

Strategic Planning Process

Town Hall Phase Two



**The California
State University**



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President, CSU Alumni Council

Greg Saks

Vice Chancellor, External Relations and Communications

Agenda

- Welcome and Introductions
- Purpose of the Strategic Plan and Town Hall
- Strategic Plan Process Overview
- Feedback Exercises
- Ongoing Engagement
- Closing & Questions

Email: strategicplan@calstate.edu

Website: [https://www.calstate.edu/
Strategic-Planning-for-the-CSU](https://www.calstate.edu/Strategic-Planning-for-the-CSU)

Purpose of the Town Hall

WHAT THIS IS

- ✓ Opportunity to respond to strategies and themes being considered for the strategic plan that surfaced from our first phase of stakeholder engagement
- ✓ Data collection and information gathering

WHAT THIS IS NOT

- ✗ Formal draft of the strategic plan
- ✗ Campus-specific planning
- ✗ Answers or responses to all questions raised/feedback shared
- ✗ Your only opportunity to engage and share

About Sova

Building Capacity for Large-scale Change In Higher Education

Accelerating the pace and improving the quality of complex problem solving in higher education and workforce development;

Helping higher education leaders move from strategy to action, from solution to implementation, and from pilot to scaled intervention;

Specifically, helping higher education leaders with business planning, change leadership, process improvement, and project management.

About Sova

Our Approach

High-quality innovation that is evidence-based, sustainable, and scalable;

Attention to both the technical and human dimensions of change;

Clear-eyed attention to resource allocation and business modeling;

Rigorous focus on process design;

Planning for meaningful engagement of critical stakeholders;

Improving collaboration between groups to build a base of support for change and to drive progress on key initiatives.

Slido Poll: Who's Here?



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slido.com
#6126 798

☰ What is your primary affiliation to the CSU System?

0 👤

Student

Faculty

Staff

Administration

Alumni

Community member

Business partner

Philanthropic partner

Public official or government representative

Other

Purpose of the Strategic Plan

- Offer a ***guiding framework for alignment*** across campus-level plans while allowing universities to address their unique needs and serve their communities.
- Define the CSU's ***overarching vision***
- Providing ***clarity*** across all stakeholders and constituents regarding the CSU's identity, values and strategic priorities
- Outline a ***three-year roadmap*** for how the CSU intends to advance its priorities

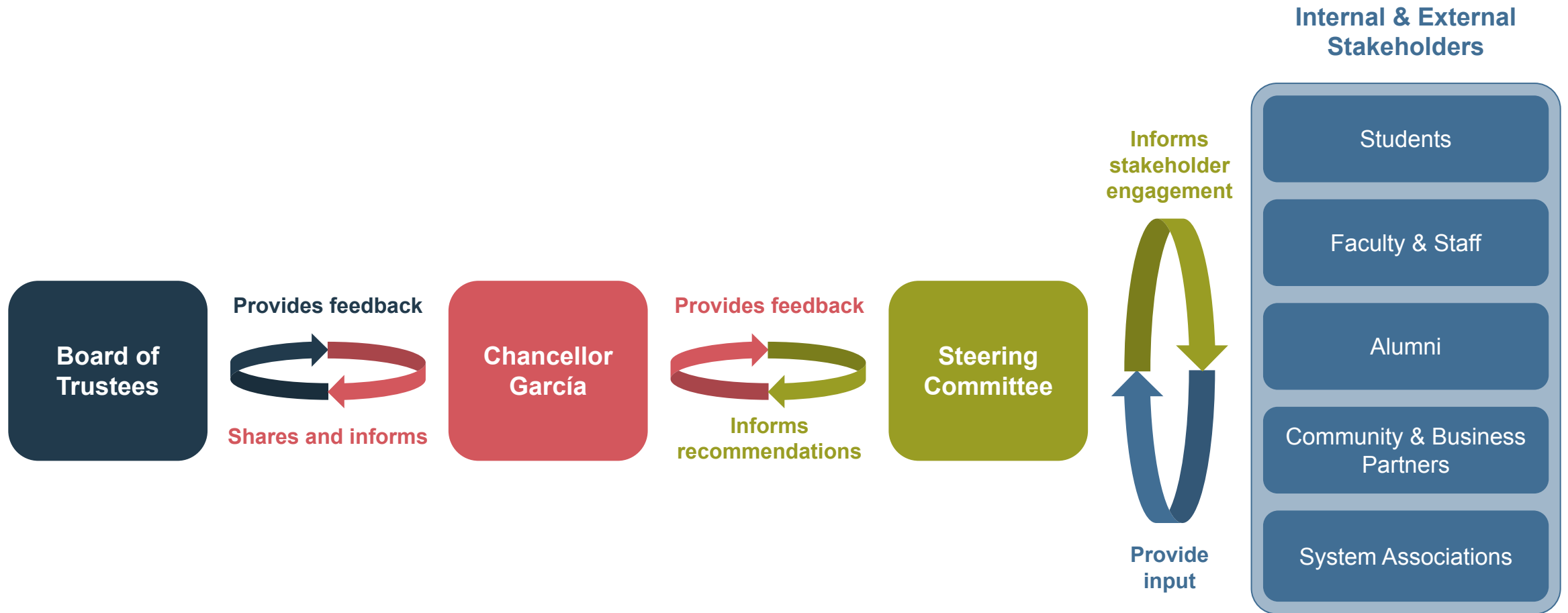
**The strategic plan
will create the
roadmap to reach an
inspired vision for
the system's future**

