

STRATEGIC

plan

CALIFORNIA STATE UNIVERSITY,
BAKERSFIELD

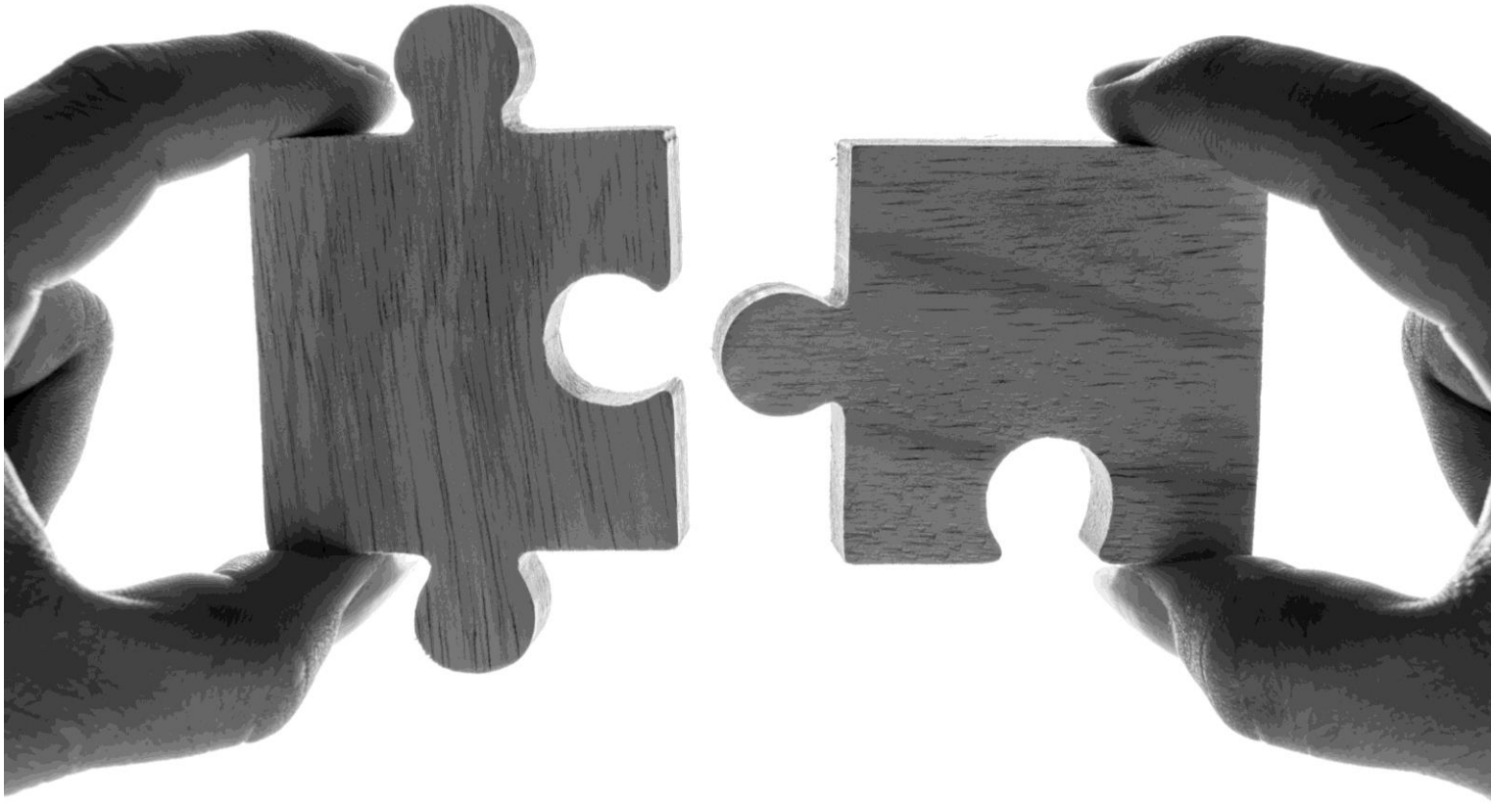


Friday, March 8, 2019

Agenda



- A. Welcome and Opening Comments**
 - 1. Initial Thoughts
 - 2. Role of University Strategic Planning & Budget Advisory Committee
 - 3. Introduction of Advisor and On-Site Coordinator
- B. Overview of Work Plan**
- C. Summary of Information Relevant to Planning**
 - 1. Results of Town Halls, Forums and Other Meetings
 - 2. Goals Outlined in Regional Economic Development and Other Plans
 - 3. CSU System Goals
 - 4. Items Identified In WASCUC Reports
 - 5. Areas of Continuing Need in Current Strategic Plan
- D. Presentation of Draft Core Values, Mission and Vision**
- E. Presentation of Draft Goals**
- F. Small Group Discussion and Reports**
- G. Closing Comments**

