

University Strategic Planning and Budget Advisory Committee

MEETING NOTES – February 23, 2018

Thom Davis and Jenny Zorn called the meeting to order at 2:05 pm

1. Committee Responsibilities

- a. The previous meeting there was discussion about splitting the committee into two parts: Strategic Planning and Budget Advisory Committee. The strategic plan should be consulted to make budget decisions. The planning should start with the goals and divide funding as appropriate.
- b. The focus for today is to look at the strategic plan and goals and begin planning for next school year. It is to set us up to be prepared for when the new President initiates his or her strategic planning
- c. The committee reviewed the recommended modifications to the outline of this committee. The changes were to add “strategic planning” into the language within the purpose and intent.
- d. The membership will need to be reviewed. Some individuals will stay the same,
 - i. Faculty Representative Appointment (2 year rotating terms) (Elected by Academic Senate):
 1. Doug Dodd – Fall 2016 – Spring 2018
 2. Brian street – Fall 2017 – Spring 2019
 - ii. Staff Representative Appointments (2 year terms) (Elected by Staff)
 1. Matt Singer – appointed Fall 2017 – Fall 2019
 2. Ben Perlado – appointment term unknown

2. Website Update

- a. When searching on the CSUB website, several locations arise and with incorrect information.
- b. Kris Krishnan has a strategic planning website that is current. It will be connected to the President’s website.
 - i. Dr. Krishnan provided an update on his effort.
- c. There will be clean up to the strategic plan and the searching options to connect to current information.
- d. The strategic plan needs to be reviewed periodically to ensure we are on target with guides that have been put in place.

3. Success Measures

- a. The Provost initiated discussion on the 5 goals.
- b. Goal 1 – Extended Faculty and Academic Excellence and Diversity
 - i. Debbie Boschini commented on lecturers going up while assistant/associate professor and tenure professor is going down. This is of concern. Diversity is still an issue.
 - ii. Data points need to be evaluated in order to create strategies to address concerns. Current data needs to be present in order to made adequate decisions.
 - iii. Academic programs – no new programs have been added in recent years. Yet, the academic master plan included 8 proposals that will be reviewed in coming months by the trustees. Thom Davis added the need to evaluate current plans and determine which programs need to cease. Programs need to ensure they are not teaching old information/technology and including new information/technology. These items are discussed during the period Academic Program Reviews.
 - iv. Facilities
 - v. ITS – there are additional metrics (online courses, blackboard courses, # of courses offered, # of blackboard log-ins, computer refreshes, etc.)
 - vi. Antelope Valley – Dr. Schultz added the need to ensure the Antelope Valley Campus being actively included in the planning process.
- c. Goal 2 – Enhance the quality of the student experience
 - i. Over the last for years, a lot has been done to improve the student experience. We need to make sure all efforts are being captured.

1. Kegley Center Student Center needs to be added. Ziggy added that all students check in with their student ID. Data will be provided to Kris Krishnan.
 2. Dr. Wallace added that quantity of data is collected, we need to ensure the data is quality. NESSE does not adequately capture the goals of our campus. Student Affairs is exploring what the goals are and what reporting mechanism will adequately capture data and provide valuable results.
 3. Antelope Valley –
 4. Service Learning and Internships data has been collected.
 5. Data points across campus need to be evaluated to determine what indicators are not currently being captured by the strategic plan.
 6. Qualitative data –
 - a. SOCIs have questions on the back to capture how students are feeling about their experience.
 - b. CECE collects data from students and employers about their experiences
 - c. Athletics – an anonymous survey is given to students at the end of their season and captures their experience regarding gender equity, coaches, student life, etc.
 - d. Career Fulfillment data – this has been collected within Student Affairs. Students are polled after graduation.
 7. Student retention/graduation rates – 6 year rates are noted. 4 year rates are not.
- d. Goal 3 – Strengthen community engagement
- i. There is an alumni survey to this end.
 - ii. A feasibility study will be disseminated in the near future.
 - iii. Feedback can be obtained from the President’s Community Advisory Council.
 - iv. Dr. Young referenced a 2009 Stakeholder’s Report that can be used in comparison.
 - v. 3.1 (& 2.5a) – Collaboration with K-12.
 1. Efforts are made to prepare students earlier.
 2. Stronger connection with Bakersfield College needs to be captured.
 3. Matt Singer added that there are many more events that focus on students.
 4. Celebrate CSUB has evolved to greater community outreach.
 5. Kegley Institute
 6. 3.2.a & 3.2.b – Data will be provided by Victor Martin.
- e. Goal 4 – Develop an excellent and diverse staff
- i. Randy Schultz provided the following questions:
 1. What type of Staff Development is being provided for staff? Are staff being given the tools to do their jobs?
 - ii. University Week – Dr. Drnek commented that we had the largest StrengthsQuest session.
 - iii. Michelle added that Tammara Sherman would be able to provide data on the training she has provided to staff.
 - iv. Debbie Boschini asked to add the staff diversity statistics.
- f. Goal 5 – Develop a campus culture with a sense of community and a commitment to organizational excellence.
- i. Social media has expanded dramatically.
 - ii. CSUB Insider is a new newsletter.
 - iii. Alumni has a new newsletter.
 - iv. Faust can capture data on the number of hits on all CSUB webpages.
 - v. 5.4 – Environmental sustainability has a lot of data to add.
 - vi. 5.1 – Affinity groups need to be added.
 - vii. Basic needs Committee need to be added.
- g. Other Comments:
- i. Facilities – New buildings (HOB & Engineering), renovations and demolitions being accomplished.

ii. Change in dining culture.

4. Next Steps

- a. This was the beginning explorations of what information and happenings are ongoing across campus. Everyone is encouraged to capture the many things that need to be added in the planning process, as the planning will drive the budget planning.
- b. Everyone was encouraged to send data to Kris Krishnan for inclusion into the strategic plan.
- c. Dr. Wallace added the importance of utilizing the Strategic Plan
- d. Randy Schultz added the value of using “student stories” in a qualitative manner to show CSUB’s impact.
- e. Ziggy spoke of a Vision Forum that was done at a prior university to showcase the campus, success and changes that are being made.