

DESTINATION 2010

an update

Destination 2010 recognizes and builds on the knowledge that the University is a strong presence in the Sacramento Region.

A premier metropolitan university. A destination campus for the West.

When Sac State launched its Destination 2010 initiative four years ago, those looked like pretty lofty ambitions. But the campus-wide effort to make the university the campus of choice continues to gain traction.

The idea of a “destination university” is not a new one. Campus leaders describe it as a university that—because of its reputation and quality—draws students and faculty, and maintains high levels of alumni support. The result is a stable enrollment and donor base that increases the University’s ability to provide enhanced programs and services.

But the path to becoming a “destination” takes a road map. And that’s where 2010 comes in.

What destination campuses have in common is strong academics, a focus on student success and an emphasis on a vibrant campus life where both students and visitors want to come. It also must have the respect and backing of the surrounding community. For that reason Destination 2010 is organized around four major pillars:

- » **Fostering excellent academic and student programs**
- » **Building a welcoming campus**
- » **Creating a dynamic physical environment**
- » **Developing community support**

The pillar topics are purposefully broad, allowing for all areas of the campus to take part, but within each is a set of more specific goals such as recruiting the best faculty, recognizing diversity as vital to developing the “New California”, becoming a regional event destination, and developing residential options for students.

The plan has proved to be an invaluable tool for setting priorities. Decisions to implement new programs and improve existing ones frequently reflect how they impact the core tenets of Destination 2010. For example, a number of developments have been put in place to further academic and student programs such as the general education honors program, the new doctorate in educational leadership, and improvements to the advising programs including mandatory orientation for incoming students. Efforts to increase opportunities for faculty research benefit the academic program

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Q & A

WITH
PRESIDENT
GONZALEZ



Four years ago, Sac State embarked on its ambitious Destination 2010 initiative to transform itself into a premier metropolitan university and a destination campus for the West. As we draw closer to 2010, *Sac State Magazine* sat down with University President Alexander Gonzalez to get his assessment of where we are and where we still have to go.

SAC STATE MAGAZINE: *Tell me about Destination 2010.*

PRESIDENT ALEXANDER GONZALEZ: Destination 2010 is the initiative we developed to provide direction for the next several years of the university’s growth and development.

The first tenet of Destination 2010 is to have the best student and academic programs we can have, and I think we are well on our way to doing that. There is a process underway to review our general education offerings. We’ve done many things to improve our student services: we are faster with financial aid and transcript evaluation, we have mandatory orientation, mandatory counseling, and academic advising for entering freshmen and transfer students. And the faculty has embraced that.

SSM: *What kinds of results are you seeing on the campus?*

AG: Over the next couple of years as we finish up with the WASC (Western Association of Schools and Colleges) review and accreditation, I think we will identify some areas where we can improve not only our academic offerings but how we deliver those offerings. We’ve instituted some new programs for students such as the doctorate in educational leadership as well as new opportunities for faculty development that will really benefit our academic offerings.

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by building the faculty knowledge base, which then translates into the classroom.

Others impact more than one theme. The new Hornet Bookstore, the Broad Fieldhouse—a state-of-the-art facility for our student-athletes—and new on-campus student housing are helping to both foster excellent student programs, and create a dynamic physical environment. The campus' partnership with the city and Regional Transit to establish a tram linking the campus and the light rail station is both building a welcoming campus and developing community support.

And a number of developments that will help fulfill the principles of Destination 2010 are on still on the horizon such as the Science II building, which will feature

classrooms and labs with the most current equipment available, greatly increasing the educational experiences of students in the science, mathematics, engineering and technology fields which are so crucial to the state's economy. A planned faculty-staff village will increase the residential feel of the University District bordering the neighborhood, as students and campus employees live and learn in the same neighborhood.

And the campus just broke ground on our new Recreation and Wellness Center, which will boost opportunities for students to stay healthy and stay on campus.


Destination 2010 is an acknowledgement that Sac State is into its seventh decade as an institution and needs to respond to the needs of a changing society while continu-



ing to hold onto what makes it special—a high-quality, affordable education, great teaching and leadership opportunities in the state capital. Destination 2010 recognizes and builds on the knowledge that the University is a strong presence in the Sacramento Region, graduating the workforce that powers the Region's economy and the

A high-quality, affordable education, great teaching and leadership opportunities...

leaders who keep it strong.

