

Strategic Planning Process

Town Hall



**The California
State University**



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)

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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.

Poll: Who's Here?

What is your primary affiliation to the CSU system?

- 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

Purpose of the Town Hall

WHAT THIS IS

- ✓ Information session about the strategic plan process
- ✓ Opportunity to ask questions and share feedback relevant to the system-wide strategic plan
- ✓ Data collection and information gathering

WHAT THIS IS NOT

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

Town Hall Code of Conduct

- Be respectful of all participants and facilitators
- Share comments and questions in Q&A and/or chat
- “Raise hand” via Zoom for an opportunity to speak
- Limit speaking time to one minute to ensure all participants have an opportunity to share
- Refrain from profanity and harmful language

**This process is a key
expectation of the
Board for this
academic year**

Chancellor García's Priorities for AY 24-25:

1. Reimagining equity focused student success to and through graduation to a meaningful and purposeful future for every graduate
2. Continuing to rebuild trust, action, accountability, advocacy, and authentically telling the CSU story
3. Managing the CSU's fiscal challenges through creativity, collaboration and an uncompromising focus on our educational mission
4. Creating and sustaining a culture of continuous improvement throughout the system
5. Engaging in long-term planning to realize our call and our position to be the national model for public higher education and educating America's new majority

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

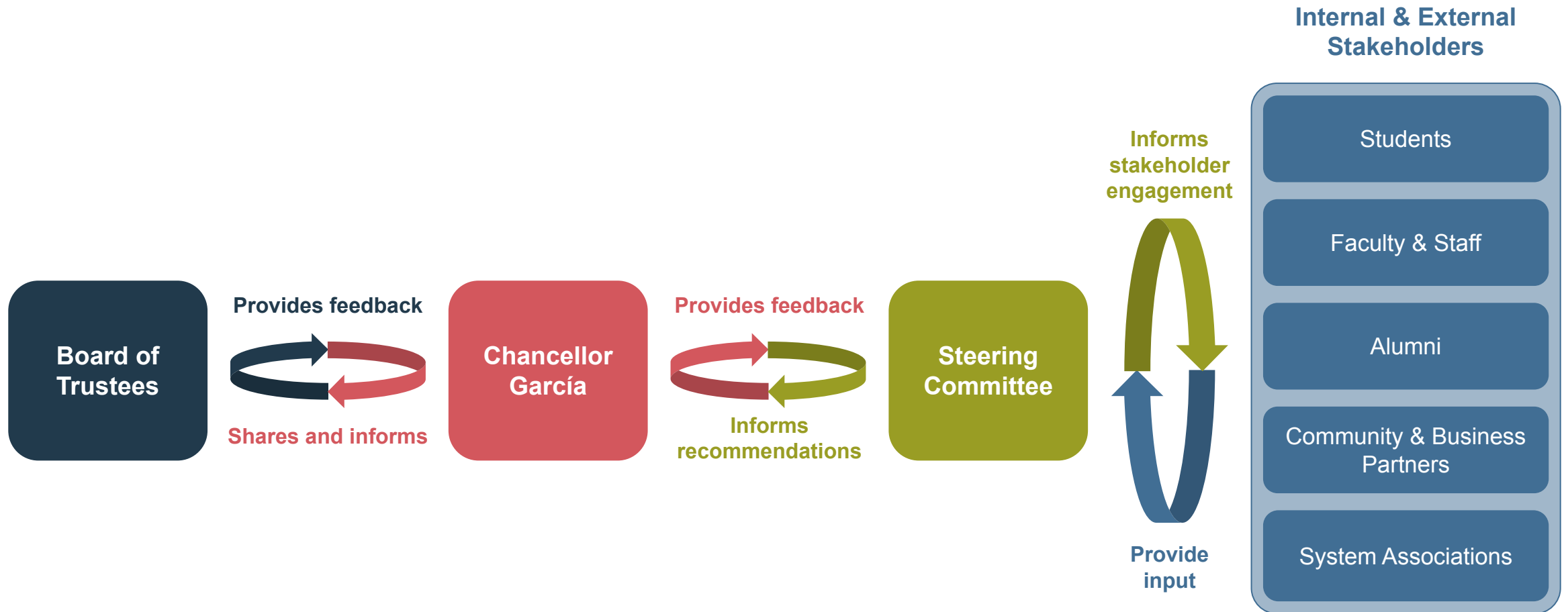
As the preeminent university system educating America's new majority, the CSU is:

