Strategic Plan

Goals Co-Chairs

- Goal 1 : Dr. Thomas Wallace and Dr. Jackie Kegley
- Goal 2 : Dr. Vernon Harper, Dr. Debbie Boschini and Dr. Jim Drnek
- Goal 3 : Dr. Vernon Harper, Dr. Debra Jackson and Dr. Melissa Danforth
- Goal 4 : Victor Martin and Dr. Kristina LaGue
- Goal 5 : Thom Davis and Dr. Brian Street
Goal 1: Strengthen and Inspire Student Success and Lifelong Learning

- Increase Retention and Graduation
  - Midterm assessments are conducted every semester
  - Provost Office is working on hiring two Graduation Initiative Advisors
  - Housing academic success plan drafted
  - Academic Roadmaps are updated annually. 4-year maps will be available online through the Program Mapper

- Increase Student Well-Being (Enhance quality education)
  - Financial Literacy implemented in FYS curriculum (http://www.csub.edu/finaid/literacy/index.html)
  - Continue to work on financial literacy for orientation.

- Develop and Enhance Advising
Goal 1: Strengthen and Inspire Student Success and Lifelong Learning

MIDTERM ASSESSMENT

• The Advising Centers support turning the immediate notification email on so students know which instructor(s)/class(es) they are marked at risk of failing. This prevents the information being delayed and allows the student to take immediate action or seek immediate help as opposed to waiting for data to be summarized.

• The Advising Centers will follow up with students marked “at-risk” by sending a robust email newsletter/online module/video directing the student to specific resources on campus and outlining best practices for academic success. The Centers will collaborate and share resources with one another.
Goal 1: Strengthen and Inspire Student Success and Lifelong Learning

MIDTERM ASSESSMENT

- Professional Advisors will discuss a student’s “at-risk” status if they see it in GradesFirst while the student is meeting with them.

- In addition, the team talked about the possibility of getting their “retention specialist” position (those interns/grad students that are working on calling students who have not registered for the following term) extended – if this is possible they can use this position to assist in more direct intervention with those identified as most at risk.
**Goal 2: Advance Faculty and Staff Progress**

Working with the Co-Leaders, we developed a 4-year plan to achieve Goal 2 Strategies

<table>
<thead>
<tr>
<th>Goal 2: 4-year Workplan</th>
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<tbody>
<tr>
<td><strong>Year 1</strong></td>
</tr>
<tr>
<td>1. Faculty &amp; Staff Recruitment, Retention</td>
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<td>2. Review student population and affirmative action plan annually</td>
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<td>3. Identify &amp; reduce gaps in representation</td>
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<td>4. Ensure a comprehensive orientation process for faculty &amp; staff</td>
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<td>5. 100% Participation in new faculty &amp; staff orientation</td>
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<td>6. 100% of new faculty &amp; staff are offered mentorship</td>
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<tr>
<td>7. Identify and designate specific funds to be used for conference &amp; travel grants awarded to</td>
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<td>8. Faculty &amp; Staff Satisfaction</td>
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<td>9. Deploy, on an annual basis, a campus climate survey to gauge general perceptions of the campus environment</td>
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<td>10. Conduct exit surveys of employees who voluntarily leave CSUB</td>
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<td>11. Promote wellness programs that encourage and support the physical and emotional well-being of all staff</td>
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<td>12. Create a wellness affinity group</td>
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<td>13. Partner with Student Recreation Center and local health providers to develop employee wellness (e.g.</td>
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<td>15. Encourage &amp; assist staff and faculty to participate in programs that support and lead to career fulfillment and advancement</td>
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Goal 2: Advance Faculty and Staff Progress

Year 1: Strategies

- Increase number of diversity journals & organizations used to advertise positions (ACHIEVED)
- 100% Participation in new faculty & staff orientation (ACHIEVED)
- Identify and designate specific funds to be used for conference & travel grants awarded to faculty & staff (ACHIEVED)
- Review student population/affirmative action plan (IN PROGRESS)
- Identify & reduce gaps in representation (IN PROGRESS)
- A comprehensive orientation process for faculty/staff (IN PROGRESS)
- 100% of new faculty & staff are offered mentorship (IN PROGRESS)
Goal 3: Develop and Sustain High-Quality and Innovative Academic Programs and Support Services

