



## Strategic Planning Advisory Committee

### Meeting Minutes

November 21, 2014

12:00 pm - 2:00 pm

Conference Room, PL 002

*In Attendance:* Samuel Sudhakar Sharon Brown-Welty (Skype)  
William Aguilar Matias Farre  
Monica Alejandre Beth Jaworski  
Jonathan Anderson Jeff Tan  
Alfredo Barcenas Karina Alvarado

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#### Discussion Items

1. Call to Order
2. Campus Forum Updates
3. Mission, Vision, Core Values

##### Discussion:

- The group discussed methods of measuring the mission; however, it was agreed that the mission does not have to be measured as it is more often seen as an aspiration.
- The group reviewed and revised the draft revised mission statement:
  - Within a culture of inclusivity and collegiality, and as a minority serving institution ~~and inclusivity, and with attention to the needs of the geographic region,~~ the mission of CSUSB is to ensure ~~promote~~ student learning and success; to conduct research and creative activities and to encourage ~~(promote)~~ be actively engaged ~~with~~ in the well-being ~~economic improvement development and advancement~~ of our communities. ~~community engagement, produce and disseminate knowledge~~ As a minority serving institution, ~~we cultivate~~ We pursue our mission while cultivating the personal, ethical, ~~moral~~ and intellectual development of our ~~campus community~~ students, faculty and staff.
  - After the discussion, the group consensus was that we are a regional university and that our mission is not to attract international students; however, we can make this a goal.
  - The group agreed that the mission statement should be no longer than one paragraph.
- The group reviewed/revised the core values:
  - **Core Values**
    - We aspire to be a community that values: *Learning, Inclusivity, Social Justice, Diversity, Transparency, Respect, Integrity, Sustainability, Wellness & Safety, Fairness & Equity*
- **ACTION: Sharon and Jonathan will work together to define the core values.**

4. Strategic Priorities Working Groups:

- Group reviewed/revise the draft strategic priorities
- Strategic Priorities
  - Student Success
  - Faculty and Staff Success
  - ~~Diversification of Resources~~ Sustainability and Growth
  - Community Engagement
  - Identity ~~Branding~~ *Rationale: Identity should replace branding as branding carries a connotation people don't like.*
- These priorities have come about from the feedback from the Open Forums
- **ACTION: The role and makeup of the strategic priorities working groups should be clarified with Jolene. The involvement of the group should also be clarified.**

5. Next Committee Meeting

SPAC meeting (November 25, 9 am - 11 am)