- 1.** THE national leader in proving the value of higher education
- 2.** An engine for the future of work in the knowledge economy
- 3.** A creator of career and socioeconomic mobility
- 4.** A supplier of talent to the state for workforce needs and community vitality
- 5.** A sought-after provider of agile learning opportunities that span across students' lifetimes
- 6.** Outcomes-driven and data-informed
- 7.** A mission-driven employer

Strategic Plan Timeline



The plan will be developed through an inclusive, iterative process



Guide and facilitate

Phase I Stakeholder Engagement



Virtual Town Halls

Facilitates open access and interactive engagement

- **8 Town Halls**
- **1,757** total attendees



Virtual Listening Sessions with Key Stakeholder Groups

Facilitates customized, focused and, therefore, limited engagement

- **13 Listening Sessions** (to date) across multiple key stakeholder groups



Asynchronous

Facilitates structured and unstructured anytime feedback

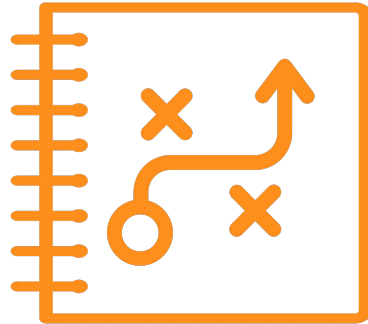
- **192 submissions** to the web form
- Engagement Platform:
 - **3,206** visitors
 - **195** contributions
 - **6,403** views

Recurring Categories of Feedback (to Date) from Town Halls and Web Form

| | | | |
|---------------------------------------|--|---|--|
| Improving/supporting student outcomes | Career readiness, employability, & job placement | Supporting students' basic needs | Social mobility |
| Affordability | Support & accommodations for disabilities | Classroom/campus infrastructure | Shared planning/resourcing across universities |
| Institutional reputation | Employment conditions | Climate change & environmental sustainability | Leveraging artificial intelligence |

Strategy vs. Planning

Positioning the CSU System for future stability, viability, resilience, and growth.

