



Strategic Planning Advisory Committee

Meeting Minutes

October 2, 2014

1:00 pm - 2:50 pm

JB-280

In Attendance:

Terry Rizzo (Co-Chair)	Beth Jaworski
Sam Sudhakar (Co-Chair)	Muriel Lopez-Wagner
Monica Alejandre	Connie McReynolds
Jonathan Anderson	Laurie Smith
Sharon Brown-Welty (Skype)	Jeff Tan
Kathy Ervin	Julie Lappin
Matias Farre	

Discussion Items

A. Survey Development

Discussion: Thank you to the SPAC members that contributed to the creation of the survey.

B. Survey Results

Discussion: Over 50% of the respondents didn't want new Mission and Vision Statements, but most respondents wanted Core Values. Out of the 600 respondents, 300 - 400 of them were students. The majority of the faculty and staff that responded indicated they supported new Statements. It was brought up how vested students were in the Mission and Vision Statements. The survey will be left open until Monday.

C. Research Group

Discussion: Jeff Tan will be added as a Research Subcommittee member. Concern was raised as to whether we should be identifying the key research questions and planning assumptions before we begin collecting data. The Research Subcommittee will meet on October 9 from 9 - 10 am in JB-280 to discuss our direction and create research questions. SPAC will need to charge the Subcommittee with tasks. They'll look at the big trends, such as reduced funding, but also will need to think creatively.

D. Strategic Planning Website

Discussion: The website will be housed at www.csusb.edu/strategicplanning. The survey will be uploaded onto the site.

E. Suggested Framework

Discussion: The previous Strategic Plans were not well utilized. It is important that we think about how to draft a Plan that will be implementable and usable. Since it will be tied to funding, it will be a living document. Even though there is funding associated with this Plan, we should include steps in the Plan to ensure additional funding such as advancement goals. There was concern about the timeline of this process. Implementation teams will monitor the progress of the objectives.

F. Campus Workplan Oct. 7 - 9

Discussion: The consultant will come to campus for a visit from October 7 - 9 to meet with various constituents and collect data. The process is one that has been vetted with other campuses and it appears to be a good one. We'll tailor the process as we see fit.

G. External Stakeholders

Discussion: We have a lot of invested advisory boards on campus. We need to ensure we have a good mix of community members, including members from the PDC. Suggestions included veteran groups, tribes, councilmembers, and chambers of commerce.

Action: Julie will include the list of community invitees on the Google drive for SPAC members to suggest additional community members.

H. Roundtable

I. Next Committee Meeting

SPAC meeting (October 14, 11 am - 1 pm)