



Strategic Planning Advisory Committee

Meeting Minutes

February 26, 2015

2:00 pm - 4:00 pm

PL-002

In Attendance:

Terry Rizzo (Co-Chair)	Sharon Brown-Welty (Skype)
Samuel Sudhakar (Co-Chair)	Muriel Lopez-Wagner
William Aguilar	Laurie Smith
Monica Alejandre	Jeff Tan
Jonathan Anderson	Julie Lappin

Discussion Items

A. Approval of Minutes

Discussion: The minutes from the February 12, 2015 SPAC meeting were approved.

B. Updates from PDC

Discussion: Tabled until next meeting.

C. Review Vision, Mission and Core Values

Discussion:

- Mission – SPAC agreed to edit the Mission to read: “CSUSB aspires to be a model for transforming lives.”
- Vision – SPAC agreed to edit the Vision to read: “CSUSB ensures student learning and success, conducts research, scholarly and creative activities, and is actively engaged in the vitality of our region. We cultivate the professional, ethical, and intellectual development of our students, faculty and staff so they thrive and contribute to a globally connected society.”
- Core Values – Although there are probably too many Core Values, SPAC agreed to keep the Values as is, as SPAC was uncomfortable with dropping Values unless they were included in another one. There was discussion on distributing the Core Value definitions again; other campus' strategy on this varies. Often logos include their organizations' core values as a tagline under their logo. Our Core Values are too numerous so this isn't possible, but we could use the tagline of “transform lives.” SPAC edited the Core Value definitions to read:
 - **INCLUSIVITY and DIVERSITY**

We value differences among students, faculty and staff. Diversity and inclusivity that is broad and deep makes us a healthier and more productive university and builds a culture that fosters engagement and diverse perspectives.

- **INNOVATION**

We support and believe in an innovative culture and attitude that fosters the creative and deliberate application of teaching, research, scholarship and service for effective education.

- **INTEGRITY**

We affirm and are committed to the truth. We demonstrate our integrity by being ethical, matching what we say with what we do, and by ultimately taking responsibility for our actions.

- **RESPECT**

We believe in and are committed to the virtue of respect and treat everyone with courtesy and kindness.

- **SOCIAL JUSTICE and EQUITY**

We believe in, affirm, and are committed to the equal value and dignity of all people. Fairness and equity are more than equality. We actively seek to eliminate barriers for those who are disadvantaged and disempowered so they may participate fully in university life.

- **SUSTAINABILITY**

We affirm and are committed to the sustainability of our university by forward thinking, learning from both successes and mistakes, being proactive in moving our university forward, and by providing opportunities for continued growth and development.

- **TRANSPARENCY**

We affirm and are committed to the importance of transparency both internally and externally. We believe in honesty and openness in our decisions and processes, subject to legal and ethical confidentiality. Understanding we are a public institution, we are also upfront and open to the community and residents that we serve about the decisions we make and the actions we take.

- **WELLNESS and SAFETY**

We affirm and are committed to protecting and enhancing the health, wellness and safety of ourselves, our colleagues, our students and our stakeholders. We believe a healthy university is one in which there is collegial collaboration and uses continuous improvement processes that ensures a safe and healthy workplace for all.

- Goals – remain the same, but we should consider leaving the bullets with expanded text in.

D. Campus Forum Comments

Discussion:

- Some WG co-chairs appeared to have rewritten their Groups' objectives. SPAC co-chairs will address the appropriateness of significantly rewriting without the consensus of the rest of the Group.
- A question was asked whether objectives had to include metrics. Response was given that they do need metrics.
- WG 3's (Resource Sustainability and Expansion) metrics will be looked at again to make sure they are achievable.

- Some objectives are overlapping. That is natural and during the implementation stage, overlapping goals will be assigned to one team.
- The presenters did a great job.
- Teaching effectiveness and teaching excellence were not addressed.
- WG 2's (Faculty and Staff Success) objectives brought in a lot of comments and some good feedback was received. There are research and development components. Both faculty and staff should be represented and many of this Group's objectives could address both. Research was weaved through all the objectives and some argued for a separate faculty goal. Only a few faculty members were present at the Campus Forum. Staff aren't seeing themselves in the objectives and there was a comment that teaching wasn't in it either. SPAC should suggest that WG 2 split up the objectives equally (4 faculty-focused and 4 staff-focused). Additionally, the Group should consider breaking out into a staff group and a faculty group, deciding their respective objectives, and coming back together as a whole group. The WGs may want to articulate the objectives in a different way so people see where they fit.
- Some objectives were hard to understand.
- Suggestion was made to incorporate Community Engagement and Partnerships with the other Goals as they are inter-related, which would allow faculty and staff to have their own individual goals. Pragmatically speaking, the other WGs have focused their objectives already so it would be difficult to add a community engagement objective in at this stage.
- SPAC needs to remind the campus community that not all goals/objectives get an equal portion of resources.
- WG 2 (Faculty and Staff Success) could emphasize teaching and is missing a diversity objective. Jolene advised SPAC to stay away from workload and salary issues as those are union-related.
- For WG 1 (Student Success), how do we get students to come to our campus without a good plan to bring in faculty from the demographics of the students we serve? Hiring diverse faculty is great, but we also need to retain them and create a sustainable environment for them. We need faculty to be mentors. Their objectives appear to be too broad, and not measurable. Objective 2 – embraces diversity, which is good. Objective 3 – on right track, but missing measurables. Need objectives 1, 2, 4 and 5 to be more specific.
- This the first time we've presented the objectives, so there is room for improvement and Jolene can help guide us.
- Need to include non-compensatory ways to ensure a better work environment such as travel to conferences.
- WG 2's (Faculty and Staff Success) objectives do not address healthy lives.
- Comment was made that this plan hasn't addressed teaching. We are affirming that teaching is supported, but it isn't a strategic priority in terms of this Plan.
- Reminder that this is a work in progress and it isn't the final version. SPAC has the final say and can wordsmith.

Action: It is appropriate to forward the "Student Letter" to the WGs.

E. Discussion on Working Groups

Discussion:

- The WGs are not appearing to take into account the data that was gathered previously. SPAC realizes that the WG members were not named at the time of data collection and reporting, and may not be familiar with the trends.
- Some WGs changed their goal statement. SPAC will review but will probably keep them as they were.
- Jolene will attend the next WG meeting and meet with each individual Group for about 15 minutes.

F. Consultant's Campus Visit

Discussion: Jolene will be coming to campus again March 9 – 10. She will be meeting with the WG co-chairs from 8 am – 3 pm and with SPAC from 3 – 5:30 pm on March 9th in the UEC Boardroom. The Town Hall is scheduled for March 10th from 9 – 11:30 am in the Events Center.

G. Roundtable

- How do we convey to staff that research is important?
- SPAC should make it clear to the campus community that the Plan will not address all aspects of the university.

H. Next Committee Meeting

Working Group meeting (February 27, 2 – 4 pm in PL-5005)

SPAC meeting (March 12, 2 – 4 pm in AD-127)