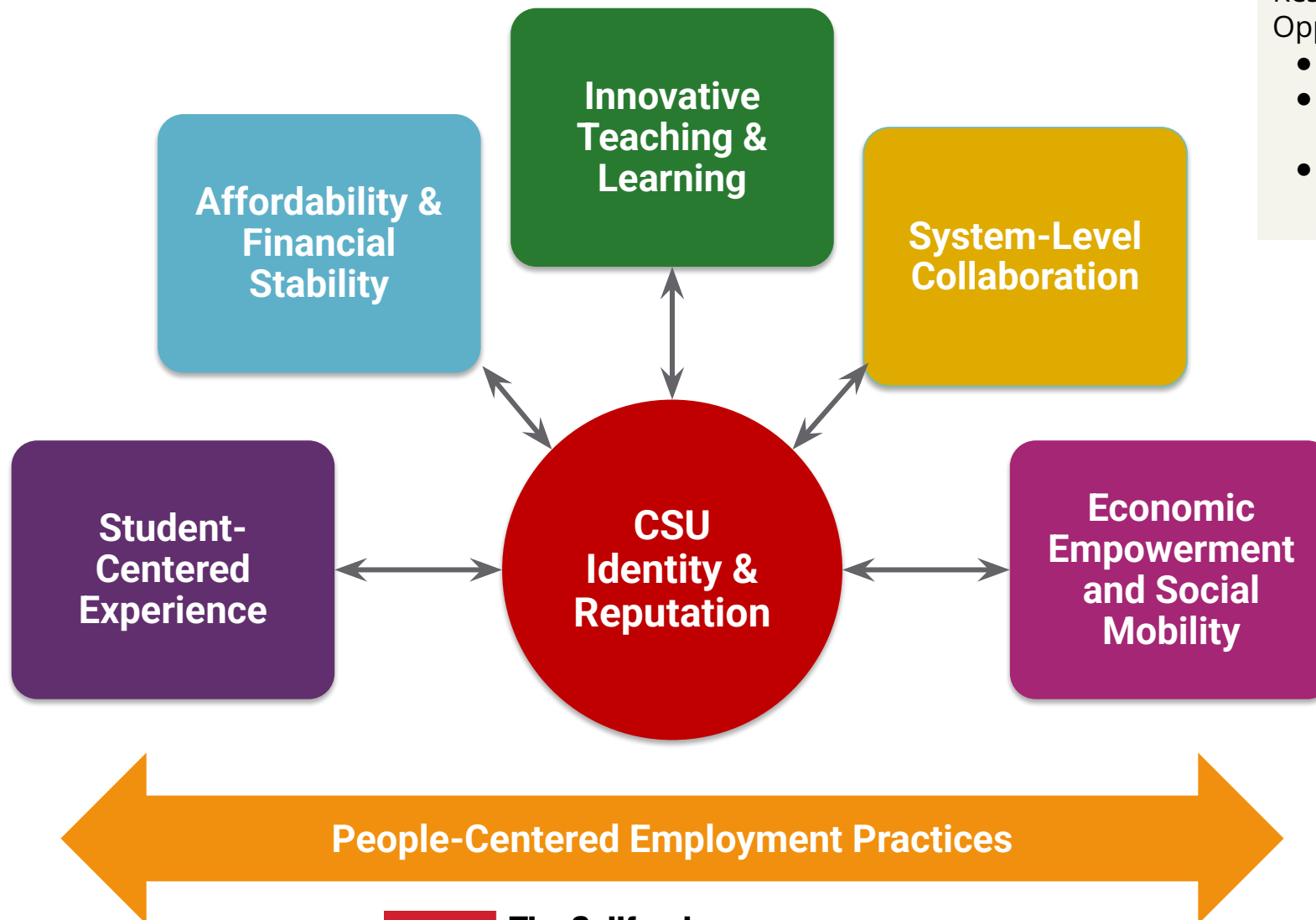


Strategy is a master game plan designed to achieve the objectives of an organization



Planning is a forethought of what needs to be done in the future

Preliminary Strategy Themes Prototype



Resources and Engagement Opportunities:

- Pre-read on CSU Website
- Town Hall polls and comments/questions
- Engagement Platform

CSU Identity & Reputation

Solidify CSU's **identity and reputation** as a leader in public higher education by defining its unique value for internal and external audiences:

- Elevate the unique qualities that make CSU excellent
- Establish a foundational value proposition for the CSU
- Define the CSU's distinct identity, core purpose, and values
- Highlight the CSU's commitment to social mobility and regional economic development

Slido Poll



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★ On a scale of one to five, how important you believe this strategy is to the CSU's future stability, viability, resilience, and growth.

0 

Give your rating



Student-Centered Experience

Cultivate a **student-centered experience** that provides personalized, high-impact learning experiences and responsive instruction and support systems

- Shift CSU's primary focus to the student's experience and journey
- Broaden the traditional concept of students to encompass a diverse, lifelong learning community
- Provide tailored, on-demand support services
- Foster a sense of belonging and well-being
- Leverage data and technology to provide customized learning experiences

Slido Poll



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★ On a scale of one to five, how important you believe this strategy is to the CSU's future stability, viability, resilience, and growth.



