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

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:
     o 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.
     o 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.
     o The group agreed that the mission statement should be no longer than one paragraph.
   - The group reviewed/revised the core values:
     o **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/revised 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)