Working with the Co-Leaders, we developed a 4-year plan to achieve Goal 3 Strategies

<table>
<thead>
<tr>
<th>Goal 3: 4-year Workplan</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
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<tbody>
<tr>
<td>1. Scholarship and Creative Activity</td>
<td>AY19/20</td>
<td>AY20/21</td>
<td>AY21-22</td>
<td>AY22-23</td>
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<td>2. Adaptive &amp; Transformational</td>
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<td>3. High-Impact Pedagogy &amp; Practices</td>
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<td>4. Community Engagement in Academic Programs</td>
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<td>5. Responsive Academic Programs</td>
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<td>6. Metropolitan University</td>
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<td>7. Assessment /Accreditation</td>
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<td>8. Increase Tenure Density</td>
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Goal 3: Develop and Sustain High-Quality and Innovative Academic Programs and Support Services

Year 1: Strategies

• Hire Tenure Track Faculty (ACHIEVED)
• Fund Faculty Leadership Academy (ACHIEVED)
• Encourage students to participate in undergraduate/graduate research courses and activities (IN PROGRESS)
• Fund scholarly and creative activities in each of the Academic Schools
• Increase funding for student research (IN PROGRESS)
• Track the progress of leadership academy participants (IN PROGRESS)
Goal 3: Develop and Sustain High-Quality and Innovative Academic Programs and Support Services

Year 1: Strategies (cont.)

• Expand local partnership with educational entities (ACHIEVED)
• Support to programs who seek accreditation (ACHIEVED)
• Prioritize alumni employability for programs entered on the Academic Master Plan (ACHIEVED)
• Fund pedagogical workshops and training institutes and exhibitions (IN PROGRESS)
• Evaluate the current structure of Academic Affairs (i.e. Schools Structure) (IN PROGRESS)
Goal 4: Recognize and Address Regional Needs in Collaboration with Our Community

• Strategy 1: Create a Community Ambassadors Group
  • Increase the exchange of ideas between the University and the Community
  • Explore the possibility of incorporating community leaders from Schools, Centers, and Institutes
Goal 4: Recognize and Address Regional Needs in Collaboration with Our Community

Strategy 2: Implement Data Collection Process

• Runner Alumni Mentor Program
  • PeopleGrove
• Collaborating with IT and IRPA to enhance data collection
• Public Affairs and Communications
  • Tracking and analyzing social media engagements
• Diversifying Volunteer Leadership
  • Advocacy and community involvement
Goal 4: Recognize and Address Regional Needs in Collaboration with Our Community

Strategy 3: Addressing Identified Needs

• Increasing number of internships and sites
  • Grimm Family Center for Agricultural Business
  • CSUB Fab Lab
• Increasing research opportunities
  • President’s Associates – Student Research Scholars
• Graduates hired regionally
  • Alumni Engagement
  • Corporate and Foundation Relations)
Goal 5: Diversify, Enhance and Responsibly Steward Campus Resources

• **Strategy 1 – Grants and Contracts:** Restated the Bylaws of the Sponsored Programs Administration auxiliary to expand faculty board membership from two to five (one from each school and one appointed by the Academic Senate) to provide greater shared governance and accountability for the faculty to achieve the desired strategic plan goals related to grants and contracts activity.

• **Strategy 2 – Advancement:** Comprehensive capital campaign moving forward.
Goal 5: Diversify, Enhance and Responsibly Steward Campus Resources

Strategy 3 – Space Utilization: Space Management Committee is meeting regularly to address space utilization strategies (including class rooms, labs and faculty office space) to meet defined Chancellor Office guidelines and support funding for renovation of existing buildings (i.e., Performing Arts Building) and approval for new buildings (i.e., Energy & Engineering Innovation and Global Outreach & Extended Education Building)
Goal 5: Diversify, Enhance and Responsibly Steward Campus Resources

- **Strategy 4 – Reserves**: Setting aside reserves to reduce existing budget shortfall and provide rainy day funds.

- **Strategy 5 – Extended Education and Global Outreach**: Continue to offer summer sessions and winter sessions via extended education to reduce base budget costs and support expanded revenue opportunities.

- **Strategy 6 – Information Technology Services**: Continue to support ITS Roadmap to enhance opportunities for efficiency and effectiveness.
THANK YOU!