Give your rating



Affordability & Financial Stability

Establish CSU's position as an **affordable and financially viable** educational system

- Develop new revenue streams and diversify funding sources to enhance the educational and student experience
- Implement cost-saving measures and operational efficiencies to minimize students' financial burden
- Enhance financial aid program and scholarships
- Proactively address budget challenges and seize strategic investment opportunities

Slido Poll



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★ On a scale of one to five, how important you believe this strategy is to the CSU's future stability, viability, resilience, and growth.

0 

Give your rating



Innovative Teaching & Learning

Champion **innovative teaching and learning** to meet the evolving needs of modern learners

- Design flexible learning pathways
- Provide on-demand access to content and support services
- Invest in state-of-the-art digital infrastructure and technologies to enhance personalized learning, student engagement and practical hands-on experiences
- Empower faculty to innovate and test new instructional methods, technologies and experiential learning approaches

Slido Poll

★ On a scale of one to five, how important you believe this strategy is to the CSU's future stability, viability, resilience, and growth.

0 👤

Give your rating



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System-Level Collaboration

Prioritize **system-level collaboration** to create a more agile and responsive CSU system that supports the evolving needs of students, employers, and communities

- Strengthen shared services, operational efficiencies, and technological innovations
- Streamline administrative functions and consolidates instructional and support services across the 22 CSU campuses
- Foster greater collaboration and resource-sharing among CSU campuses and external partners to improve program quality and maximize impact

Slido Poll



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★ On a scale of one to five, how important you believe this strategy is to the CSU's future stability, viability, resilience, and growth.



Give your rating



Economic Empowerment & Social Mobility

Ensure **Economic empowerment and social mobility** for students by providing skills in high demand.

- Enhance graduate employability and resilience through curricula that offer agile, transferable skills needed in adaptive, knowledge-intensive careers
- Leverage CSU's talent production to drive regional economic development and support knowledge-based industries in California
- Fosters strong industry partnerships to continuously adapt programs to the dynamic needs of the economy.

Slido Poll



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★ On a scale of one to five, how important you believe this strategy is to the CSU's future stability, viability, resilience, and growth.

0 

Give your rating



People-Centered Employment Practices

Recruit and retain a highly skilled, adaptable, and dedicated workforce supported to achieve collective impact and drive institutional transformation:

- Ensure the system has the organizational capacity, talent, and workplace culture to achieve its strategic goals
- Invest in comprehensive professional development and personalized learning pathways for faculty and staff
- Foster a culture of adaptation and continuous improvement
- Enhance talent attraction and retention through competitive compensation and inclusive work environments

Slido Poll



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★ On a scale of one to five, how important you believe this strategy is to the CSU's future stability, viability, resilience, and growth.

0 

Give your rating



Slido Poll



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☁ What strategy, word(s), or phrase(s) resonated most with you?