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



The plan will be developed through an inclusive, iterative process



Guide and facilitate

Poll: CSU of The Future

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

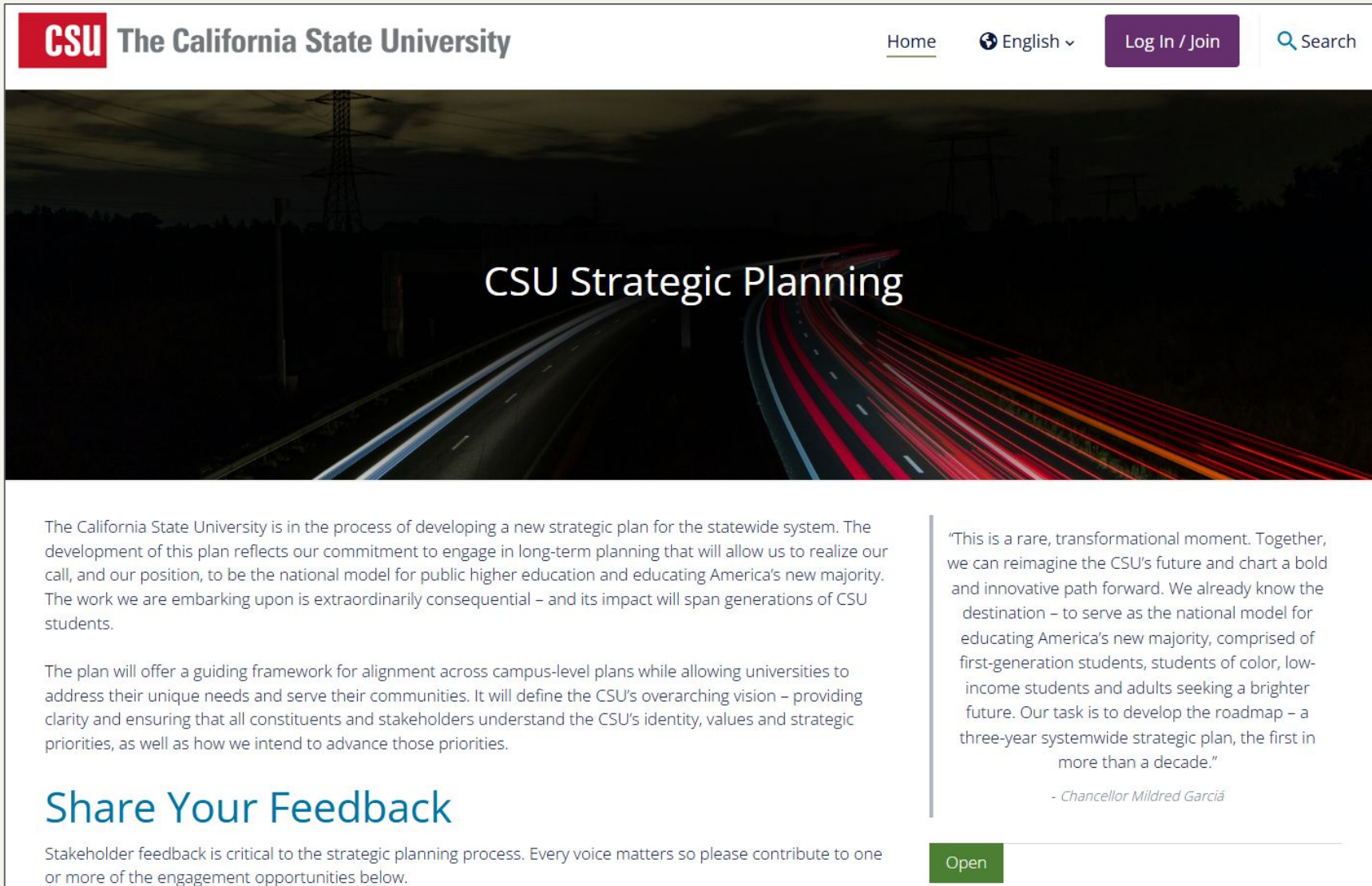
Write the headline of a news article from the future highlighting this achievement.

Poll: Actions for Today

What actions should the CSU take now to make its future achievements possible?

