

Appendix 2

President's Address - 2016 University Convocation
Monday, Sept. 19, 9 a.m. - Coussoulis Arena

Greetings everyone!

It is my distinct pleasure to welcome you back to campus as we begin the 2016-17 academic year, the 51st in the history of our university.

There is a distinctive feeling that always accompanies Convocation. It is a mixture of excitement and anticipation, chiefly fueled by the boundless energy of our students, especially those newcomers getting their initial taste of Coyote life.

At the same time, it is anchored by a sense of renewal for faculty and staff and our continuing students working towards their educational goals. For those entering their final months prior to graduation, this is a very special time. It is their capstone experience as they prepare for the next stage in their lives.

All these elements coming together make convocation such a special event.

In the audience are new members of the faculty, staff and administration. YOU add an impressive array of knowledge and experience to our vibrant community of outstanding educators, skilled associates and inspiring leaders. I sincerely welcome you to our university.

I want to take this opportunity to offer a special welcome to another newcomer. Earlier this month, Dr. Shari McMahan began her tenure as this university's first female provost and vice president of academic affairs. Coming to us from Cal State Fullerton, she has a tremendous reputation as a leader and educator.

Please join me in offering a rousing Coyote welcome to Dr. Shari McMahan.

As we greet the new and look forward to what comes next, it is a sound practice to review what we accomplished during the past academic year. Before we watch a video highlighting CSUSB's Golden Anniversary, I want to touch on a few significant events from last year.

On December 2, 2015, this university, the City of San Bernardino, the Inland Empire and our entire nation were shaken by the terrible tragedy that took place at the Inland Regional Center. The CSUSB family joined with members of the community to mutually support and comfort those affected by this heartbreaking event. We can all draw inspiration from the caring and compassion shown by so many, and in the establishment of the San Bernardino Strong fund, which will provide young people – from families affected by the incident – the resources to attend CSUSB.

And the final days of our anniversary year featured a historic event that can truly be regarded as transformational. In June, Jack Brown – our longtime supporter and friend – donated 10 million dollars to the College of Business and Public Administration. It is the largest single cash gift ever received by this university. The resources generated annually from the principal are unrestricted and can be used by the college to help attract and retain faculty, facilitate student enrichment, provide for new programs, and supplement research in perpetuity.

In response, on July 19 the CSU Board of Trustees formally approved our request to rename the college as the “Jack H. Brown College of Business and Public Administration.”

There is no question we enjoyed an extraordinary year. Let’s take a moment to watch a presentation offering highlights from our 50th anniversary events. (*50th Anniversary Highlights Video*)

In addition to being our Golden Anniversary celebration, 2015-16 also marked Year One in the university’s five-year Strategic Plan. I want to share with you some of the progress we’ve made as well as things we can look forward to in the months ahead.

The Strategic Plan serves as our roadmap to 2020. It is an ambitious endeavor, drawing on all sections of the campus community – faculty, staff and students – to work together to shape the current environment and this university’s future as we remain committed to being an outstanding, world-class institution of higher education.

Established during an extensive development process, the plan’s five goals are:

- student success,
- faculty and staff success,
- resource sustainability and expansion,
- community engagement and partnerships,
- and identity.

It is no accident that student success, a fundamental part of this university’s mission to transform lives, is the plan’s leading goal.

The Office of Student Research established the Peer Research Consultant Program, where outstanding graduate students are paired with undergraduates to provide support, allowing faculty to transform class assignments into broader research projects. OSR also launched the university-wide Faculty Course Redesign program, crafted to impact student engagement, learning and retention by integrating student/faculty research and creative activities into coursework.

Under the Division of Student Affairs, two Living & Learning Communities were advanced by the Department of Housing & Residential Education. Greenhouse Sustainable seeks to increase student awareness of how their life choices affect the environment, and Black Residential

Scholars unites 30 students, staff and faculty committed to the support and success of the African American student experience.

I applaud our students and the faculty who have expanded learning opportunities internationally. Last year we saw a 60% increase in students who are studying abroad.