0 👤

Enter a word

Slido Poll



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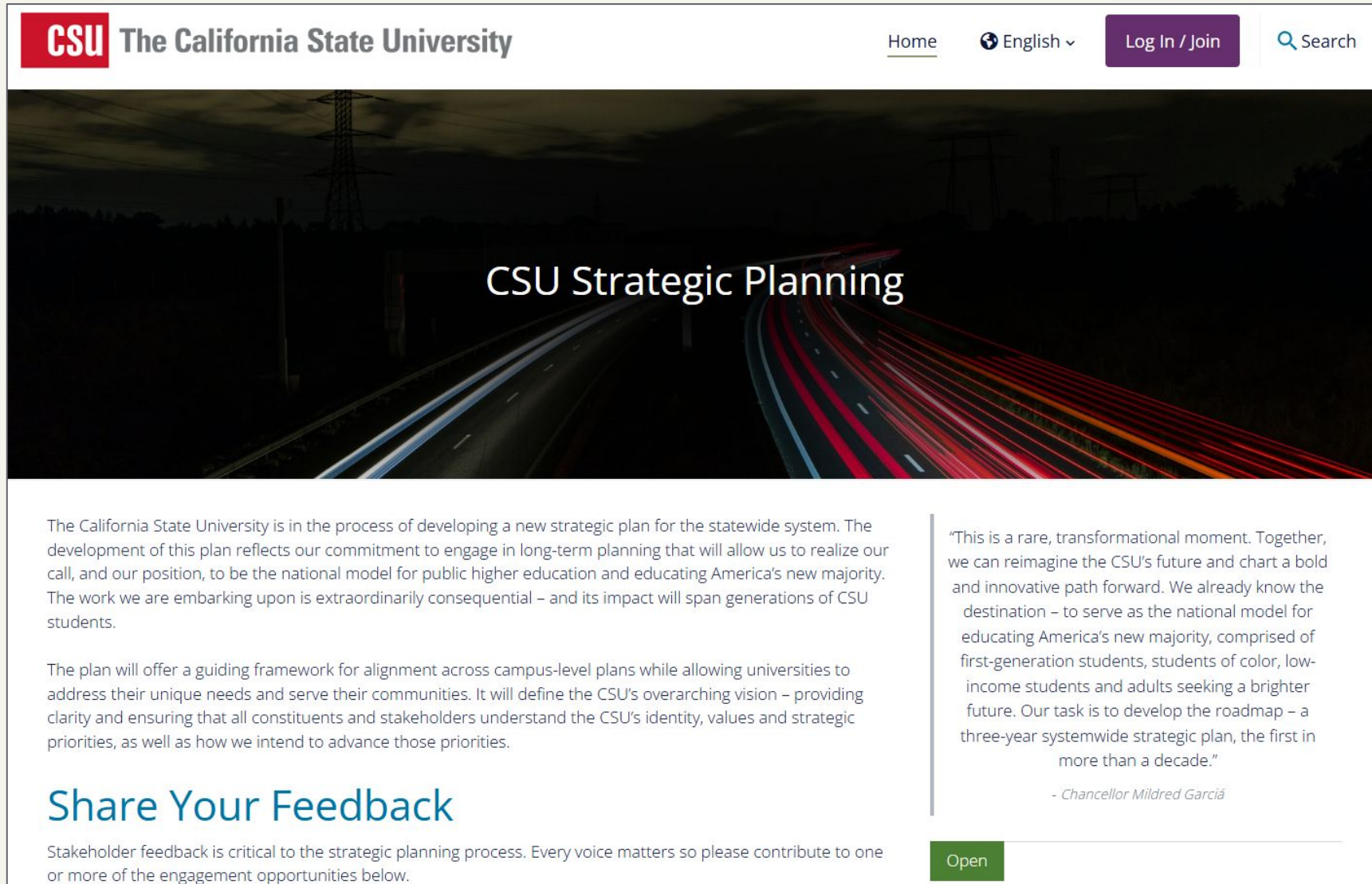
What is confusing or unclear regarding the proposed strategies?

0 

Type your answer ...

Engagement Platform:

<https://csustrategicplan.mysocialpinpoint.com/>



The screenshot shows the top navigation bar of the CSU Strategic Planning website. On the left is the CSU logo and the text 'The California State University'. On the right are links for 'Home', a language dropdown set to 'English', a 'Log In / Join' button, and a search icon. Below the navigation is a large banner image of a highway at night with light trails, overlaid with the text 'CSU Strategic Planning'. The main content area contains two columns of text. The left column has two paragraphs of introductory text and a section titled 'Share Your Feedback' with a sub-paragraph. The right column features a quote from Chancellor Mildred García and a green 'Open' button.

CSU The California State University

[Home](#) [English](#) [Log In / Join](#) [Search](#)

CSU Strategic Planning

The California State University is in the process of developing a new strategic plan for the statewide system. The development of this plan reflects our commitment to engage in long-term planning that will allow us to realize our call, and our position, to be the national model for public higher education and educating America's new majority. The work we are embarking upon is extraordinarily consequential – and its impact will span generations of CSU students.

The plan will offer a guiding framework for alignment across campus-level plans while allowing universities to address their unique needs and serve their communities. It will define the CSU's overarching vision – providing clarity and ensuring that all constituents and stakeholders understand the CSU's identity, values and strategic priorities, as well as how we intend to advance those priorities.

Share Your Feedback

Stakeholder feedback is critical to the strategic planning process. Every voice matters so please contribute to one or more of the engagement opportunities below.

"This is a rare, transformational moment. Together, we can reimagine the CSU's future and chart a bold and innovative path forward. We already know the destination – to serve as the national model for educating America's new majority, comprised of first-generation students, students of color, low-income students and adults seeking a brighter future. Our task is to develop the roadmap – a three-year systemwide strategic plan, the first in more than a decade."

