Strategic Planning Kick-off Summary

The Strategic Planning Kick-off took place on Friday, January 22, 2016. Over 150 faculty, staff, students, and administrators participated in the workshop. During the course of the day, President Covino shared his vision for the future of Cal State LA – one in which the campus is more inclusive and welcoming, provides a better and more supportive student experience, and has the financial support needed to remain a strong and forward-thinking university. Provost Mahoney echoed those comments, sharing her hopes that the strategic planning process would be inclusive, comprehensive, transparent, and possibly even fun.

We also spent time thinking about how we wanted the campus to feel if we were prospective students considering Cal State LA five to seven years from now. We began imagining the future together and started to identify what matters most to us as a collective.

We reviewed a set of data infographics, which allowed us to better understand where Cal State LA is today with regards to our students, faculty, alumni, and operating budget.

Breakout discussions focused on how we’d like Cal State LA to be distinguished in the following areas:

- Student Experience and Success
- Academic Experience
- A Great Place to Work
- Fiscal Stability
- Leadership in the Community

The discussions revealed incredible insights, potential goals and priority areas, and some common themes, such as the need for collaboration, the importance of a strong culture, and a dedication to student success.

Participants provided very rich input on each topic area, highlighting areas they resonated with and other things to consider, and the day ended with thoughtful reflection and sharing on what we are personally most excited about and would be proud to accomplish as part of Cal State LA’s vision and strategic plan.

Much of the feedback and input we received can be viewed through the graphic recordings captured by Diana Arsenian.
1. **Setting the Context:** President Covino shares his vision and goals for the strategic planning process.
2. Strategic Planning Approach and Focus of the Kick-off Meeting: Provost Mahoney discusses the approach we are taking and the goals for the strategic planning process. Cheryl Fields Tyler from Blue Beyond Consulting walks us through the focus of the day.
3. **Imagining the Future**: We begin the day by imagining the future of Cal State LA from a future student’s perspective. In small groups, we discuss what would distinguish Cal State LA if we were students applying five to seven years in the future.
4. **Grounding Ourselves in Data:** We took some time to understand our current state and shared insights gained from reviewing a series of data infographics, which focused on students, alumni, faculty and finances.
5. **Academic Experience Breakout**: The Academic Experience breakout group began answering the question, “If Cal State LA is truly to fulfill its potential, how would we distinguish ourselves in our **Academic Experience**?” They discussed things like: pedagogy, research, academic standards, cross-disciplinary programs, faculty make up, and staff support for programs.
6. **Student Experience and Success Breakout:** The Student Experience breakout group began answering the question, “If Cal State LA is truly to fulfill its potential, how would we distinguish ourselves in our Student Experience?” They discussed things like: retention and graduation rates, student body make up, application and registration process, financial aid, class availability, student services, campus life, and student wellness.
7. A Great Place to Work Breakout: The Great Place to Work breakout group began answering the question, “If Cal State LA is truly to fulfill its potential, how would we distinguish ourselves in being a Great Place to Work?” They discussed things like: culture and environment, collaboration and governance, communication, career development and advancement, recruitment and hiring, and support for staff and faculty.
8. **Fiscal Stability Breakout:** The Fiscal Stability breakout group began answering the question, “If Cal State LA is truly to fulfill its potential, how would we distinguish ourselves in our Fiscal Stability?” They discussed things like: enrollment growth, fundraising, self-support programs, developing alternative revenue sources, Downtown LA campus, and weathering future downturns.

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**Fiscal Stability**

- **Our Main theme is around Culture!**
  - thinking about it with the end in mind.
  - Prepare our Students for Excellence.

- **Get our students out into Community**
  - Internships
  - Research

- **Belonging to the Golden Eagle family.**

- **We need to Invest in our Students.**
  - Fruit is the Work and then the seeds come back to the school.
  - Growing Trees from the seeds.

- **Belonging is growing... what does it mean?**
  - Let’s bring innovative things to planning.

- **We need to Become a Global Golden Eagle family.**

- **We need to Become strong Alumni with great jobs - strong placements in the workforce...**
  - Then come back as Alumni and help the school/Students!

- **Faculty also needs to raise the Bar**

- **ENRICHMENT**
  - People
  - Programs

- **Investing in the student is also about “Raising the BAR”**

- **Collaboration**
  - Team Sport - a new kind of development.
  - Grants
  - Fullbright Scholarships

- **Sense of Belonging**

- **Enrichment Programs**

- **Performing Arts Program**

- **Revenue - let’s stop thinking of the “OTHER” funding.**

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D. Arsenian
9. Leadership in the Community Breakout: The Leadership in the Community breakout group began answering the question, “If Cal State LA is truly to fulfill its potential, how would we distinguish ourselves in our Leadership in the Community?” They discussed things like: the surrounding communities of Alhambra and East LA, the City of Los Angeles, LA Basin, public sector partnerships, industry partnerships, alumni community, and high school and community college relationships.
10. **Closing Reflections:** We ended the Strategic Planning Kick-off by thinking about and sharing what most excites us as we begin the strategic planning process, and what we would be proud to accomplish moving forward.

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** Closing Reflection **

- **What excites you most?**
- **What would you be most proud to help accomplish?**

**Let's redefine Student Success! Help them beyond graduation.**

**Changing of the Culture:**
- Let's improve our Business Processes.
- Multiple processes can be improved.

**Change of Culture:**
- Working in people who care to be here.
- Adjust plans to work.

**Deep Relationships w/people who come back to the school again and again.**

**Slow starts to get all these ideas accomplished.**

**CAL STATE L.A. “Speakers Series.”**
- Student reps can talk about what they believe.

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**The Heart of the Institution is Strong!**

- Be part of the process for others.

**Excitement for me...**
- was everyone interacting with each other?

- **New Curriculum**
- **New Budget Model**
- **New Strategic Plan**
- **New Relationships + Partnerships**
- **Communication**
- **Williness to SHARE**

- **All of you have been wonderful! Thank you!**