

# Strategic Planning Committee Meeting

## *MINUTES*

**Tuesday October 29, 2013**

**University Alumni Center**

- 1) Welcome -President Gonzalez
  - i) The president welcomed the group and issued a charge to the committee to create a meaningful plan to guide the University for the next five years. The president emphasized a need for a change in the current thought culture as we may be emerging from a number of down years in higher education due to the financial instability of the state. The future plan would need to include growth, a new chancellor, etc.
  - ii) Even with an optimistic future, the president reminded the group of many of the items that consistently hurt the University's ability to meet its current goals, such as the cost of education, time to degree, bottlenecks, etc.
  - iii) The president urged the committee to carefully and thoughtfully define what we do and how we do it in terms of delivering quality education to our students.
  - iv) The president introduced Steve Weiss, of The Weiss Group, who is helping facilitate Sacramento State's Strategic Planning Process.
  - v) The president outlined the five-year window that the new Strategic Plan would guide and asked the group for measurable outcomes with that timeline in mind.
  - vi) The president urged the committee to create a document that was fresh, but even more importantly, usable.
  - vii) The president gave his thanks to the group.
- 2) Overview of Planning Process – Steve Weiss
  - i) Welcome and introductions were given to the group by Weiss.
  - ii) Weiss asked the group to envision what they wanted Sacramento State to be in the future.
  - iii) Weiss presented the agenda for the committee meeting.
  - iv) Weiss then outlined the Planning Objectives, Framework, and Timeline for the Strategic Planning Process
- 3) SWOT (Large Group) – Michael Wright
  - i) Additions, subtractions, concerns, and compliments were raised by the group in regards to the SWOT analysis created by the Pre-Strategic Planning Group assembled over the summer and the President's Cabinet. Additions are noted on the SWOT document below.
  - ii) The group was reminded that the process of developing the Strategic Plan would be a five-year vision for the University.
- 4) Mission, Vision, and Priorities – Steve Weiss
  - i) Weiss divided the committee into working groups to address the need to rewrite the University Mission, Vision, and Strategic Priorities. See draft summaries of each below.
- 5) Closure of Meeting
  - i) Weiss reviewed the schedule for the upcoming Town Hall and Focus Group meetings to encourage campus and community participation. Jeannie Wong, Associate Vice President of University Communications, shared plans for the dedicated Strategic Plan website.

- ii) President Gonzalez thanked the committee and again impressed upon the group the importance of the document and its purpose. The President thanked the committee for their work and was very impressed on the progress of the day.

