September 3, 2014

To: The Campus Community

I noted in my recent annual address that the campus's strategic planning effort is beginning to gather momentum. Late in June, I [accepted the recommendations] of the Strategic Plan Working Group regarding the aims of and related processes for identifying strategic planning priorities. I am grateful to the members of the working group for their direction. They have recommended that we focus on the three core themes of our 2007 strategic plan: 1) Student engagement, development, and achievement, 2) teaching and learning, scholarship and service, and 3) the University and the community. In line with these themes, they recommended that we pursue four or five specific campus priorities within a two-year window. The priorities must be able to be measured and progress assessed at initiation and completion. Finally, they recommended the creation of a Committee to Implement and Prioritize the Strategic Plan (CIPSP).

Provost Strong, chair of CIPSP, is about to launch the strategic priorities-setting process and will be communicating its various aims and elements to the campus community. Your participation in the process will be critical to its success. I urge you to engage in conversations with and recommendations to CIPSP.

On a related note, CSU presidents were asked by Chancellor Timothy White to provide by August 4th their sense of the two-year ("short-range") goals of their respective campuses within the context of campus "long-range" goals. I responded tentatively "given that I plan to share this document with the campus community and amend it as necessary and appropriate based on recommendations and comments from members of that community. Most members of the faculty are not present at this moment; my communication of this document to the campus thus will occur when the faculty returns for the fall, 2014 semester. Further, the campus is about to enter into a process of strategic planning and priority-setting that may
affect the content, dimensions, and number of the goals discussed below. It is important that we let that process take its course."

Please read my [memo] to the Chancellor. I do not believe that you will find any surprises in it -- these are issues about which I have spoken often. What is important, as hopefully I have made clear, is that I do not assume to have captured the campus community's views concerning priorities and goals in my memo to the Chancellor. I am open ad hoc to consideration of recommendations, formal or informal, to add, delete, or change items. I anticipate especially that changes to the document will occur upon completion of our Strategic Plan "priorities setting" process. Meanwhile, I invite your comments on my memo to the Chancellor: President@csustan.edu (subject: Campus Goals and Priorities).

Thanks in advance for your participation in setting clear, practical, and achievable goals for California State University, Stanislaus.

Sincerely,

Joseph F. Sheley
President