The multi-year transition process from a quarter to a semester calendar is an excellent example of shared governance. The Quarter to Semester Steering Committee, which now meets weekly, created a curriculum development guide to support departments and programs. These continuing efforts will serve to elevate graduation rates and student engagement.

Most recently, July saw Orientation and First Year Experience launch its inaugural Family Orientation Program at both the San Bernardino and Palm Desert campuses.

As I have said many times before, student success does not happen without a stellar community of faculty and staff. We are fortunate to have an excellent group of experienced and dedicated colleagues, and the Strategic Plan's No. 2 goal seeks to foster and encourage faculty and staff success.

The Office of Academic Research and the Teaching Resource Center established a task force featuring many faculty that is focused on development of the Faculty Center for Excellence. That Center will both promote and support high-impact research, creative activities and scholarship throughout the university.

The College of Education continued its investment in AVID training for faculty and students, remaining the only CSU with an AVID Teacher Preparation Initiative as part of foundational learning for K-12 teacher candidates.

The College of Natural Sciences continued its collaboration with the Teaching Resource Center in support of faculty efforts to improve their classroom teaching by implementing evidence-based practices and/or equity-based pedagogical strategies. It included co-sponsorship of the STEM and Online/Hybrid Institutes.

The Office of Academic Personnel, in collaboration with our colleges and departments and the Faculty Mentoring Network, promoted personal and professional development of tenure-track probationary faculty through coaching, mentoring, focus groups and content-specific workshops.

Following preliminary assessment of staff development and training, the Division of Administration and Finance implemented training on diversity and bias as part of the search process. In addition, the Human Resources Department has also increased its outreach to diverse populations during searches.

The Strategic Plan's third goal aims to develop and augment the university's funding sources, a key factor in meeting our educational mission and serving as a resource to the community.

Significant progress was made by University Advancement in establishing new national public-private partnerships. The Office of Corporate & Foundation Relations secured 450,000 dollars in additional funds from The James Irvine Foundation and the College Futures Foundation to further the previously received 5 million dollar Governor's Award for Innovation in Higher Education, reflecting a true public-private partnership combining resources from government, business and philanthropic sources.

Within the past few weeks, the university has received two more impressive grants: A 450,000 dollar grant from the W.K. Kellogg Foundation, to support the Teaching English Learners Early Mathematics project. And a five-year, 3.25 million dollar Title V grant for Here to Career, which is a collaborative project with Norco and San Bernardino Valley colleges to improve student success in digital media disciplines.

Following on the heels of a 144% increase in philanthropic support in 2014-15, University Advancement raised 15.5 million dollars in 2015-16, the second largest fundraising year in CSUSB history.

As part of the campus-wide master planning process, Administration & Finance evaluated present resources at the San Bernardino and Palm Desert campuses to identify existing space allocation and utilization. It also reviewed off-campus options involving both downtown San Bernardino and within the Palm Desert community.

As part of the fourth strategic goal to expand and enhance our nationally-recognized community service efforts, the Office of Community Engagement began development of a campus-wide database of community partnerships, with more than 500 listings expected to be entered by the start of the new academic year.

OCE also allocated funds for a Faculty Fellow Program that will expand, strengthen and institutionalize community-based learning. Along with facilitating professional development programs, it will assist faculty with referrals to university and community resources and work to promote community engagement efforts.

The fifth goal of the Strategic Plan calls for establishing a university identity that will increase visibility, promote our many accomplishments and inspire involvement from a wide range of constituencies.

Last year, University Advancement began the process by organizing a task force in collaboration with every division, the Faculty Senate and Associated Students Incorporated. At the conclusion of an intensive search and review process, BrandIQ was chosen to develop and execute an initiative and successfully create a unique and well-defined representation of the university.

Many points of that process will take place this fall, including in-depth conversations throughout the community.

As part of its efforts to increase alumni engagement, the Office of Alumni Affairs was extensively involved in the 50th anniversary celebration. In addition, it augmented its Mentor Program and brought back the Alumni Professor for a Day Program. It expanded the number of alumni events hosted or collaborated on by nearly 300 percent over the past year, grew the number of alumni volunteering by more than 250 percent, and raised membership in the Alumni Association by 3 percent.