- Chancellor Mildred García

[Open](#)

Engagement Platform Features

| Feature | Benefits |
|---|---|
| Modern, interactive feedback | <ul style="list-style-type: none">● Encourages open, transparent dialogue in a user-friendly, familiar format● Allows for tracking and analytics |
| Two forms of moderation (human and AI) | <ul style="list-style-type: none">● Protects against profanity and spam● Ensures civility and respect among community members |
| Available 24/7 | <ul style="list-style-type: none">● Allows stakeholders unlimited opportunities to engage at their convenience |
| Translations available in fifteen languages | <ul style="list-style-type: none">● Maximizes inclusivity by allowing engagement in several languages |

Upcoming Opportunities to Engage: Excellence @ CSU

| | | | | |
|------------------|--------------------------------|-------------------------------|-----------------------|----------------------|
| Excellence @ CSU | Proposed Strategies: Reactions | Proposed Strategies: If, Then | Additional Strategies | Regional Specialties |
|------------------|--------------------------------|-------------------------------|-----------------------|----------------------|

Community feedback is critical to the strategic planning process. Every voice matters so please contribute to one or more of the engagement opportunities below. Please keep in mind that feedback should be specific to the **systemwide** strategic plan; comments/feedback may be moderated to ensure relevancy.

How can the CSU redefine excellence for higher education?

Help define the CSU's identity as a system by sharing examples of what makes the CSU stand out among other higher education systems and institutions.

[Post your story](#) 0 contributions so far

Upcoming Opportunities to Engage: Proposed Strategies - Reactions

Excellence @ CSU

Proposed Strategies: Reactions

Proposed Strategies: If, Then

Additional Strategies

Regional Specialties

How would you rate the CSU system's current level of performance in each strategy?

CSU Identity and Reputation



System-Level Collaboration



Affordability and Financial Stability



Adaptive and Responsive Infrastructure



Student-Centered Experience



Innovative Teaching & Learning



Economic Empowerment & Social Mobility



People-Centered Employment Practices



Strategy Rankings

Rank the strategies in order of how important you believe they will be to the CSU's future stability, viability, resilience, and growth. Required

- Innovative Teaching & Learning
- Adaptive & Responsive Infrastructure
- Student-Centered Experience
- Economic Empowerment & Social Mobility
- CSU Identity & Reputation
- People-Centered Employment Practices
- Affordability & Financial Stability
- Multi-University Collaboration

How much do you anticipate each strategy will impact you personally?

CSU Identity & Reputation



Multi-University Collaboration



Affordability & Financial Stability



Adaptive & Responsive Infrastructure



Student-Centered Experience



Innovative Teaching & Learning



Economic Empowerment & Social Mobility



People-Centered Employment Practices



Optional: Explain your rationale.

Empty text box for optional rationale.

Upcoming Opportunities to Engage: Proposed Strategies - If, Then

| | | | | |
|------------------|--------------------------------|--------------------------------------|-----------------------|----------------------|
| Excellence @ CSU | Proposed Strategies: Reactions | Proposed Strategies: If, Then | Additional Strategies | Regional Specialties |
|------------------|--------------------------------|--------------------------------------|-----------------------|----------------------|

Share a key accomplishment/milestone you envision the system achieving in the next three years as a result of each strategy.

CSU Identity and Reputation

IF the CSU system prioritizes and invests (e.g., time, effort, focus, resources) in its Identity and Reputation, THEN what outcomes would you expect to see?

0 COMMENTS 0 PARTICIPANTS 0 VIEWS

[Read and Contribute](#)

System-Level Collaboration

IF the CSU system prioritizes and invests (e.g., time, effort, focus, resources) in System-Level Collaboration, THEN what outcomes would you expect to see?

0 COMMENTS 0 PARTICIPANTS 0 VIEWS

[Read and Contribute](#)

Affordability and Financial Stability

IF the CSU system prioritizes and invests (e.g., time, effort, focus, resources) in Affordability and Financial Stability, THEN what outcomes would you expect to see?

0 COMMENTS 0 PARTICIPANTS 0 VIEWS

[Read and Contribute](#)

Upcoming Opportunities to Engage: Additional Strategies

| | | | | |
|------------------|--------------------------------|-------------------------------|------------------------------|----------------------|
| Excellence @ CSU | Proposed Strategies: Reactions | Proposed Strategies: If, Then | Additional Strategies | Regional Specialties |
|------------------|--------------------------------|-------------------------------|------------------------------|----------------------|

Are there other strategies that would contribute to the CSU's future stability, viability, and growth?

