversity is a great accomplishment; importance of job readiness; leadership is too top-down and effects the functioning of campus and getting

things done; inclusiveness is missing from current version; keep inclusiveness beyond race and ethnicity; concern that as classes grow, we keep an adequate ratio of faculty to students; not many comments revolved around technology; the current mission statement wasn't disseminated well; stressed importance of implementation plan; CSUSB is important to surrounding community and how much we can contribute to them; wanted more creative activity on campus; wanted a sense of fairness built in; and include ethics and academic integrity (want educated, ethical citizens).

- Comments received on Vision Statement: many comments on style, so that should be important; want shorter, more concise language; current version is not inspiring; need more engagement and show passion/pride; include global perspective/international students/diversity populations; add community-centered and engagement in the Inland Empire; remove reference to 21st century; reflect our uniqueness; has reference to region, but should define region somehow; we're preparing practitioners and not leaders and would rather see aspiration to leadership; and creating employment opportunities in San Bernardino.
- Comments received on Core Values: some Colleges and departments have their own value statements; include collegiality and enhancing student experience with professors; increase faculty/staff relations; alignment with Institutional Learning Outcomes; include integrity, including academic integrity; staff and faculty tend to just do the minimum, which we shouldn't do just the minimum; excellence isn't a value, it is a measure; and commit to getting the best people on board. Some key core values that arose: diversity; environmental sustainability; community engagement; community service; and health and wellness.

E. Research Subcommittee Update

Discussion:

- Concern that until we identify the questions, it is immature to ask the Research Committee to gather data. Response: we have the questions already through Jolene's visit. We can combine and compare the data from the survey and the meetings. We have our campus fora in November and December, and we can duplicate participants and get the input from the ones that didn't participate in previous opportunities.
- Suggestion to take existing data, sort it out, find the themes, and validate it by bringing to the constituencies. Response: this is a good method, but time is of the issue (but we have IAR's call center).

Action: Research Subcommittee will wait until we have additional information.

F. Data Analysis from October Meetings

Discussion: See above.

Action: Sam, Laurie, Connie, and William Aguilar will work on summarizing the raw data.

G. Vision Statement and Core Values

Discussion:

- Vision should be aspirational.

- We need to write mission, vision and core values before we come up with our strategic priorities, but they don't necessarily need to be wordsmithed well yet.
- Provide rationale for what we come up with and list members of the group that gave input.

H. Links to the Mission Statement

Discussion:

- Mission statement was offered.
- Mission statement doesn't have to drill down.
- Look at what the elements are and don't worry about being too long/too short.

Action: Draft mission statement should be put in Terry's format.

I. Fora Dates

Discussion: We will be having two faculty fora, tentatively scheduled for November 12 and December 2, both from 2 - 4 pm. We need to make the invitations clear that all constituencies are invited, including part-time faculty/staff.

Action: SPAC will check their calendars for conflicts.

J. Process Issues

Discussion: Should consider not spending too much time on mission, vision and core values and get to the strategic plan.

K. Roundtable

Discussion:

- Time is of the essence.
- Give mandate to research committee and time is of a concern.
- Kinds of issues raised is representative of campus community and we should continue to bring up opposing views.
- Process feels fragmented.
- Trust the overall process works.
- Have a lot of good data already.

L. Next Committee Meeting

SPAC meeting (October 29, 1 - 3 pm)