Stockton Campus Update
November 2, 2018
Snider Hall
We are here to serve our students.

One University. Two Locations:
Turlock & Stockton
We are here to serve both of our communities.
Planned Focus on Our Stockton Campus Commitment

Two years in a row, Stanislaus State President & VP Cabinet’s Retreat has been held in San Joaquin County:

- 2018: City of Lodi
- 2017 City of Stockton
I. Enrollment Review and Update
II. Stan State’s University Strategic Plan & Stockton Campus
III. CSU-Stan State Stockton Warrior Team
IV. New MOU with Delta College and Stan State - “Warriors on the Way” (WOW)
V. Exploration of a New Facility for Our Stockton Campus
VI. Celebrating Stockton Achievements and Activities
Established CSU Chancellor’s Office – Stan State
Stockton Warrior Team

1) Steve Lohr, CSU-Chief, Land Use Planning and Environmental Review
2) Robert Eaton, CSU-Assistant Vice Chancellor, Financing, Treasury & Risk Management
3) Elvyra San Juan, CSU-Assistant Vice Chancellor, Capital Planning, Design and Construction
4) Sheila Thomas, CSU-Assistant Vice Chancellor, Self-Support Strategy and Partnerships/Dean of Extended Education
5) Thy Monaco, CSU-University Counsel
6) Syrus En, CSU-Director of Short Term & Structured Fin.
7) Francis Freire, CSU-Director of Real Estate Development
8) Ellen Junn, Stan State- President
9) Kimberly Greer, Stan State- Provost & VP for Acad Affairs
10) Darrell Haydon, Stan State- VP for Bus Fin & CFO
11) Gitanjali Kaul, Stan State- VP for Strategic Planning, Enrollment Management and Innovation
12) Suzanne Espinoza, Stan State- VP for Student Affairs
13) Michele Lahti, Stan State- VP for University Advancement
14) Faimous Harrison, Stan State- Dean of Stockton
15) Helene Caudill, Stan State- Dean of Extended Ed
16) Rosalee Rush, Stan State- Senior AVP for Communications, Marketing & Media Relations
17) Melody Maffei, AVP for Capital Planning & Facilities Mngt
Today’s Panel

Kimberly Greer
Provost & Vice President
Academic Affairs
Stan State

Darrell Haydon
Vice President/CFO
Business & Finance
Stan State

Gitanjali Kaul
Vice President
Strategic Planning, Enrollment Mgt. & Innovation
Stan State

Paz Maya Olivérez
Interim Vice President
Student Affairs
Stan State

Michele Lahti
Vice President
University Advancement
Stan State

Rosalee Rush
Senior Associate Vice President
Communications, Mktg. & Media Relations
Stan State

Faimous Harrison
Dean of Stockton
Stan State

Steve Lohr
Chief, Land Use Planning & Environmental Review
CSU Chancellor’s Office

Sandy and Kevin Huber
Director and President/CEO
Grupe Commercial Company

Lange Luntao
Executive Director
Reinvent Stockton Foundation

Patrick Johnston
Former Senator
Developed Stockton Campus Strategic Plan Reflective of the Community and the University

Alignment with the University Strategic Plan 2025
Goal #5: Forge and strengthen bonds with our communities rooted in a shared future.
Objective A: Fulfill our commitment to meet the higher education needs of the Stockton community through increased investment in the Stockton Campus.

Key Takeaway:
- Increase demand for high quality CSU degrees in San Joaquin County.

Strategic Implementation:
- Hire more designated faculty and staff.
- Considering adding more high-demand programs that can be completed in Stockton.
- Increased investment in technology, facilities, and classrooms.
- Create a robust five-year enrollment growth plan.

https://www.csustan.edu/sites/default/files/groups/Stockton%20Center/docs/stockton_center_strategic_plan-updated_9-14-18.pdf
Stockton Center State-Support Enrollment Over Time

Note: Stockton student is defined as taking at least one course at Stockton Center
### Stockton Campus Enrollment Headcount and FTES

