



**Strategic Planning Advisory Committee
Meeting Minutes**

January 29, 2015

2:00 pm - 4:00 pm

Conference Room, SB-402A

In Attendance:

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

Discussion Items

A. Approval of Minutes

Discussion: The minutes from the January 15, 2015 SPAC meeting were approved.

B. Updates from PDC

Discussion: PDC is waiting for the objectives to be determined. They will not create their own since they'll be part of the Strategic Plan.

C. Comments on Town Hall Meeting

Discussion:

- A lot of good comments were made, including the following: The Vision Statement should be more aspirational and it didn't stand out. The Mission Statement should be simpler and there was some concern about research not being at the forefront. Multiple comments were received about defining the region. In general, the Goal Statements were well-received.
- We did not receive widespread endorsement, however we have a document that is workable and we received a lot of feedback from the multiple constituents.
- It was well-attended.
- We shouldn't use TitanPad again to collect responses - there were connection issues and the screen was hard to read when projected. Additionally, the PowerPoint presentation formatting was off.

D. Discussion on Vision, Mission, Core Values and Strategic Priorities/Goals Based on Feedback

Discussion: Multiple revised versions of the draft Vision and Mission Statements were presented, and the draft Core Values was discussed.

- There was consensus that the draft Vision would be edited to:
~~CSUSB will be the region's premier comprehensive university of choice.~~ The vision of CSUSB is to transform the lives of our students, faculty and staff to achieve their goals.
- There was consensus that the draft Mission would be edited to:
~~CSUSB is committed to ensuring student learning and success; to conducting research, scholarly and creative activities, and to being actively engaged in the vitality of our region. These principles endure in the University's commitment to the value of diversity and intercultural competence, in its tradition and standards of excellence and in its dynamic engagement in our region and in California. We pursue our mission while cultivating the professional, ethical, and intellectual development of our students, faculty and staff to thrive in a globally connected society.~~ 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 to thrive in a globally connected society.
- The draft Core Values will be alphabetized so as not to be hierarchical and edited as follows:
Inclusivity & Diversity
Innovation
Integrity
~~Learning~~ (since it is in our Goal Statements)
Respect
Social Justice & Equity
Sustainability
Transparency
Wellness & Safety

Action: These revisions (and any work the Working Groups will have done) will be presented at a Campus Forum, scheduled tentatively for Tuesday, February 24th from 2 - 3 pm.

E. Working Groups and Meetings

Discussion:

- A letter was drafted to the members of the WG's, thanking them for their participation, specifying their charge of coming up with 5 - 7 objectives that are observable, verifiable and measurable, and later developing the respective strategies. A draft agenda will be provided to the WG's as well so they are aware the scheduling of the meetings is completed for them.
- There will be 4 set of meetings for the Working Groups (WG): February 6, 13, 20, and 27th in PL-5005. Multiple individuals will be attending to talk with the WG's, including Ron Fremont, Institutional Research, Lou Monville (CSU Board of Trustee), Jeff Thompson, Rachel Weiss, and Jacob Jackson (PPIC). Handouts of sample objectives will be given to the WG members at the first meeting.

Action: Find out from Jolene what the typical sticking points are with the WG's.

F. Next Committee Meeting

Initial Working Group meeting (February 6, 2015, 12 - 3 pm)

SPAC meeting (February 12, 2015, 2 – 4 pm)