And while it's called Destination 2010, it's actually a vision for not only 2010, but years to come. A successful Destination 2010 will be the jumping-off place for what a long-range plan for a major, metropolitan, comprehensive 21st Century university should be. 



Marking a 2010 milestone

Sac State and the City of Sacramento have joined forces in an unprecedented agreement to strengthen our region and improve its quality of life.

University President Alexander Gonzalez, Mayor Heather Fargo and City Manager Ray Kerridge signed a Memorandum of Understanding in August that will bolster cooperation between the university and city, fusing the visions of both entities for growth, prosperity and sustainability.

"This is an unprecedented, strategic collaboration that will transform the City and the University," says Gonzalez. "In these challenging economic times, we've created a way to pull our resources together and utilize the University's faculty expertise, student intellect and energy to serve the City."

In 2004—the same year Sac State launched Destination 2010—the City of Sacramento began its 2030 General Plan with the goal of making Sacramento "The Most Livable City in America." The partnership unites these complementary plans in a renewed spirit of teamwork.

"The vision here is that the City and the University are one," Kerridge says.


The agreement also follows Sac State's commitment to enhance its growing impact in the Capital Region. With more than 28,000 stu-

dents and 180,000 alumni, Sac State leads the way in supplying talented workers for the area's highly skilled workforce.

"A great city needs a great university and we are committed to working together to achieve our joint goals—making the City of Sacramento the 'most livable city' and making Sacramento State a premiere metropolitan university," says Fargo. "Our collective efforts benefit Sacramento residents and our students today and those benefits will multiply as we continue working together into the future."

The Memorandum of Understanding includes commitments by the University and City to:

- Discuss opportunities for collaboration for seamless planning and smart growth
- Establish a process for facilitating service learning, internship and applied research opportunities in the City of Sacramento management, departments and programs for Sac State students and faculty
- Review the economic and workforce development projections for the city and make recommendations to address emerging trends

"This historic document will commemorate the beginning of the future and the next phase of development for our campus," Gonzalez says. 

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One of the other issues I found when I first arrived here is that the infrastructure needed some work. There was a call for major construction and new buildings. In the new projects we focused on meeting student needs, faculty needs and staff needs, and we are developing an environment that is attractive to our students and the community.

Destination 2010 is also looking at the role of the university within the community context. We're part of the city of Sacramento and the Sacramento Region, and that's being recognized. We just signed a Memorandum of Understanding with the City of Sacramento to strengthen our ability to work together to improve the quality of life in the Sacramento Region (*see next page*).

SSM: Are we meeting the goals of Destination 2010?

AG: I think we are right on target. 2010 is the initiative that is going to lead to the

next one. We are well on our way to achieving our objectives. I think we've done very well in terms of what we have been able to accomplish in four years so far. We have a new bookstore, a new fieldhouse and new housing for students. Ground has been broken for the rec and wellness center and we've built a new parking structure. All of those things make a tremendous difference and improve how we move around and how we operate.

SSM: What work still needs to be done?

AG: Destination 2010 is not an end result. It is a "destination" that is really a stopping point where we can get off and get a drink of water and get back on the bus. This is a work in progress. The CSU system and this campus are organic. They are living entities and change dramatically over time. Destination 2010 is just a first point. The next point is to develop a plan for the next 10 years, to ask, "What kind of

campus do we want here?"

SSM: And what kind of campus is that?

AG: We are working to obtain input from the campus and the community on how do we develop the plan for the next 10 years and ultimately where do we want to go. There are many factors to consider, including the growth in the area, the economy, changing demographics, the fact that we have the State Capitol. How do we take all of those factors and variables into account and develop a plan that will take advantage of the changing landscape while maximizing what we do and how we do it?

SSM: How has Destination 2010 changed the campus climate?

AG: Most people have bought into Destination 2010. They see the changes that are happening on campus. I think when people come onto campus there is a "wow" factor, especially if

they haven't been here in 20 years. They say, "I don't remember the campus looking like this."

That is all well and good, but I think more importantly this represents that we are moving forward and providing the university community, our students, faculty and staff with state-of-the-art 21st Century technology and buildings and what they need to do their job. We still have a lot of work to do to improve our classrooms—we want them to be inviting and we want faculty to have a work environment that is superior.

SSM: What is next?

AG: Destination 2010 has been a good approach, but what are we going to call the next 10 years? Ten years in the life of a university is a blink of an eye. We have a spirit of hope, it is happening, it is moving. People are working together. The university has to be interdependent to be successful. I think to a large extent we are reaching that goal. 