#### Stockton Center State-Support Enrollment

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<tbody>
<tr>
<td><strong>Stockton Headcount</strong></td>
<td>534</td>
<td>392</td>
<td>265</td>
<td>251</td>
<td>313</td>
<td>564</td>
<td>527</td>
<td>614</td>
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<tr>
<td><strong>Two Year % Increase</strong></td>
<td>-27%</td>
<td>-34%</td>
<td>-50%</td>
<td>-36%</td>
<td>18%</td>
<td>125%</td>
<td>68%</td>
<td>9%</td>
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<tr>
<td><strong>Stockton FTES</strong></td>
<td>384</td>
<td>285</td>
<td>205</td>
<td>194</td>
<td>251</td>
<td>462</td>
<td>435</td>
<td>516</td>
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<tr>
<td><strong>Two Year % Increase</strong></td>
<td>19%</td>
<td>24%</td>
<td>-47%</td>
<td>-32%</td>
<td>22%</td>
<td>138%</td>
<td>74%</td>
<td>12%</td>
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#### Stockton Center Self-Support Enrollment

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<tbody>
<tr>
<td><strong>Stockton Headcount</strong></td>
<td>95</td>
<td>104</td>
<td>119</td>
<td>158</td>
<td>160</td>
<td>166</td>
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<tr>
<td><strong>Two Year % Increase</strong></td>
<td>-</td>
<td>-</td>
<td>25%</td>
<td>52%</td>
<td>34%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Stockton FTES</strong></td>
<td>60</td>
<td>85</td>
<td>100</td>
<td>129</td>
<td>128</td>
<td>146</td>
</tr>
<tr>
<td><strong>Two Year % Increase</strong></td>
<td>-</td>
<td>-</td>
<td>67%</td>
<td>52%</td>
<td>28%</td>
<td>13%</td>
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**Notes:**
- Annualized Semester Calendar Headcount/FTE Enrollment Self-Support (Summer HC + Fall HC + Spring HC)/3.
- Annualized Semester Calendar Headcount/FTE Enrollment State-Support (Fall HC + Spring HC)/2.

*Stockton student is defined as taking at least one course at Stockton Campus.*
STUDENT DEMOGRAPHICS (2018)

Enrollment Review: Who We Serve at Stockton

Note: Stockton student is defined as taking at least one course at Stockton Campus
Galvanize and Strengthen Educational and Business Partnerships with the Greater Stockton Community
Identify opportunities that encourage innovation within the Stockton community, and promote curricular co-curricular community engagement

- Joined San Joaquin County Partnership and the Stockton Business Council.
- Championing the Reinvent Stockton and the Stockton Promise Program.
- Conversations with other postsecondary education institutions to support expanded educational access in Stockton (Delta College, UC Merced, Touro University).
- Hosted group meetings with members of the Public Higher Education Advisory Board of San Joaquin County and other community stakeholders regarding education and economic development in the city, county, and region.
Expand the number of residential **faculty and staff** at the Stockton Campus to support enrollment growth:

- Added 4 new, additional Stockton Campus tenure-track positions

Articulate programs with Delta College for increased student enrollments and ease of transfer for students:

“**Warriors on the Way**” (WOW)
New MOU with Stockton’s Delta College & Stan State: “Warriors on the Way” (WOW)
Top State-Support Majors at Stockton Campus

Note: Stockton student is defined as taking at least one course at Stockton Campus
## NEW COMMITMENTS AND DEGREES
### STOCKTON CAMPUS
Approved for Academic Year 2017 – 2018

### EXPANSION OF 13 EXISTING DEGREE PROGRAMS

**6 Baccalaureate upper division completion degrees:**

1. Comm Studies BA
2. Sociology BA
3. Bus Adm (Conc HR) BS
4. Crim Justice BA (UEE)
5. Social Sci BA (UEE)
6. Accelerated Second BS Nursing (UEE) BS

**3 Master’s degrees:**

1. Behavioral Analysis MS (UEE)
2. Executive MBA (UEE)
3. Social Work – MSW (UEE hybrid)

**4 Credentials:**

1. Lib Studies BA + BCLAD MS
2. Lib Studies BA + Ed Spec Cred Prog MS
3. Lib Studies BA + Mult Subj Cred Prog MS
4. Lib Studies BA + Mult Subj (BCLAD opt) + Ed Spec Cred MS
FUTURE Opportunities for Growth

Nursing
Computer Science
Accounting
Business Analytics
Health Care Management
Cybersecurity

Source: New and Existing Program Opportunities for the Stockton Center EAB Report
March 23, 2018
INCREASING STOCKTON CAMPUS VISIBILITY

