

# Strategic Planning Process

November 2024 Board of Trustees Meeting



**The California  
State University**



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

As the preeminent university system educating America's new majority, the CSU is:

1. THE national leader/advocate for the value of higher education
2. An engine for the future of work
3. A creator of career and economic mobility
4. A supplier of talent for the state's workforce needs
5. A sought-after provider of lifelong learning
6. Outcomes-driven and data-informed
7. A mission-driven employer

# Strategic Plan Timeline



# Stakeholder Engagement Formats



## Virtual Town Halls

Facilitates open access and interactive engagement



## Virtual Listening Sessions with Key Stakeholder Groups

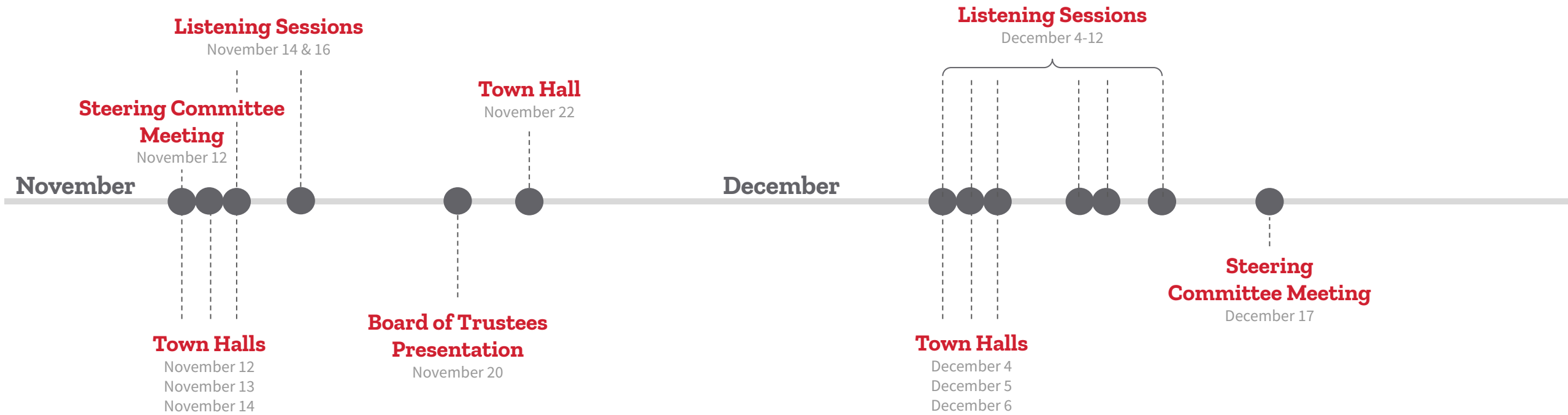
Facilitates customized, focused and, therefore, limited engagement