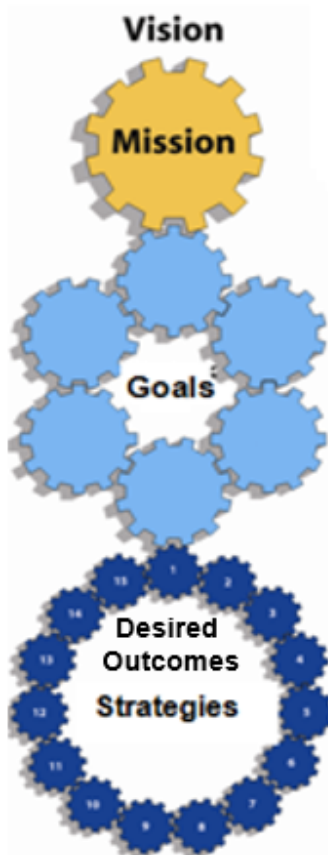


Project Goal

Build from areas of strength, promise and opportunity to create a five-year strategic plan to guide the future of CSU Bakersfield.

Planning Model

Core Values



Core Values: What are our fundamental beliefs.....“truths we hold as self evident?”

Vision: Looking into a crystal ball, our ideal future. “CSU Bakersfield is...”

Mission

- Who are we?
- What do we do?
- Who do we serve?
- How are we different?

Goals: In broad terms, what we have to do to fulfill our Core Values, Vision and Mission and move the institution forward

Desired Outcomes: How will we know when we have arrived?

Strategies: In specific terms, what we are going to do to achieve the Desired Outcomes

Work Plan



Task	Primary Responsibility	Timeline
1. Preparation; Draft Goals	President; University Strategic Plan and Budget Advisory Committee	✓ Completed
2. Revise Vision and Marginally Update Core Values and Mission if/as Needed	Vision Subcommittee of University Strategic Plan and Budget Advisory Committee	✓ Completed
3. Summarize Core Values, Mission, Vision and Goal Statements*	University Strategic Plan and Budget Advisory Committee	<ul style="list-style-type: none"> • March 7: University Strategic Plan and Budget Advisory Committee meeting • March 8: Campus Forum • Current Status: Subcommittees updating Values, Mission, Vision, and Goals based on campus feedback
4. Develop Desired Outcomes	Goal-Based Task Forces; University Strategic Plan and Budget Advisory Committee	March 2019
5. Formulate Strategies*	Goal-Based Task Forces; University Strategic Plan and Budget Advisory Committee	<ul style="list-style-type: none"> • April 2019 • Campus Forum: Friday, May 10, 9-11:30 a.m.
6. Develop Implementation Plan	President's Cabinet	May 2019
7. Post/Publicize Strategic Plan	Office of Public Affairs and Communication	Late Summer – Early Fall