Share your suggestions and react to others' submissions. (max 140 characters).

Tell us your idea

You have **140** characters left

[Moderation Policy](#)

I'm not a robot


reCAPTCHA
Privacy - Terms

Submit

Upcoming Opportunities to Engage: Regional Specialities

Enter an address

- High Achievement**
Notable success or progress towards the CSU mission and vision
- Innovation**
Pilot initiatives or learning agendas in the region
- Partnership**
Notable partnerships or collaborations

For help using this map, please see the [instructions](#).

Add Marker

Open

What makes your campus stand out?

Part of what makes CSU so special is the uniqueness and diversity of its twenty-three universities across the state of California. Tell us what stands out to you about your campus or region.

0 contributions so far

Translations available in fifteen languages

CSU The California State University

Inicio 🌐 Español Mi perfil 🔍 Buscar

Planificación estratégica

La Universidad Estatal de California está desarrollando un nuevo plan estratégico para el sistema estatal. El desarrollo de este plan refleja nuestro compromiso de participar en una planificación a largo plazo que permita hacer realidad nuestro llamado y nuestra posición de ser el modelo nacional de educación superior pública y educar a la nueva mayoría de los Estados Unidos. El trabajo que estamos emprendiendo es extraordinariamente trascendental y su impacto se extenderá a generaciones de estudiantes de la CSU.

El plan ofrecerá un marco de orientación para la alineación de los planes a nivel de campus, al tiempo que permitirá a las universidades abordar sus necesidades específicas y servir a sus comunidades. Definirá la visión general de la CSU, brindando claridad y garantizando que todos los constituyentes y las partes interesadas comprendan la identidad, los valores y las prioridades estratégicas de la CSU, así como la forma en que pretendemos promover esas prioridades.

Comparte tus comentarios

Los comentarios de las partes interesadas son fundamentales para el proceso de planificación estratégica. Todas las opiniones son importantes, por lo que le recomendamos que participe en una o más de las oportunidades de

Descarga de responsabilidad de traducción

Abierto

Registration is required to contribute

universities to address their unique needs and serve their communities. It will define the CSU's overarching vision – providing clarity and ensuring the CSU's identity, values and strategic priorities, as well as

Share Your Feedback

Stakeholder feedback is critical to the strategic planning process. You can contribute to one or more of the engagement opportunities below.

CSU of the Future Discussion Forum CSU of the Future

What's one major accomplishment CSU achieve in the future?

Write the headline of a news article from the future (1000 characters).

Join the conversation today. [Create an account](#)

Recent Popular

14 November, 2024
glenners says:
"CSU boosts democracy and civic engagement, enhancing student participation and..."

14 November
lwburru...
"The CSU system... for how higher education can empower diverse students and..."

civic engagement, enhancing student participation...

students, students of color, low-income students and adults seeking a brighter future. Our task is to develop the roadmap – a three-year systemwide strategic plan, the first in more than a decade."
- Chancellor Mildred Garcia

[Open](#)

Suggest content

Are there existing resources or content that you think should inform the strategic plan? Please share them here.

[Submit a file or document.](#)

[Choose file...](#)

Allowed file types:
pdf, doc, docx, txt, xls,xlsx, rtf, png, gif, jpg, jpeg Size limit:
1.00 MB

[Share a link to a website or resource.](#)

[Submit](#)

Join our online community to participate in shaping our future

Creating an account helps us better understand your needs and the needs of the community.

Sign up with email


Username

Email Address

Password

Your password must have a minimum length of 5 characters.

I agree to the [privacy statement](#) Required

I'm not a robot  [Privacy](#) - [Terms](#)

By creating an account you agree to our [Privacy Policy](#) and [Terms of Use](#)

[Create Account](#)

Already have an account? [Log in now](#)

Contact Information and Resources

Email: strategicplan@calstate.edu

Website: <https://www.calstate.edu/Strategic-Planning-for-the-CSU>

Engagement Platform: <https://csustrategicplan.mysocialpinpoint.com/>



Thank you.

SOVA

sova.org