## Asynchronous

Facilitates structured and unstructured anytime feedback

# Events and Meetings (as of November 20)



# Stakeholder Engagement Formats



## Virtual Town Halls

Facilitates open access and interactive engagement



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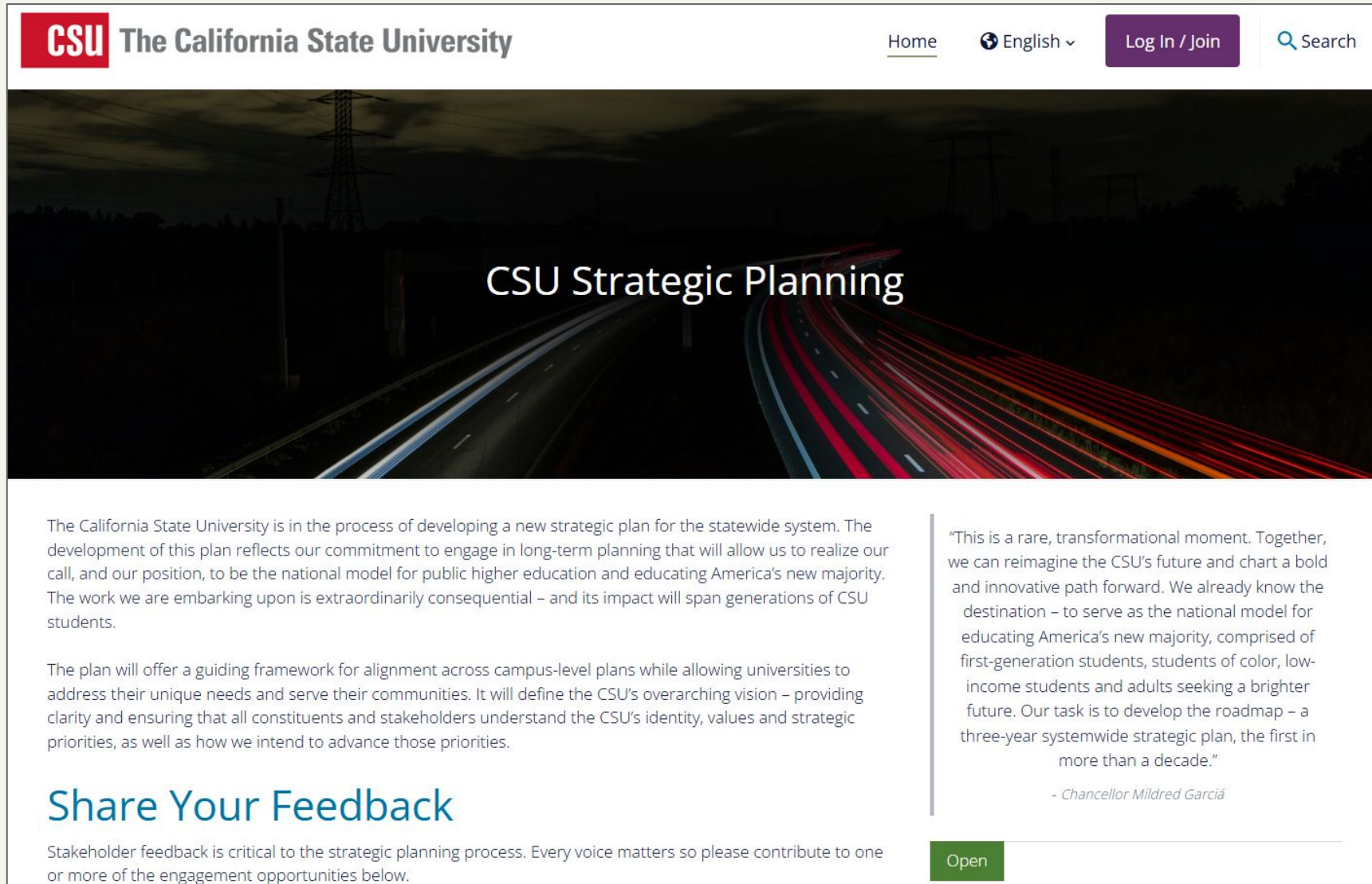
## Asynchronous

Facilitates structured and unstructured anytime feedback



# 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 menu set to "English", a "Log In / Join" button, and a search icon labeled "Search". Below the navigation bar is a large banner image of a highway at night with light trails from cars. The text "CSU Strategic Planning" is centered over the image. Below the banner, there are two columns of text. The left column contains two paragraphs of introductory text. The right column features a quote from Chancellor Mildred García. At the bottom left, there is a section titled "Share Your Feedback" with a short paragraph and a link to "Open".

**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

- Encourages open, transparent dialogue in a user-friendly, familiar format
- Allows for tracking and analytics

Two forms of moderation (human and AI)

- Protects against profanity and spam
- Ensures civility and respect among community members

Available 24/7

- Allows stakeholders unlimited opportunities to engage at their convenience

Translations available in fifteen languages

- Maximizes inclusivity by allowing engagement in several languages




# Multiple Opportunities to Engage: CSU of the Future

[CSU of the Future](#) | [Discussion Forum](#) | [CSU Highlights](#) | [Regional Specialties](#)

What's one major accomplishment or milestone you'd like to see the CSU achieve in the future?

Write the headline of a news article from the future highlighting this achievement. (max 140 characters).

You have **140** characters left

I'm not a robot  reCAPTCHA  
Privacy - Terms

[Moderation Policy](#)

# Multiple Opportunities to Engage: Discussion Forum

CSU of the Future **Discussion Forum** CSU Highlights Regional Specialties

## What is the highest priority challenge/problem that you hope this strategic plan can address for the CSU system?

Given that this plan is focused on systemwide strategy, please consider challenges/problems that impact all universities/campuses within the system.

8 COMMENTS   5 PARTICIPANTS   43 VIEWS

[Read and Contribute](#)

## How would you like to see the student experience change as a result of this strategic plan?

Consider the student experience in a systemwide context and share examples of changes this strategic plan might enable.

6 COMMENTS   5 PARTICIPANTS   23 VIEWS

[Read and Contribute](#)

## What would enable the CSU system to be more adaptive and responsive to external conditions and trends?

Consider the impact of economic, social, workforce, and other external trends on the CSU system and reflect on how the system might better respond and adapt.

5 COMMENTS   5 PARTICIPANTS   18 VIEWS

[Read and Contribute](#)

# Multiple Opportunities to Engage: Your CSU

CSU of the Future   Discussion Forum   **CSU Highlights**   Regional Specialties

**Tell us why the CSU is special to you!**  
Share a memory or anecdote that illustrates why the CSU is uniquely impactful.

