



Strategic Planning Advisory Committee

Meeting Minutes

January 15, 2015

2:00 pm - 4:00 pm

Conference Room, JB-280

In Attendance:

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

Discussion Items

A. Approval of Minutes

Discussion: The minutes from the December 12, 2014 SPAC meeting were approved.

B. Research Subcommittee

Discussion: The Research Subcommittee gave a presentation on their research findings to date, which included: major driving forces affecting CSUSB; greatest areas of need and opportunity; anticipated demographics in the region; anticipated workforce needs and translating into academic programs at CSUSB; and planning assumptions for the next five years. Additionally, student and faculty success was discussed as they relate to the first three goals.

Action: Review last bullet on Student and Faculty Success slide of the presentation for accuracy.

C. Town Hall Meeting

Discussion:

- An internal agenda with specific SPAC members' presentation times was distributed. Sam will discuss the Core Values, Vision and Mission. Each SPAC member will have two minutes to discuss their strategic priority. Muriel will have five minutes to discuss the research findings. Adherence to the time limits should be followed.

Action: All SPAC members should attend the Town Hall. The presentations of the strategic priorities are as follows:

#1 Sharon

- #2 Matias (but later changed to Jeff)
- #3 Connie
- #4 Kathy
- #5 Monica

D. Core Values and Goals

Discussion:

- “Innovation” will be added to the Core Values, making a total of nine.
- The Core Values definitions that Jonathan and Sharon created are accepted as is.
- It was agreed that the Core Values definitions will be distributed to the campus community ahead of the Town Hall in the Co-chairs’ weekly email update.

Action: Sam will add a definition for Innovation.

E. Vision and Mission Statements

Discussion:

- Vision Statement is accepted as is.
- The following changes were made to the Mission Statement and accepted: removed “economic” to make vitality less limited; included intercultural competence; and put back “in California” as it was inadvertently left off.
- It was agreed that the Vision and Mission Statements will be distributed to the campus community ahead of the Town Hall in the Co-chairs’ weekly email update.

F. Strategic Priorities and Goal Statements

Discussion: Changes are made and approved as follows below. SPAC agreed upon presenting only strategic priorities and bolded goal statements to the campus community; the expanded goal text will be given to the WG’s as it will be helpful to them. The Priorities and bolded goals will be distributed to the campus community ahead of the Town Hall in the Co-chairs’ weekly email update.

- 1. Provide learning experiences to promote student success, achievement and academic excellence and prepare ~~them~~ students to contribute to a dynamic society
- 2. Foster Innovation, Scholarship, and Discovery ~~and Innovation~~ for Faculty and Staff Success CSUSB, in ~~allegiance to~~ alignment with our vision, mission and core values, will effectively create, maintain, and actively support a culture of scholarship, discovery, and innovation. People are the soul of the university. Our commitment is to enhance the success of faculty and staff in our mission to ensure student learning and success, to effectively teach, to conduct research, to conduct creative/scholarly activity, and to better serve our diverse student population.
- 3. Steward Resources for Sustainability, and ~~Identify~~ Secure New Sources of Funding
- 4. Serve and engage communities (local, regional/state, national, global) to enhance social, economic and cultural well-being ~~to serve the public good.~~
- 5. ~~Engage University stakeholders and key external audiences in a shared program of communications and experiences that provides a unique identity for CSUSB.~~ Build an identity

that celebrates the uniqueness of our campus, promotes our accomplishments, and inspires involvement.

G. Working Groups

Discussion:

- Each Working Group (WG) will be composed of 9 individuals, including a chair and 2 SPAC members that worked on the respective priority. SPAC co-chairs will not be part of the WG's. It was agreed upon that there will not be more than 9 individuals per WG. The composition should be faculty, staff (preferably includes both staff and administrators), and students.
- To date SPAC has the names of approximately 31 individuals that are interested in being on a WG. There are a fair amount of students and staff, but the majority are faculty.
- The WG members will be chosen in consensus with SPAC. The WG's will begin to be formed later next week.
- Support staff for the WG's may be an issue with scheduling of so many individuals with diverse schedules. Julie will take this on, with possible assistance from the WG chair's support staff and the Events Scheduling Department.

H. Next Committee Meeting

SPAC meeting with Jolene (January 20, 2 – 5 pm in UEC Boardroom)

SPAC meeting (January 29, 2 – 4 pm)