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/](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>Category</th>
<th>Actions</th>
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| 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                                           |

*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.csustan.edu/IR/](http://www.csustan.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.csustan.edu/IR/](http://www.csustan.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?

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

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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!