San Francisco State University
Strategic Planning Committee Meeting
May, 6th 2022
Agenda

- Welcome & Introduction to Strategic Priorities – 10 minutes
  - Definitions and Focus for Today
  - Strategic Priority “Topics” for discussion
- Breakout Exercise (Part 1) – 70 minutes
  - Development of Strategic Priority headlines and descriptions
  - Report Out
- Breakout Exercise (Part 2) – 35 minutes
  - Review 6 Strategic Priorities
  - Group Discussion
- What’s Next – 5 minutes
  - May 20th Meeting
✓ **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.
Definitions

**Strategic Priority Area/Pillars**
Broad thematic areas we believe contain the most important opportunities to move us toward our mission and vision.

**Goal**
A desired result or outcome; a milestone we can accomplish on the path toward achieving our vision.

**Metrics**
How we will measure the achievement of our goals and progress within each of our strategic priority areas.

**Initiatives**
Specific steps (e.g., projects, actions) we will take in order to achieve our goal(s).

Today we’ll focus on identifying and aligning on the **Strategy Priorities**. In the coming months there will be additional work to do to define the **Goals, Metrics and Initiatives** under each of these pillars.
Focus for Today’s Session

1. Determine the Strategic Priorities for SFSU, including:
   • Overarching headline for each strategic priority and
   • Description for the priority area

2. Determine if there are any priorities that:
   • Could be combined (to reduce total number)
   • Need to be added or still feel missing based on the data/input

3. Align on final set of Strategy Priorities
SFSU Proposed “Topics” for Strategic Priorities

Based on the inputs gathered from campus stakeholders, the following 6 “topic” areas emerged:

1. **Educational Equity & Student Success** - equitable student retention and graduation rates

2. **A Great Place to Work** – focus on faculty and staff

3. **The Inclusive University** – how we collaborate, communicate, and work together

4. **Relevant Education and Pathways to Careers** – readying students for the local and global job market

5. **Financial Sustainability** – aligning expenses and revenue

6. **Stewards of Place** – Bay area industries, community engagement and partnerships
Background Data Informing Strategy Priority “Topics”
Key Campus Input to inform Strategic Priorities

1. Input from key stakeholder interviews

2. Outputs from engagement sessions:
   - Highly interactive and collaborative workshops (5)
   - Focus groups around particular topics (14)

3. Surveys focused on student and overall campus perspectives:
   - Student Survey (Dec 2021)
   - Student Strategic Planning survey (March 2022)

A PDF document is included in the google folder with the synthesis of this data
Breakout Exercise

Blue Beyond Consulting
Breakout Room Exercise – 40 minutes

Drawing on the data/input gathered:

1. Determine what the overarching headline for your group's strategic priority should be
2. Develop a one sentence description for this priority
3. Only if you have time:
   - Think through any areas of opportunity or potential initiatives that would fall under this priority area
   - Consider...are there other strategic priority topics that are closely connected to (or overlap with) this priority?
Report Out/Discussion
Report-Out & Discussion (30 mins)

We’ll spend ~3-5 hearing from each group and discussing any feedback.

Share with the group:

1. Your draft **headline** and **description** for this strategic priority

2. If you had time to discuss, share:
   - Any **areas of opportunity** or **potential initiatives** that would fall under this priority area
   - Any **other priority topics** that are closely connected to (or overlap with) this priority?
Breakout Exercise

Blue Beyond Consulting
Breakout Room Exercise – 20 minutes

In your group:

• Take 5-7 mins to look back at 1) the data from campus engagement and 2) the proposed set of Strategic Priorities (in the google slides).

• Discuss the following, keeping in mind that our intent is to land on no more than 6 total Strategic Priorities:
  • Are there any priorities that could/should be combined?
  • Is there anything missing i.e. there is another strategic area that is more important to focus on for the next 5-10 years?

• Prepare to share any key take-aways with the broader group
Report Out/Discussion
Report-Out (15 mins)

Share with the group:

• General reflections or observations as you looked across the Strategic Priorities?
• Are there any priorities that could/should be combined?
• Is there anything missing (i.e., there is another strategic area that is more important to focus on for the next 5-10 years)?
Next Steps
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<th>Meeting</th>
<th>Objectives</th>
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<tr>
<td><strong>Working Session #1</strong></td>
<td>• Review campus input and themes to date</td>
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<td>• Discuss plan development process and timeline</td>
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<td>March 11&lt;sup&gt;th&lt;/sup&gt;</td>
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<td><strong>Working Session #2</strong></td>
<td>• Review campus inputs related to Mission*</td>
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<td>• Working session on Mission statements</td>
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<td>March 18&lt;sup&gt;th&lt;/sup&gt;</td>
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<td><strong>Working Session #3</strong></td>
<td>• Review draft Mission statements</td>
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<td>• Review campus inputs related to Vision*</td>
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<td>April 8&lt;sup&gt;th&lt;/sup&gt;</td>
<td>• Working session on Vision statements</td>
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<td><strong>Working Session #4</strong></td>
<td>• Review draft Vision statements</td>
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<td>• Review campus inputs on Values*</td>
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<td>April 22&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>• Working session to narrow proposed set of Values</td>
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<td><strong>Working Session #5</strong></td>
<td>• Review campus inputs on Strategic Priorities</td>
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<td>May 6&lt;sup&gt;th&lt;/sup&gt;</td>
<td>• Working session to narrow Strategic Priorities</td>
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<td><strong>Working Session #6</strong></td>
<td>• Review campus survey feedback</td>
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<td>May 20&lt;sup&gt;th&lt;/sup&gt;</td>
<td>• Finalize Mission and Vision statements</td>
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<td>• Finalize Values statements</td>
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<td>• Finalize Strategic Priorities</td>
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<td>* Including key takeaways from AMP, SMP, SEP</td>
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Next Steps

• At our **final** SPC meeting (May 20th)
  • Review campus survey feedback
  • Finalize Mission and Vision statements
  • Finalize Values statements
  • Finalize Strategic Priorities
Appendix