Media references about Stan State’s relationship with Stockton since Jan. 1, 2017 – **45 articles**

2017 – **20 media articles** | 2018 (to date) – **25 media articles**

**SJ DELTA COLLEGE, CSU PARTNER ON STOCKTON DEGREE PROGRAM**

*Stockton Record – June 21 (2018)*


- **STOCKTON RECORD COLUMN ON IMPACT OF MOU**

- **AS COVERED BY FOX40 (VIDEO)**

- **AS COVERED BY THE LODI NEWS-SENTINEL**

- **AS COVERED BY KCRA3 (VIDEO)**
Contemplating Exciting New Stockton Learning Spaces

Westchester Community College – Gateway Center
New Rochelle, NY, 70,000 sf

New Mexico Highlands University – Student Center
Las Vegas, NM, 70,000 SF

CSU Chico – Wildcat Recreation Ctr
Chico, CA
111,000 sf, $43 M

Memorial High School, Billerica, MA
325,000 sf
Exploration of a New Facility at University Park
New Building Proposal for Stockton Campus

• Feasibility Study Underway
  • Contract signed to develop initial architectural design options
    • Single building or phased approach
  • Evaluate and assess academic and student support needs
    • Programs drive the type/size of classroom and lab space needed, faculty offices, and administrative offices
    • Identify the space needs for student services, including: advising, enrollment, financial aid, wellness programs, food services, and library services.
  • Align to enrollment forecasts based on growing existing programs and adding new programs
  • Identify capital funding requirements and possible funding alternatives
BEFORE: Stockton Campus Facilities 2017
AFTER: Stockton Campus Facilities 2018
Stockton Promise Scholars Launch

January 16, 2018, Bob Hope Theatre
Stockton Campus Open House
Stockton Campus Student Affairs Programs

PROGRAMS UNDERWAY

• Weekly Career Coach Office Hours, Workshop Series, & Spring Career Fair.

• Disability Resource Services provides all of the same services available on Turlock campus except on-campus transportation.

• Food Pantry doing Food Box distribution, Cal Fresh Outreach, & Alumni Care Package Drop-off next month.

• Student Leadership & Development delivers Summer/Spring NSOs, leadership & diversity programs, will soon begin monthly Open Office Hours & is currently working with students to charter new student organization for psychology majors.

• ASI hosts Warrior Pride & Finals Stress Relief events each semester & recently launched a Warrior discounter program for Stockton area businesses.
Stockton Campus - 1st Spring Job Fair: April 12, 2018

Enthusiastic student response with over 100 students and alumni attending!
COMING SOON . . .

- Expanded Health & Wellness Services
  - Student Recreation will soon offer workout facility on-site with cardio machines, fixed & free weights, as well as areas for stretching & meditation.
  - Once space is renovated, plan to have a part-time counselor, medical provider, and full-time Medical Assistant or Registered Nurse on-site.
- ASI and USU Board of Directors are working to provide transportation from the Stockton Campus to the Turlock Campus, refurbish the Student Lounge, & assist in addressing student basic needs.
- Diversity Center programming will resume once new Director is hired.

Career & Professional Development Center, ASI/USU, Student Leadership & Development, Disability Resource Services, and Health & Wellness will all be present at Stockton Center Open House on November 5th!
2017-18 SUMMARY ACHIEVEMENTS AT STOCKTON

1. 18% increase in student enrollment (n=828) compared to the 2016-17 academic year (n=691).
2. Applications for 2018-19 increased without advertising campaign (n=518) compared to the 2017-18 academic year (n=103).
3. 100% increase in community events at the Stockton Campus compared to 2016-17 academic year.
4. Stockton Campus is now a key component of the University’s 2025 Strategic Plan.
5. Establishment of the CSU-Stockton Warrior Team with charge and goals for the Stockton Campus.
6. Creation and implementation of Delta-Stan State “Warrior on the Way” MOU to support seamless student transition.
7. Greater regional leadership visibility with the appointment from Governor Brown, President Junn is serving as a member of the California Partnership for the San Joaquin Valley, and as President for the Central Valley Higher Education Consortium (CVHEC).
Excited about our bright future at Stockton Campus!

Q&A?

Stanislaus State Stockton Campus
(209) 467-5300, Dean Faimous Harrison
csustan.edu/stockton-center