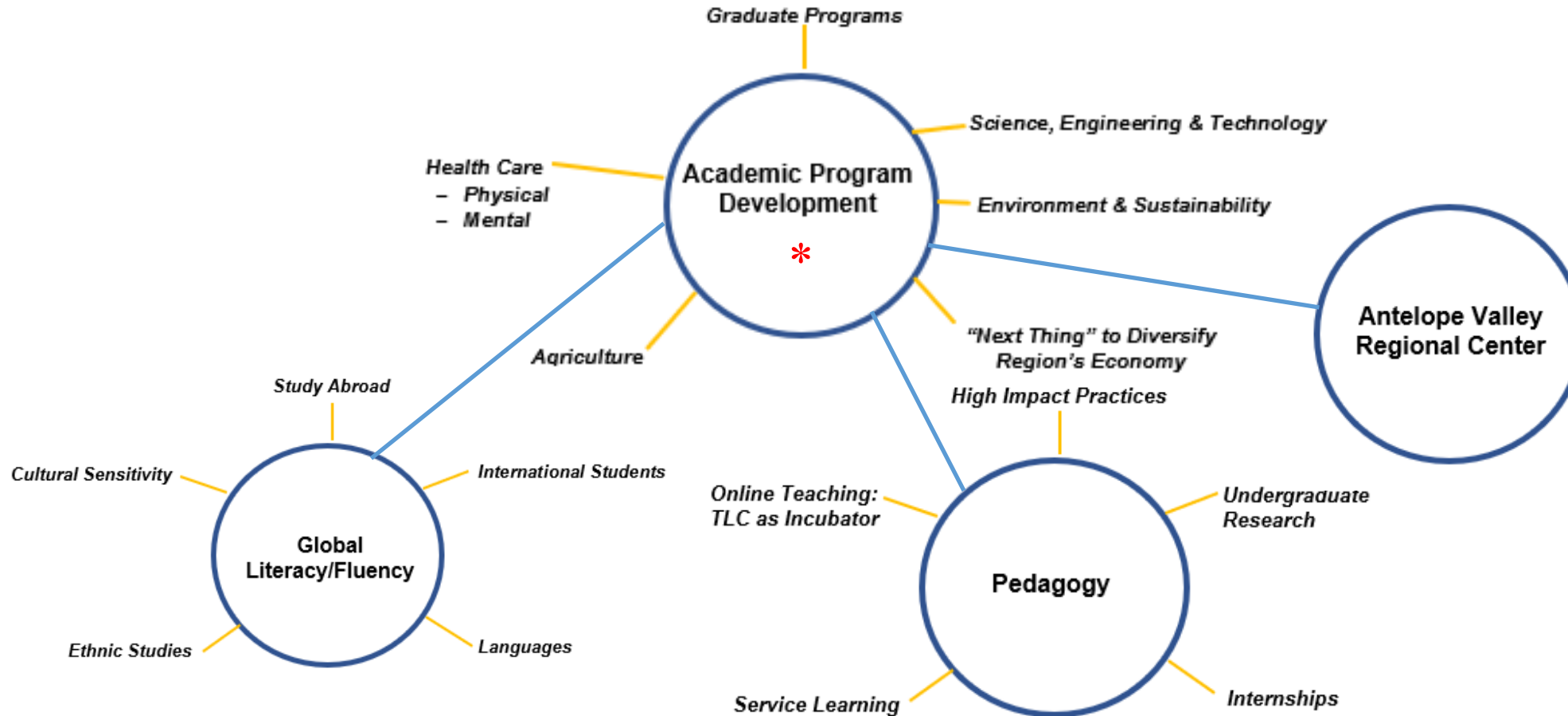


WHAT ABOUT CSUB MAKES
YOU PROUD?