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

Open

Filter by:       Sort by

# Multiple Opportunities to Engage: Regional Specialities

The image shows a screenshot of a web application interface. On the left, there is a sidebar menu with three items: 'High Achievement' (orange star icon), 'Innovation' (purple lightbulb icon), and 'Partnership' (blue globe icon). The main area displays a map of California with a search bar at the top that says 'Enter an address'. A modal dialog is open in the foreground, titled 'What makes your campus stand out?' with a blue header. The modal contains the text: '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.' Below this text is a dark grey button that says '0 contributions so far'. At the bottom of the modal is a green button that says 'Open'. In the bottom right corner of the map area, there is a black button with a location pin icon and the text 'Add Marker'. At the bottom left of the map area, there is a yellow box with the text: 'For help using this map, please see the [instructions](#).'



# 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

## Closing Reminders

- The process is complex because the CSU system is complex. Ensuring accessibility, inclusivity, and transparency requires careful planning.
- We recognize that the Chancellor's system-level strategic planning process is being executed while priorities are being pursued both at the system level and at the campuses.
- A system-level strategic plan aims to prepare the CSU for the future, while honoring and situating the current initiatives.
- Board engagement is essential and we'll have important touch points in January at the next board meeting and at the board retreat in February.

# Contact Information and Resources

Email: [strategicplan@calstate.edu](mailto:strategicplan@calstate.edu)

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

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



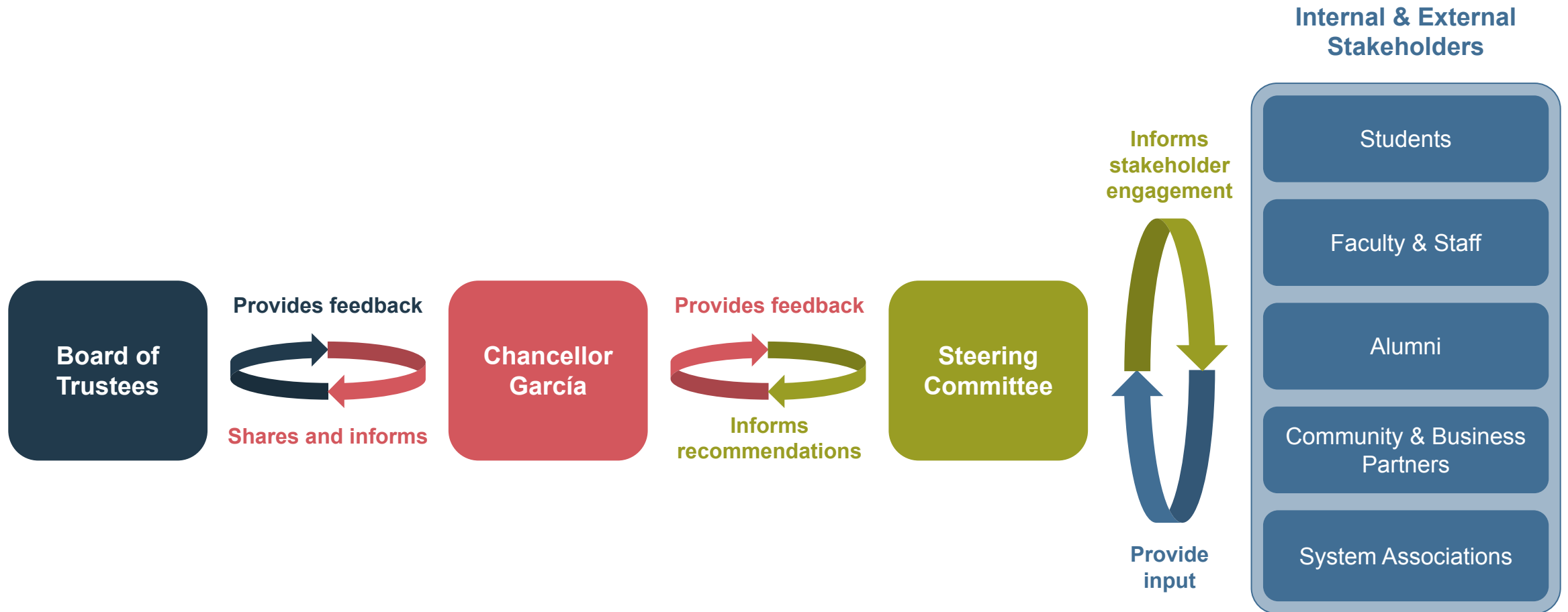


Thank you.



[sova.org](http://sova.org)

# The plan will be developed through an inclusive, iterative process



Guide and facilitate

# 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

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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  
gleanners says:  
"CSU boosts democracy and civic engagement, enhancing student participation and"

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

civic engagement, enhancing student participation

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  reCAPTCHA 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](#)

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

## 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,lsx, rtf, png, gif, jpg, jpeg Size limit:  
1.00 MB

Share a link to a website or resource.

[Submit](#)