Stockton campus – there is no significant presence of CSUS in San Joaquin Co. The remedy is possibly to have a campaign to put Stockton on the map and focus on four main subjects that cater to career/community demand
- Stockton should be its own goal. It needs to have more emphasis, help solve identity crisis
- Perhaps there needs to be a specific committee supporting and guiding the needs of Stockton
- There are things all groups (faculty/staff/students) need to be or bring in to get and retain “high quality.” There needs to be a community between all three groups. When faculty and staff are happy, the students are happy. Objectives need to be defined addressing these issues
- The focus needs to be on quality for students first rather than the number or headcount of students. How do we get this into an objective?
- It is a given that we are going to grow in the next 5-10 years – it’s not a goal. The goal is how to make it a good experience
- The goal does say to serve students with high quality, so maybe we need to re-word so the focus is taken off the headcount/number
- All objectives need to be more specific and able to measure progress
- Staff have a lot of good qualities and input to help solve problems on campus, so need an objective that helps define a role for them in that area
- Goals and objectives are not just about looking at the end result. They are to motivate and give something to work toward. It’s okay if the goals are set a little beyond what can actually be achieved in 5 years
- Goal #3 – the word “distinctiveness” is not liked. Understood that education is about the whole personal development of a student and not only job training, but needs re-wording
- CSUS needs to identify own areas to pursue, the needs in our own community and region rather than going with the entire state’s perception of what the career demands are. What is it that we need to focus on?
- Instead of “who do we want to be?” we should ask “who are we now?” and build goals and objectives on the needs of the region and students
attending. Let’s build on our established identity and work on the quality of our existing strengths.

Do we want to remain only a “regional” university or do we want to embrace a broader diversity (international students)?

Students here have the qualifications to do all career jobs, but their capabilities are not recognized

Despite UC Merced, our role is still going to be very important because we’re still going to service a large majority of students that UC Merced does not. We should not feel threatened by them or resent them

What should appear in our 5-year goals?

1. Continue to focus on who/what we are, but expand to more students who desire our services
2. Take pride in what we do/who we are
3. Communicate effectively with the community
4. Be a stronger advocate for our students