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.
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

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<th>Task</th>
<th>Primary Responsibility</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>1. Preparation; Draft Goals</td>
<td>President; USP&amp;BAC</td>
<td>✓ January</td>
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<tr>
<td>2. Revise Vision and Marginally Update Core Values and Mission if/as Needed</td>
<td>Vision Subcommittee of USP&amp;BAC</td>
<td>✓ Early/Mid-February</td>
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<tr>
<td>3. Summarize Core Values, Mission, Vision and Goal Statements*</td>
<td>USP&amp;BAC</td>
<td>March 7 &amp; 8</td>
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<td>4. Develop Desired Outcomes</td>
<td>Goal-Based Task Forces; USP&amp;BAC</td>
<td>March</td>
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<td>5. Formulate Strategies*</td>
<td>Goal-Based Task Forces; USP&amp;BAC</td>
<td>April</td>
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<td>6. Develop Implementation Plan</td>
<td>President’s Cabinet</td>
<td>May</td>
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<td>7. Post/Publicize Strategic Plan</td>
<td>Office of Public Affairs and Communication</td>
<td>Late Summer – Early Fall</td>
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* Additional Town Hall Meetings held at these points in process to provide updates and opportunities for campus feedback.
WHAT ABOUT CSUB MAKES YOU PROUD?
What about CSUB makes you proud?
WHAT ARE OUR OPPORTUNITIES?
What are our opportunities?
What are our opportunities?

Student Support:
- Scholarships
- DACA/Dreamers
- Advising
- Parking
- Mental Health
- Course Availability
- Homelessness/Food Insecurity

Outreach/Engagement:
- Alumni
- Conferences
  - Center of Community
- Region
  - Business, Health Care, Education
- K-12
- Community Colleges
- Advertising
- Upgrade PR Materials
- Speakers Program
- Athletics

Public Profile
What are our opportunities?

Faculty/Staff Support
- Professional Development (Faculty & Staff)
- Mentoring Programs for New Faculty
- Greater Access to Childcare
- Faculty Load/Reassigned Time
- Opportunities for Career Advancement (Staff)
- Support and Incentives for Research and Grants

Innovation
- Brown-Bag Presentations
- Use of Technology to Streamline Procedures
- Place & Ways for Faculty to Get Together: Idea Forum; “Zen Zone”
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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
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
Institutional Assessment

- Ongoing evaluation of the institution’s readiness for strategic planning that includes a summary of available data
### Lines of Inquiry from WSCUC Institutional Report

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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
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?