Strategic Planning Round Table Discussion #8 – February 2, 2005

Group Leaders:
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12:10 pm – 1:10 pm

Introduction and Overview by June Boffman

- **Addressing Goal 1**
  - There is a lack of services in San Joaquin County. Stockton campus shouldn’t be treated as a “site item” in the objectives, but should be included as part of the whole, as part of “the University.” San Joaquin Co. is grossly underserved. We need to establish greater presence. There’s something wrong when satellite colleges have bigger enrollment in the area than CSUS.
  - The intention was not for Stockton to be a “second thought” but listing it as an objective would guarantee a focus on Stockton.
  - Again, there is a strain on faculty by not having “resident faculty” in Stockton.
  - Bottom line is what is best for students. Faculty having to drive from Turlock to Stockton should be secondary.
  - The point is the time issue. With faculty being on the road commuting, then less time is being devoted to students.
  - There is a lot of talk about what could be/needs to be done with Stockton, but nothing ever happens.

- **Focus: Access**
  - The objective or goal should read “increase access AND RETENTION” in Stockton. There are many concerns over courses being offered and students being able to stay on track.

- **Focus: Strategic objective for Stockton**
  - Stockton is definitely in identity crisis. Is Stockton a center that offers classes or a real degree program? Once it’s defined which one it is, then effective marketing needs to begin.
  - The signs on the freeway don’t even coincide with one another on what to call the Stockton campus, hampering the identity as well.
  - Class scheduling is a huge problem. Students who need two classes to graduate are paying for two semesters of school because only one class is offered each semester.
  - More outreach work is being done in Turlock to get students on the main campus and there’s not enough outreach support for Stockton. Yet, Stockton doesn’t know the specific identity of itself and/or its guarantees.
  - Canceling of classes is a problem in Stockton. In order to not cancel, Stockton needs the support and resources from Turlock.
  - Stockton needs to define specific programs and focus on these specifics rather than spreading too thin.
Stockton needs more weekend classes. An easy market is a program where the entire list of courses and schedule is written on a sheet of paper, making it a reliable program.

Create programs with specific, advertise time plans.

Three objectives are define programs, increase classes/resources and improve scheduling

Other universities are popular because of their advertising, marketing and lower bureaucracy. There are problems with lack of staffing and attention in enrollment/admission services.

Need to build, organize and focus on cohorts.

Stockton needs to take more responsibility in running programs from its campus rather than Turlock, being involved with each step from beginning to end.

Possible objective: Develop complete programs and administrative services for 6 high demand programs (Possibly: Education, Psychology, SW, CJ, Lib. Studies, CDEV, Business)

- There is strong support by faculty for Service Learning in Stockton.