CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Strategic Planning Advisory Committee
Meeting Minutes
October 29, 2014
1:00 pm - 2:50 pm
Conference Room, AD-127

In Attendance: Terry Rizzo (Co-Chair)   Matias Farre

William Aguilar   Muriel Lopez-Wagner

Monica Alejandre   Connie McReynolds

Jonathan Anderson   Laurie Smith

Alfredo Barcenas   Jeff Tan

Sharon Brown-Welty (Skype)   Julie Lappin

Discussion Items

A. Approval of 10-16-14 Meeting Minutes

B. Suggested Protocol for Data Analysis
   Discussion:
   - Preferred method: Become familiar with the data; come up with generalizable codes (simultaneously prepare a reflective journal for a later report); search for themes among the codes; review themes; identify and define the themes; and prepare a draft of parts of the Strategic Plan report. Suggested codes: IT = inclusive and transparent; DD = data driven; CVG = core values, vision, goals; SS/SE/AE = student success, student engagement, academic achievement; ID = brand, identity; R = resources. Some responses will have multiple codes and there will be some responses that won't be able to be categorized into a code.
   - There was concern as to why we would use the same codes for different questions/processes. Response: By reviewing the data and not looking solely at the questions, the coding becomes more consistent/same.
   - Another method utilized: Analyzed the questions together and looked at the major themes. Eleven major themes that arose included: a. improving the reputation, status, and campus life including the surrounding area; b. increasing resources for students, especially to support progress to graduation or other support; c. engaging with and impacting the community; d. campus infrastructure improvements; e. faculty-related resources or changes; f. timely/local and environmental issues; g. preparing students for jobs; h. health and wellness; i. other

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aspirations; j. general statements (often containing more than one of the above themes); k. leftovers, including stronger CSUSB collaborative efforts, fair funding, unique major, our beautiful environment, our cultural diversity being an asset, CSUSB cultivating an environment of transparency to academics/access to administration, and geographically-diverse student population. Comments from the PDC were italicized.

- Comment was made that since the results are qualitative, some people made the same comment more than once so they are overrepresented in the data.
- We may have our thematic issues more broadly defined (ex. resources is very broad category and is an umbrella under which we can have people, space, time, and money).
- Concern that staff were not as represented as they could have been at the Town Hall. We should focus on staff, in addition to faculty.
- The data isn't necessarily broken out by faculty, staff, students, community, etc., especially the Town Hall meeting, so it is realistic to continue to aggregate the data.
- Discussion around utilizing the same codes for all data. There is more than one way of mapping the data; so long as we show how we went through the process and it is logical, it would be feasible to utilize different methods.
- A question arose as whether we suggest priorities outside of the data set. One comment was we respond to the data set only, but this will be something to discuss further at a later date. We also may receive additional data from the survey that Muriel will be putting out.
- Comment was made that our strategic plan may need to be linked to CSU's strategic plan, Access to Excellence.

Action: Each member can use one of the suggested methods, or come up with their own, but document the process utilized.

C. Division of Data from October Meetings
    Discussion: The data analysis will be divided up as follows:

Assoc./Asst. VP's	Jonathan	Faculty Senate Exec. Comm.	Terry & William
Cabinet	Terry & William	Leadership Retreat	Terry & William
Chairs 1-2	Jonathan	Mission/Vision/Value Survey	Sam
Classes 1-5	Matias, Monica & Connie	PDC	Sharon
Community	Jeff	Student Leadership	Alfredo & Beth
Deans	Jonathan	Town Hall	Laurie & Kathy
Faculty 1	Jeff	Town Hall-like survey	Laurie & Kathy
Faculty 2	Terry & William		

Action: Each SPAC member will complete the analysis on the abovementioned assigned data, document their process, and turn into PowerPoint slides for the Campus Fora. We'll have a standard PowerPoint slide format.

D. Mission Statement Proposal/Links to Themes
    Discussion:

- There isn't a great difference between codes and themes, but codes aren't as permanent. The next step is to create themes.
- When we look through the data, a lot of consistency emerges. We will need to look for consistency in responses and see where they fit in; they may be relevant to our Core Values, Mission and Vision Statements, or eventually to our goals/objectives.
- Draft Mission Statement was proposed for review and is copied below; it is shorter than the previous version as a result of the feedback received.

Revised Statement
Within a culture of inclusivity and collegiality, and with attention to the needs of our geographic region, the mission of California State University San Bernardino is to produce and disseminate knowledge and the arts, while cultivating the personal, moral and intellectual development of our students, faculty and staff.

Rationale:
Feedback from focus groups emphasized an appreciation of diversity and collegiality.
They also noted our mission to our local region as primary.
Some groups wanted to make sure we paid attention to research.
"Disseminate" refers to both teaching and community engagement.
There was concern that we focused on the whole person.
Others wanted to make sure we paid attention to the needs of both students and employees.

- Feedback on draft: It is good to have a draft Mission started.

E. Timeline & Future Direction
Discussion: Next Town Hall meeting will be January 21, 2015 in the afternoon.
Action: Julie will ask Jolene for the format for the meetings, topics for presentation and details about recording constituent responses at this meeting.

F. Website Update
Discussion: The website has updates, including photos, links to the current Mission and Vision Statements, and the Chancellor's Office Strategic Plan.

G. Research Subcommittee
Discussion: Tabled until next meeting.

H. Campus Fora
Discussion: Two Campus Fora will be held November 12 and December 2, both from 2-4 pm in the Obershaw. These meetings will be informative, bringing the campus up-to-date on our progress, as well as gathering additional input. SPAC will meet November 10 at 2 pm in the Library to discuss the Fora and review the data. Agenda items for the Fora include: organizational information, survey results, data set from meetings, and website. We need to encourage everyone's participation at this event and make the purpose of these meetings clear.

I.   <u>Vision Statement and Core Values</u>
     Discussion: Tabled until next meeting.

J.   <u>Priorities (Due Dates)</u>
     Discussion: Results from first survey and the codes/themes from meetings should be ready for the
     Campus Forum on Nov. 12th. We may need a slide or two for the forum.

K.   <u>Weekly Updates</u>
     Discussion: Sam and Terry will send out weekly emails on Fridays, updating the campus on the strategic
     planning activities for the week. These emails will be posted to the website.

L.   <u>Miscellaneous – New Campus Survey</u>
     Discussion: To ensure all constituents, including on- and off-campus, had the opportunity to express
     their thoughts, we will have another survey asking the same questions as were asked at the Town Hall
     and Leadership Retreat, but shortening question number 3 for clarity. It will be open through
     November 7 to allow time for SPAC to analyze the data. The survey will be sent to the campus as well
     as external stakeholders.
     Action: Muriel will develop a new survey and send it out, including to individuals on campus that can
     forward to their contacts. The results will be sent to SPAC in Word format.

M.   <u>Roundtable</u>
     • Muriel: Survey preview will be done tomorrow

N.   <u>Next Committee Meeting</u>
     SPAC meeting to discuss Campus Fora (November 10, 2 - 3 pm in Pfau Library)
     SPAC meeting (November 13, 11 am - 1 pm)