Agenda

• Welcome & Introduction to Mission
  Blue Beyond Team – 15 minutes

• Mission Statement Breakouts
  Strategic Planning Committee – 45 minutes

• Report-Out
  Strategic Planning Committee – 45 minutes

• Poll and Next Steps
  Blue Beyond Team – 15 minutes
Introduction to Mission

Blue Beyond Consulting
SFSU Strategic Plan Elements

- **Mission** - The reason we exist. Serves as a guide for day-to-day operations and a foundation for decision making.

- **Vision** – What we are trying to achieve – our ambition 5+ years out. Serves as a unifying focal point.

- **Values** – The commitments that define our character. The principles that guide our shared mindsets, norms and behaviors in how we operate day to day.

- **Strategic Priorities** - Areas we believe contain the most important opportunities to enable us to realize our mission and achieve our vision.
Creating an Effective Mission

**Mission** - The reason we exist. Serves as a guide for day-to-day operations and a foundation for decision making.

**Elements of an Effective Mission**
- Clear, succinct, memorable
- Inspiring and motivating
- Defines what we want to be remembered for
- Brief (1-2 sentences)
Example Mission Statements

**Oxfam:** To create lasting solutions to poverty, hunger, and social injustice.

**NPR:** To work in partnership with member stations to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures.

**San Jose State University:** In collaboration with nearby industries and communities, SJSU faculty and staff are dedicated to achieving the university's mission as a responsive institution of the state of California: To enrich the lives of its students, to transmit knowledge to its students along with the necessary skills for applying it in the service of our society, and to expand the base of knowledge through research and scholarship.

**CSULB:** To enrich students' lives through globally informed, high impact educational experiences with superior teaching, research, creative activity, and action for the public good.

**Purchase College, SUNY:** Purchase College embraces its public mission by bringing together students in the liberal arts, sciences, and conservatory arts programs in a vibrant, creative community where in-depth knowledge grows from open-minded engagement, questioning boundaries, and inspiring possibility.

**University of Missouri at St. Louis:** We transform lives.
Current SFSU Mission

From the heart of a diverse community, San Francisco State University honors roots, stimulates intellectual and personal development, promotes equity, and inspires the courage to lead, create, and innovate.

SF State is a major public urban university, situated in one of the world’s great cities. Building on a century-long history of commitment to quality teaching and broad access to undergraduate and graduate education, the University offers comprehensive, rigorous, and integrated academic programs that require students to engage in open-minded inquiry and reflection. SF State encourages its students, faculty, and staff to engage fully with the community and develop and share knowledge.

Inspired by the diversity of our community that includes many first-generation college students, and the courage of an academic community that strives to break down traditional boundaries, SF State equips its students to meet the challenges of the 21st century. With the unwavering commitment to social justice that is central to the work of the University, SF State prepares its students to become productive, ethical, active citizens with a global perspective.
Purpose and Identity

Our purpose is to:

• Provide high-quality education that’s affordable and accessible to all
• Serve students from underrepresented communities, including first-generation students, and those from socioeconomically and disadvantaged backgrounds
• Offer a holistic educational experience that prepares students to be contributing members of the community and citizens of the world
• Equip students to address future global challenges including social, political and environmental issues
• Be a welcoming and inclusive community that celebrates all forms of diversity and where everyone belongs
• Prepare students to launch their careers through educational experiences, opportunities and support

We are/aspire to be known as/for:

• Graduating a diverse student body
• Excellent and unique academic offerings
• Helping students expand their own boundaries (both in terms of how they think and what they can achieve)
• Enabling upward social mobility among the local Bay Area community
• A nationwide thought leader
• Mission-oriented, with an unwavering commitment to equity and social justice
• Students that are courageous, resilient and vocal
• A key pipeline of equipped candidates for the local job market and problem solvers for the local community
Purpose and Identity

“We seek to educate and empower people to have a positive impact on the world around us”

“Our students leave with what they need to be competitive in whatever they want to do”

“We can be number one in San Francisco”

“We're ahead of the curve, thinking about the issues of the future”

“We're an affordable place to get a great education”

“We're delivering the most well-rounded education to a large and diverse number of people”

“Compared to other CSUs we are an activist school”

“We think about the whole person”

“Our students have a strong sense of social justice, and they take that with them”

“We act on our belief that everyone should be able to access and be successful at our University”

“We instill, advance and maintain a space for different kind of identities and cultures and economic groupings that the University serves”
Breakout Room Discussion

Discuss and note the following... (~10-15 mins)

• What do you like about the current mission? What still resonates?
• What do you not like about the current mission? What would you change?
• Is anything missing that would be important to call out that distinguishes SFSU?

Draft and prepare to share... (~30-35 mins)

• Draft a new mission statement, pulling through any key words or phrases that resonate from the existing one (we'll share these when we come back)
• Be prepared to speak to the following when you come back:
  • What words or phrases are most core to your group's mission statement?
  • Is there anything important that you feel you were unable to capture in your draft statement?
Breakout Instructions

• Make note of your breakout group number (e.g., Group 1)

• Click the link in the chat to access the Google slides

• Assign a notetaker to input feedback in the Google slides, typing only on your group’s designated slides

• Report findings to the full group once we return from breakouts
Report-Out
Report-Out
(7-8 minutes per group)

• Share your draft mission statement in the Zoom chat
• Share with the group:
  • What words or phrases are most core to your group’s mission statement?
  • Is there anything important that you feel you were unable to capture in your draft statement?
Next Steps
Next Steps

• At our next SPC meeting (April 8th)
  1. Review drafted Mission statements
  2. Revisit campus input related to Vision
  3. Draft campus Vision statements
### Strategic Plan Development Timeline

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<tr>
<th>Meeting</th>
<th>Objectives</th>
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<tr>
<td><strong>Working Session #1</strong>&lt;br&gt;March 11th – Completed</td>
<td>• Review campus input and themes to date&lt;br&gt;• Discuss plan development process and timeline</td>
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<tr>
<td><strong>Working Session #2</strong>&lt;br&gt;March 18th – Completed</td>
<td>• Review campus inputs related to Mission*&lt;br&gt;• Working session on Mission statements</td>
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<tr>
<td><strong>Working Session #3</strong>&lt;br&gt;April 8th</td>
<td>• Review draft Mission statements&lt;br&gt;• Review campus inputs related to Vision*&lt;br&gt;• Working session on Vision statements</td>
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<td><strong>Working Session #4</strong>&lt;br&gt;April 22nd</td>
<td>• Review draft Vision statements&lt;br&gt;• Review campus inputs on Values*&lt;br&gt;• Working session to narrow proposed set of Values</td>
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<td><strong>Working Session #5</strong>&lt;br&gt;May 6th</td>
<td>• Review campus inputs on Strategic Priorities*&lt;br&gt;• Working session to narrow Strategic Priorities&lt;br&gt;• Review campus survey outline</td>
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<td><strong>Working Session #6</strong>&lt;br&gt;May 20th</td>
<td>• Review campus survey feedback&lt;br&gt;• Finalize Mission and Vision statements&lt;br&gt;• Finalize Values statements&lt;br&gt;• Determine final set of 4-6 Strategic Priorities</td>
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* Including key takeaways from AMP, SMP, SEP