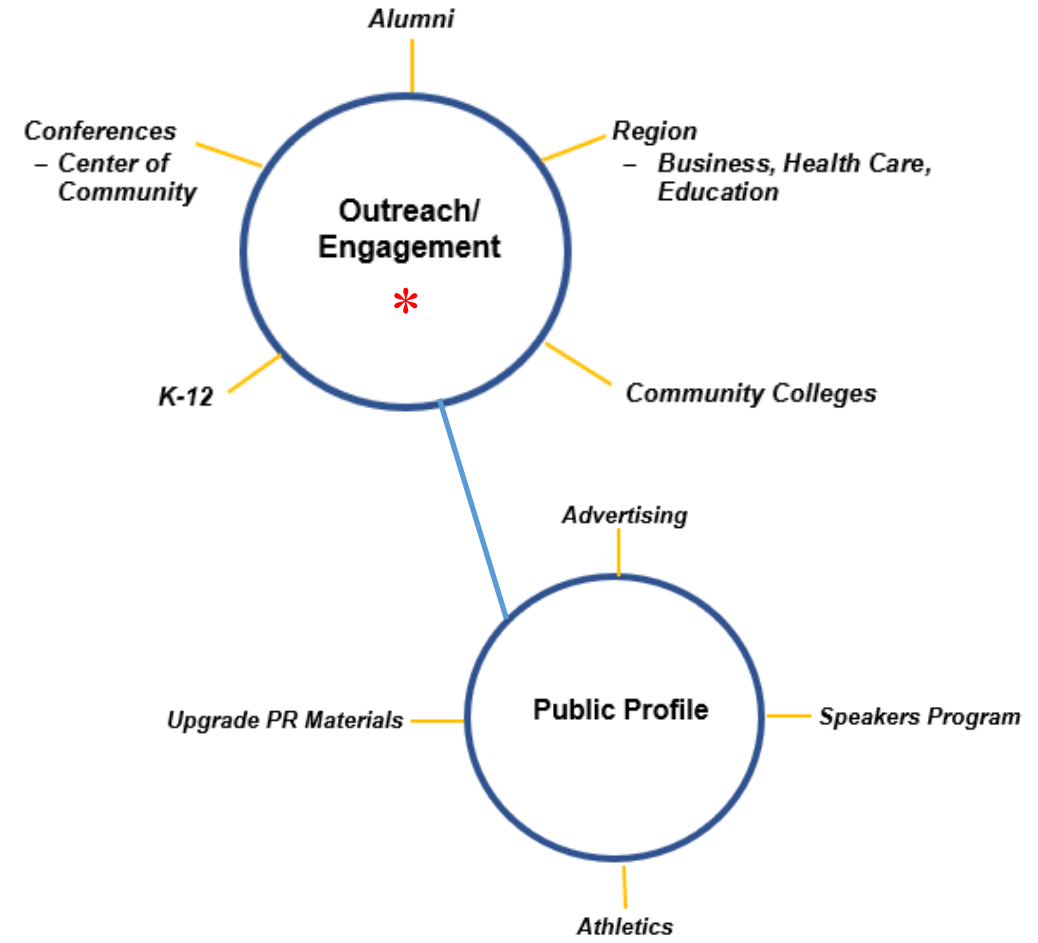
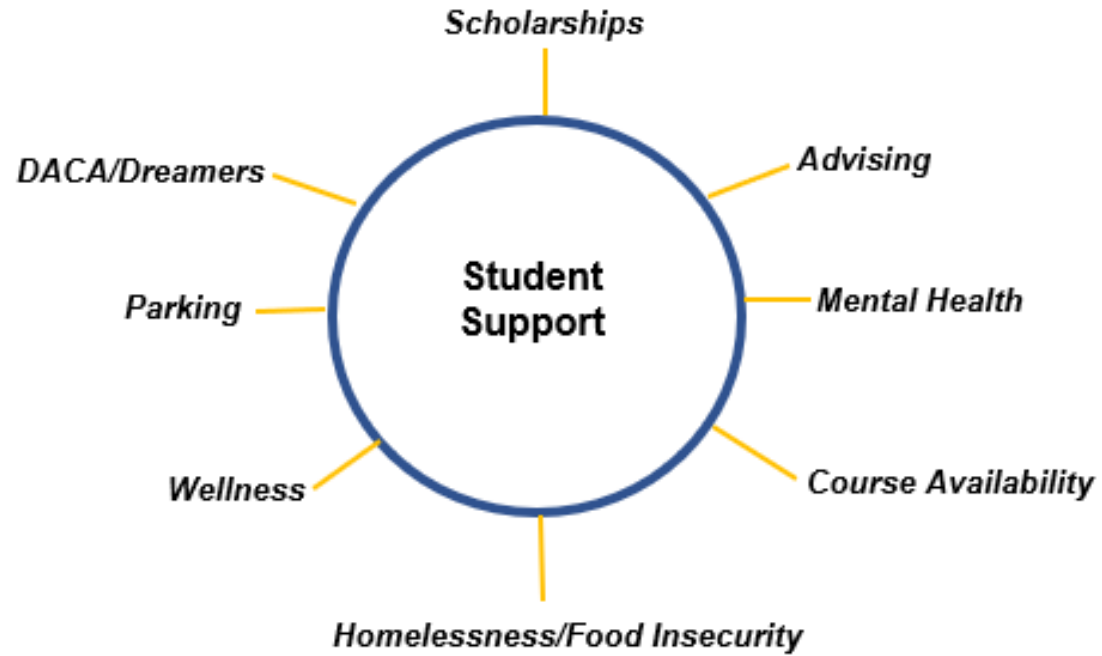


WHAT ARE OUR OPPORTUNITIES?