In February 2016, Information Technology Services launched the new university website. Existing administrative websites began migrating into the new content management system, and will continue with full project completion expected by fall 2018.

We can all be proud of such a productive first year. And over the next 12 months, we can look forward to even more progress.

- Arts & Letters faculty are collaborating to create interdisciplinary courses both across the college and the university;
- The implementation of a revised Brown College honors program for undergraduate students;
- Continuing progress on Q2S including ongoing review of work process, resource allocation, curriculum redesign, faculty scheduling and budget impact;
- An expansion of efforts by the Teaching Resource Center – in collaboration with the Q2S Director, Undergraduate Studies, Community Engagement and others – to create faculty and staff communities of practice for joint support of student success;
- The Department of Housing and Residential Education launching its Faculty-in-Residence Program featuring seven members representing the Performing Arts, History and Communication Studies;
- Participation by PDC freshmen in five of the recommended High Impact Practices: Student Learning Communities, First Year Experience, Peer Mentors, Supplemental Instruction, and Advising.
- The search process to hire a Director of Leadership Development and Employment Enrichment will begin, a key component to creating a Staff Development Center.
- We also know that support from the state legislature will never reach the same levels again. As noted in the strategic plan, we need to develop consistent sources of external funds. Today I am proud to announce that CSUSB will launch a 50 million dollar comprehensive campaign, focused on those programs that directly impact student success. This will be the first comprehensive campaign of this scope in university history, and I am proud to say that we are well on our way, with 30 million dollars already counted towards the goal. We look forward to sharing ways for everyone to inform giving opportunities in the weeks ahead, but today marks another historic moment in our history.

As we strive to achieve the goals we have set for this university, it is essential to remain aware of the present. There are great things happening every day at CSUSB that impact our students and their families as well as the community and region.

As our efforts continue to provide access to quality education, we are also dedicated to helping our students achieve success and graduate through our award-winning Coyote First STEP, SOAR, and SAIL programs.

This university remains committed to inclusivity, supporting expanding affinity groups and recognizing what they contribute to our rich campus culture.

Our Palm Desert Campus, still the Coachella Valley's only four-year public university, continues to grow. Efforts are underway to establish a new academic program in Hospitality Management, with the PDC being ideally located in one of the world's premier resort regions. Part of the Brown College, it will allow us to offer the hospitality industry qualified graduates already familiar with the area.

There is also planned growth here in San Bernardino. Construction is beginning on the new Student Housing and Dining Commons project, and work is wrapping up on Lot N, the new surface parking lot on the northern side of campus.

Knowing 86 percent of our students come to us from within the Inland Empire and that the majority remain here following graduation, we must be mindful of what is happening within the region.

It starts with our efforts with local schools. CSUSB graduates are actively involved as teachers and administrators. Our partnerships and programs with districts seek to better prepare students for college as well as whet their appetite for STEM education.

In the community, we encourage entrepreneurial enterprises and reach out to help alert potential businesses to the opportunities and resources available within the region.

Having been active in service work while attending CSUSB, our graduates become engaged community members, making service a part of their lives as they help their friends and neighbors, volunteer within the community and get involved in local issues and programs.

So let us take pride in what we do and what we contribute to this region. We will continue to grow with the Inland Empire and build upon our legacy as a world-class institution.

As we remember our past and look to our future, it is essential that we also focus on the present. Everything we do now directly effects our current students, tomorrow's proud alumni and the engaged leaders who will guide, enrich and inspire our local region, Southern California, this state and our nation for generations to come.

Join me now as some of our students share how CSUSB has changed their lives. (*Student video*)

These are exciting times with tremendous opportunities ahead. Remember: real success begins with believing in each other and knowing that, working together, we can achieve great things.

I hope, like me, you are excited, energized and looking forward to what will be a great year for us all. Thank you and please enjoy the rest of today's program.