Strategic Planning Round Table Discussion #2 – January 11, 2005

Group Leaders:
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12:00 pm -1:10 pm

Introduction by Randy Harris
Introduction of all attendees

Background information by Randy Harris

- Collectively, what do we want to do? It’s more controversial and incomprehensible of a process than originally thought.
- Much of the planning cycle currently at CSUS is by unit rather than the whole university together
- 5 year period – Two dilemmas
  1. Growth
  2. Not being funded adequately for growth/growth rate

- Goals – Broad targets to meet the organization’s vision for the future.

- Objectives – The organization’s specific performance targets. It is helpful that they be quantifiable, specific and time-based.

- Student retention – CSUS is at industry average, we meet or exceed system rates

From the floor:

- Uncomfortable with goal #1. We’re not here to “handle people”
- Uncomfortable with quantity measure
- Do we want to acknowledge who we are or try to be someone we aren’t? Do we want to serve first generation college students and focus on that, guarantee when they graduate they are just as good as other college graduates?
- #4 is a vision, not a 5 year goal
- Incorporate something about “goal is to transform”
- If the goal is changed, the objectives change
- Stick to our six-county region or reach out to the Bay Area and Southern California? What is our “specialty?” The current statements for goals and objectives still don’t define who we are.
- Faculty members seem to like “our kind of student.” If we change student (import from L.A.) then will the faculty be happy?
- Don’t exclude non-first generation students from the goal or vision, we still want the ivy league material in our area
If we define ourselves as regionally bound, then why not let students understand the local and regional issues? Make ourselves responsible to this region.

Issues of region also applies/relates to the world (water, economics).

If our goals and objectives are clear, then when budget cuts come along, goals/objectives don’t get cut. If we had a collective understanding of goals/objectives, then we can use them to guide our decisions.

The biggest job market growth in the next 5 years is going to be in IT and Healthcare. We’re mostly a Teacher Education institution. Companies in the region are asking for us to produce graduates in a specific market/career and we aren’t.

Wouldn’t we focus on job market needs during outreach?

If a student can critically think about the Central Valley, then they can critically think in general and take that skill anywhere, not just in the Valley.

Why would CSUS choose to ignore the region when it’s mainly made up of that issue (issues dominant to this region)?

Students are why we are here.

Objectives should also attract well-trained faculty from all over.

The gap between CSUS and the community is very large. Businesses on both sides of the fence. Some community members have experiences that aren’t positive with CSUS. Where do we go with that? Common identity is needed between the two.

YES. To build a common identity for this campus is a “goal.”

Holding focus groups is not going to get the faculty involved in the process. The 5 year goals draft needs to go on facnet in order to get the faculty involved.

What words describe CSUS and the region in order to help someone on the east coast understand our campus?

Regional public institution that serves the needs of the Central Valley.

Need to include first generation, diverse.