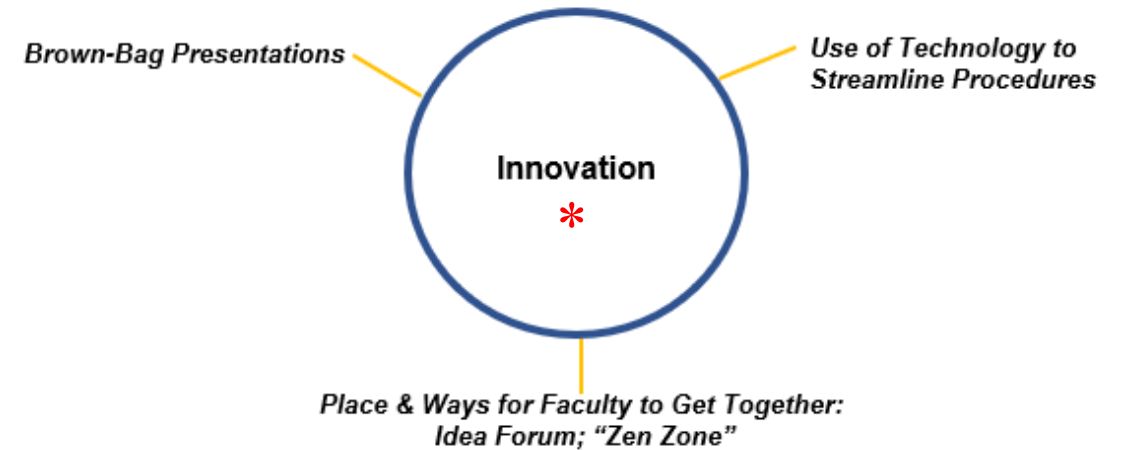
What are our opportunities?



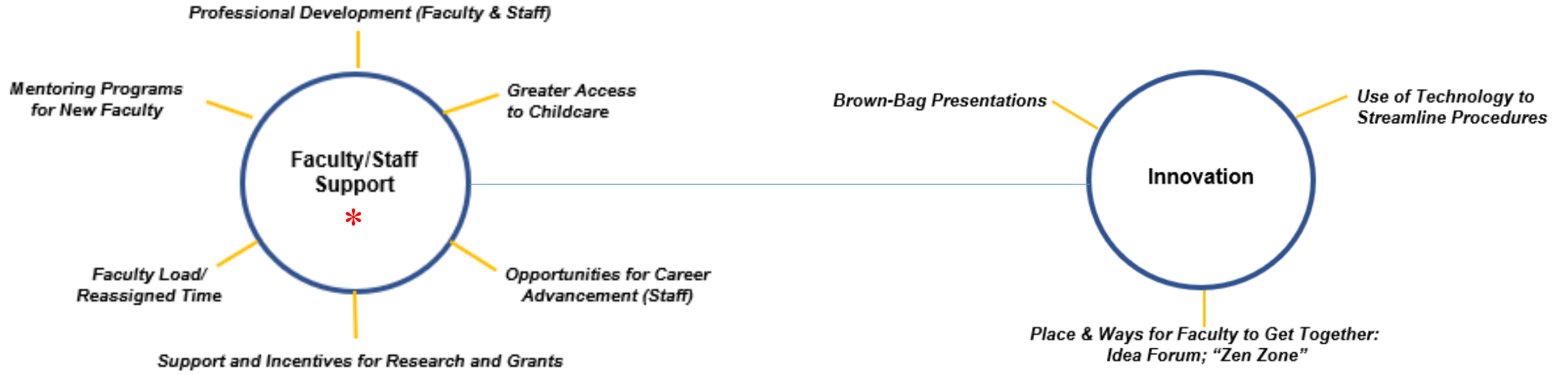
What are our opportunities?



What are our opportunities?



What are our opportunities?



What are our opportunities?



ENVIRONMENTAL/EXTERNAL FACTORS

Regional Needs

- Transportation, Logistics and Advanced Manufacturing
- Energy & Natural Resources
- Value-Added Agriculture
- Healthcare Services
- Aerospace & Defense



CSU Systemwide Goals



- Graduation Initiative 2025
- Quality of Learning
- Access to Opportunity
- Meet Students Where They Are

CSU Systemwide Goals (cont.)