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 selector for "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

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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


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

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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

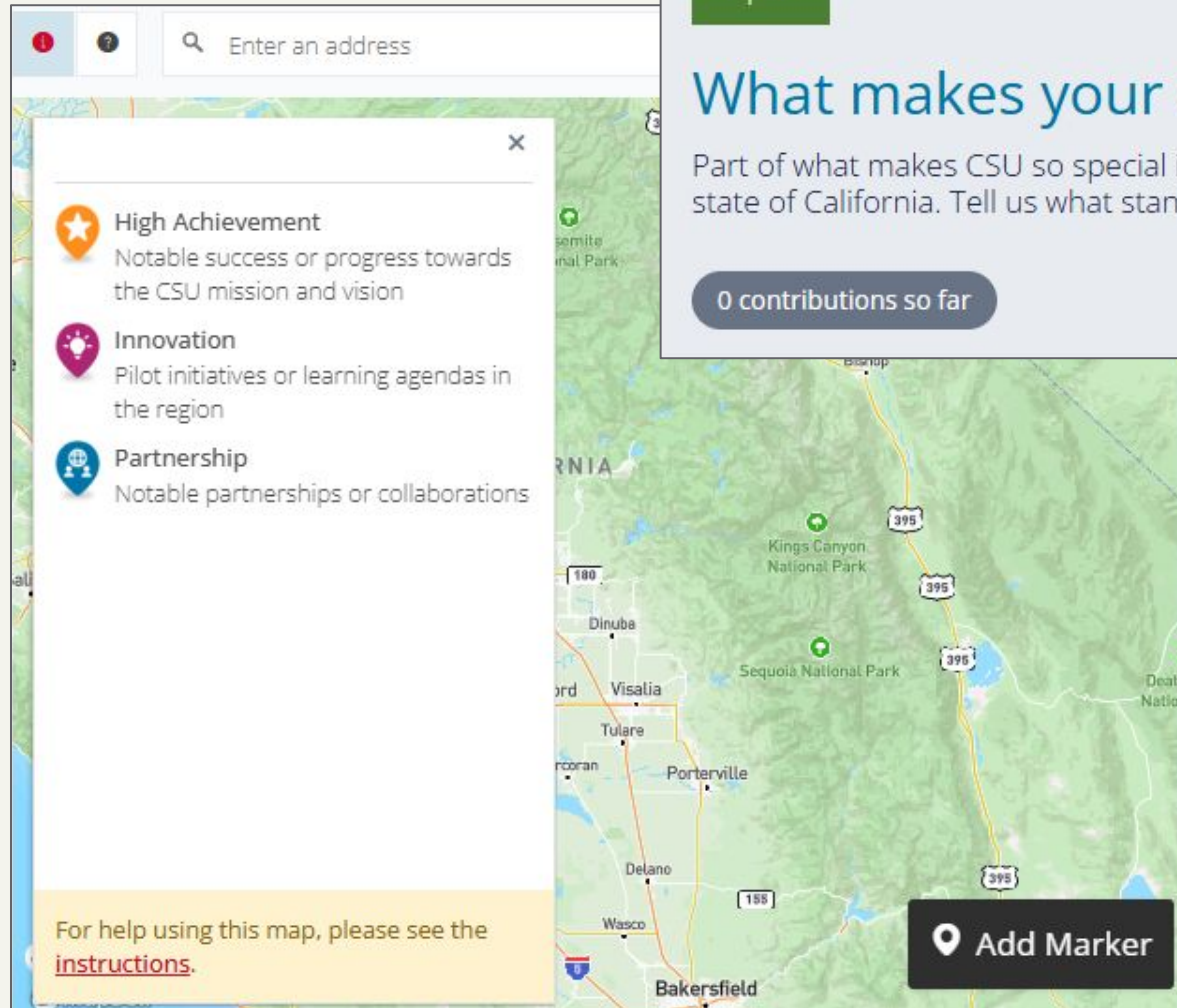
Tell us why the CSU is special to you!
Share a memory or anecdote that illustrates why the CSU is uniquely impactful.

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

Open

Filter by: Sort by

Multiple Opportunities to Engage: Regional Specialities



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

Add Marker

Translations available in fifteen languages

CSU The California State University

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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 the CSU's role in the future.

Share Your Feedback

Stakeholder feedback is critical to the strategic planning process. We invite you to 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 (100 characters).

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

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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.](#)

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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.


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Your password must have a minimum length of 5 characters.

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I'm not a robot  reCAPTCHA
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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.org