Strategic Plan 2007-2012
“Framing The Future”

A discussion of the past, present, and future of the 2007-2012 Strategic Plan.
Background (2007)

Approved by Academic Senate on April 24, 2007 followed by President approval on May 22, 2007.

Strategic Plan* “frames our future” through 3 key themes each supported by 26 Strategic Actions, supplemented by specific Activities, and Effectiveness Indicators:

1. Student engagement, development, and student achievement
2. Support for teaching and learning, scholarship and service
3. The University and the Community

*Find the full Strategic Plan at: http://www.csustan.edu/StrategicPlanning/
Implementation (2008)

Moving towards **implementation** and following **broad campus consultation**... The *Strategic Actions* of most immediate importance were adopted as follows*:

<table>
<thead>
<tr>
<th>Student engagement, development, and academic achievement</th>
<th>Support for teaching, learning, scholarship, and service</th>
<th>The University and the Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 1.2 Continue excellent programs</td>
<td>• 2.1 Recruit, retain diverse faculty</td>
<td>• No Strategic Actions selected</td>
</tr>
<tr>
<td>• 1.3 Develop new programs</td>
<td>• 2.3 Professional development of staff</td>
<td></td>
</tr>
<tr>
<td>• 1.6 Comprehensive student advising program</td>
<td>• 2.4 Comprehensive library resources, services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 2.5 Technology services and support</td>
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</tr>
</tbody>
</table>

*Find the full *Strategic Plan Implementation* at: [http://www.csustan.edu/StrategicPlanning/](http://www.csustan.edu/StrategicPlanning/)
Assessing the Plan (2012)

Strategic Plan Survey: Introduction*

Purpose:

- Intended purpose was to assess the full range of accomplishments and achievements of the SP; gather information regarding the current status of activities and initiatives as a result of the implementation of the SP “priority actions.”

Methodology:

- Participants: Target population of 749 campus stakeholders consisting of CSU Stanislaus full-time faculty, staff, and administrators; total return of 395 respondents yielding a 53% response rate.
  - 183 Staff
  - 164 Faculty
  - 48 Administrators

- Data collection: Qualtrics web survey included 12 question items consisting of fixed response, short-answer, and several open-ended questions.

- Data Analysis and Reporting: Frequency counts and percentages both overall and disaggregated by primary role within the University; open-ended text responses were categorized into dominant themes.

*Find the full Strategic Plan Survey Report at: [http://www.csustan.edu/IR/](http://www.csustan.edu/IR/)
Assessing the Plan (2012)

Strategic Plan Survey: Key Findings*

- **Communication**, awareness, and understanding of the Strategic Plan was lacking.

- **Implementation** was not systematic; divisions and organizational units persisted in various implementation activities, while other units did not.
  - Lack of commitment of budgetary and human resources to execute consistently over the years attributed to campus climate turbulence and instability.

- **Assessment/Monitoring** progress was driven by accreditation and Academic Program Review activities in many programs.

*Find the full Strategic Plan Survey Report at: [http://www.csustain.edu/IR/](http://www.csustain.edu/IR/)
Assessing the Plan (2012)

*Strategic Plan Survey: Implications*

- The Strategic Plan needs to provide “direction” and should be built upon, not abandoned.

- Strategic Plan “priority actions” need to stimulate strategic thinking and decision making.

- Tremendous sense of dedication to program quality suggesting it is highly valued by faculty, staff, and administration.

- Effectiveness Indicators need to better identify achievements and address challenges.

- Overall sentiment of the survey was that strategic planning is a necessary process and worthy of continued effort.

*Find the full Strategic Plan Survey Report at: [http://www.csusan.edu/IR/](http://www.csusan.edu/IR/)*
Next Steps (2013-?)

Are the current “priority actions” the most valuable in planning for the next 5 years? If not, what should be our new priorities?

- Student engagement, development, and academic achievement
  - 1.2 Continue excellent programs
  - 1.3 Develop new programs
  - 1.6 Comprehensive student advising program

- Support for teaching, learning, scholarship, and service
  - 2.1 Recruit, retain diverse faculty
  - 2.3 Professional development of staff
  - 2.4 Comprehensive library resources, services
  - 2.5 Technology services and support

- The University and the Community
  - No Strategic Actions selected

Is the current Strategic Plan adequate? Does it need to be completely revised? Should we start from scratch and make a new one?

*Find the full Strategic Plan at: [http://www.csustan.edu/StrategicPlanning/](http://www.csustan.edu/StrategicPlanning/)
Next Steps (2013-?)

- How can we address the issues of
  - Communication
  - Implementation (i.e., Actions and Activities)
    - How do we make the implementation of the Strategic Plan more systematic?
  - Budgetary commitment
  - Assessment/monitoring (i.e., Effectiveness Indicators)

- What issues have we overlooked?

- Any recommendations?
Thank you!