- Raise 6-year graduation rate from 40% for first-time freshmen to 56%
- Raise 4-year graduation rate for first-time freshmen from 16% to 30%
- Raise 4-year graduation rate for transfer students from 69% to 74%
- Raise 2-year graduation rate for transfer students from 40% to 48%
- Eliminate all demographic achievement gaps

CSU System-Wide Goals (cont.)



HIGHLIGHT: Meet Students Where They Are

- Support students from their points in life all the way to degree completion
- Balance our expectation that students must be ready for college with the share responsibility to serve them well, independent of their academic preparation

WSCUC Reports



Institutional Assessment

- Ongoing evaluation of the institution's readiness for strategic planning that includes a summary of available data

WSCUC Reports (cont.)

Lines of Inquiry from WSCUC Institutional Report

- Inclusive Institutional Planning
- Data/Evidence-Informed Planning and Decision-Making
- Financial Transparency
- Student Learning and Teaching Effectiveness
- Educational Objectives and Graduation Rates
- Student Success
- Program Review
- Faculty Excellence



CURRENT STRATEGIC PLAN



Current Strategic Plan: Goals



Goal 1: Extend Faculty and Academic Excellence

Goal 2: Enhance the Quality of the Student Experience

Goal 3: Strengthen Community Engagement

Goal 4: Develop and Excellent and Diverse Staff

Goal 5: Development a Campus with a Sense of Community

CURRENT GOALS THAT CSUB NEEDS TO ADDRESS

Current Strategic Plan: Need to Address



- Number of tenure/tenure track faculty
- Number of grants applications
- Number of academic internships and service-learning participants
- Six-year graduation rate
- Lack of growth in graduate student enrollment



DRAFT CORE VALUES, VISION AND MISSION

Draft Core Values



We place students and student success at the center of all we do, and are guided by a set of core values that shapes our work with students, with each other, and with the region we serve.

These core values include the following commitments:

- Developing the intellectual and personal potential of every student
- Supporting the intellectual and professional development of all faculty and staff
- Contributing to the growth and well-being of our region
- Nurturing a civil and collegial campus environment that champions innovation, learning, and diversity.
- Engaging one another with respect, trustworthiness, ethical behavior, and self-reflection
- Promoting active, informed engagement in shared governance by students, faculty, and staff
- Collaborating with the public, alumni, and one another for achieving the mission, value and goals of the university

Draft Mission



California State University, Bakersfield is a comprehensive public university committed to offering excellent undergraduate and graduate programs that advance the intellectual and personal development of its students. An emphasis on student learning is enhanced by a commitment to scholarship, diversity, service, global awareness and life-long learning. The University collaborates with partners in the community to increase the region's overall educational attainment, enhance its quality of life, and support its economic development.

Draft Vision



CSU Bakersfield will be a model for supporting and educating students to become engaged, innovative, and ethical leaders in the regional and global community.



DRAFT GOALS

Draft Goals



- Strengthen and Inspire Lifelong Student Success (Dr. Jackie Kegley)
- Advance Faculty and Staff Success (Drs. Vernon Harper and Jim Drnek)
- Develop and Sustain High-Quality and Innovative Academic Programs (Dr. Debra Jackson)
- Recognize and Address Regional Needs in Collaboration with the Community (Dr. John Tarjan)
- Diversify and Enhance Our Campus Resources (Kathy Barrios)



SMALL GROUP DISCUSSIONS



Guidelines

Small Group Discussions

- Select a Facilitator and Notetaker
- Record thoughts on flip charts in bullet form

Large Group Presentation

- Facilitators will report answers to questions

Guidelines



- Rank does not matter
- Encourage everyone to talk
 - Those who are quiet often have a lot to offer
- This is a “no dumb idea” zone

Questions



A. Core Values, Mission, Vision:

- Core Values: **Our fundamental beliefs... “the truths we hold as self-evident”**
- Mission: **Who we are. What we do. Who we serve. How we are different?**
- Vision: **Looking into a crystal ball, CSU Bakersfield’s ideal future. “CSU Bakersfield is...”**

Question: **Is anything not clear or missing in each statement; or, is it okay as is?**

B. Goals:

- In broad terms, what we must do to fulfill our Core Values, Mission, and Vision and move the institution forward.

Question: **Is anything unclear or missing in the Goal Statements, or are they okay as is?**

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