

CRAFTING OUR VISION: CSUCI for 2030+

MARCH 5, 2024



Channel Islands
CALIFORNIA STATE UNIVERSITY

Crafting Our Vision: CSUCI for 2030+

March 5, 2024

Webinar Purposes

- Share highlights of *State of the Sector* presentation (EAB, 3/01/2024)
- Communicate CSUCI's response to challenges in higher education
- Build toward a unified understanding of the President's vision for 2030+
- Show strategic planning arc: From Strategic Directions to CSUCI for 2030+
- Outline synchronous/asynchronous campus engagement opportunities,
March-April 2024



Agenda

- Takeaways: State of the Sector—Reckoning with Relevance
- CSUCI’s Response to Challenges in Higher Education
- President’s Select Committee
 - Purpose, members, and process
 - One Health Presentation—Crafting Our Vision
 - Four Strategies: Highlights for March 13 Campus Forum
- From [Strategic Directions](#) through 2024-25 to CSUCI for 2030+
- Additional campus engagement opportunities March-April



State of the Sector: Reckoning with Relevance

Takeaways EAB Presentation March 1, 2024

- Topics Addressed
 - Public perception of higher education value
 - Enrollment and demographics
 - Sustainable business models
 - Student readiness and well-being: Whole-person approach
 - Artificial intelligence
- Themes
 - Adaptability (e.g., ability to unlearn and relearn)
 - Sustainability and resilience
 - Communication and collaboration, cradle to career
 - Meshed with CSUCI for 2030+ two principles/lenses:
(1) Regional, outside-in perspective, and (2) “Servingness”

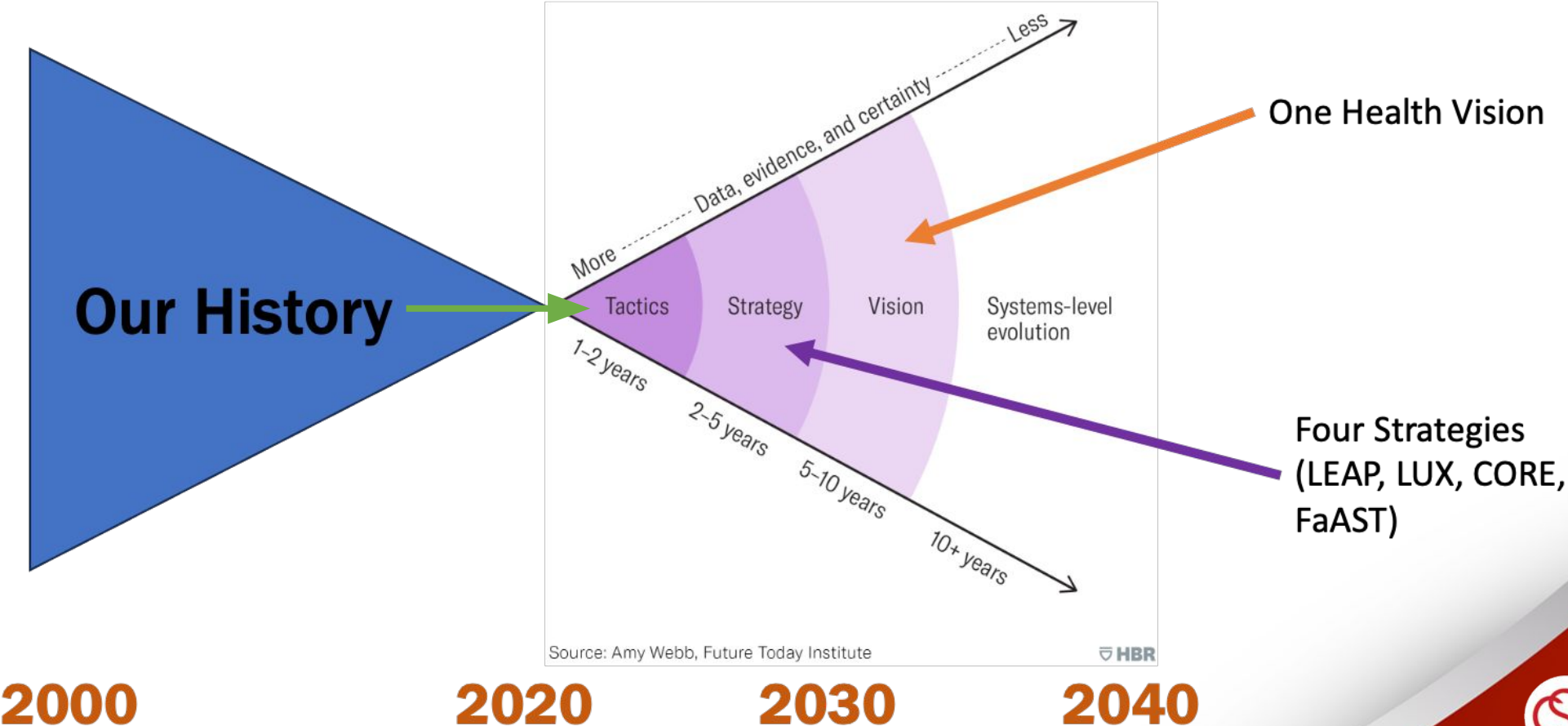


CSUCI's Response to Challenges in Higher Education

- Academic Master Plan
- Accreditation
- Enrollment Management and Admissions
- Inclusive Excellence Action Plan
- Integrated Marketing and Communication Plan
 - Brand marketing communication plan
 - Visual rebrand
 - Website redesign
- One Health / CSUCI for 2030+



Building on our strengths to prepare for an uncertain future



What is One Health for 2030+?

- An aspirational and strategic vision for our third decade and beyond
- A strategic approach to addressing short- and long-term challenges
- An amplification of CI's unique sense of place as a Central Coast university committed to the wellness of our region on many dimensions
- A new vision deeply rooted in CI's history—opportunity to honor our past while building the future
- A framework for building on strengths in providing liberal arts and experiential career preparation while more intentionally integrating regional and campus assets (i.e., places and partnerships)



Unique Sense of Place - Regional Assets

The Channel Islands protected by the Channel Islands National Park & Channel Islands Marine Sanctuary

Santa Monica Mountains that form the eastern border of campus

Port Hueneme as the only deep water port between San Diego and San Francisco

Naval Base Ventura County as a hub of Pacific Fleet operations and major employer

11th largest county in crop value

Biggest independent biotech firms in the world



Unique Sense of Place - Campus Assets

Ancestral lands of the Chumash - home to the Barbareño Ventureño Band of Mission Indians and the sacred hill of sat^hwiwa

Santa Rosa Island Research Station as one of only 11 universities with a field station in a National Park

Channel Islands Boating Center in Channel Islands Harbor

Future home for the Santa Barbara Zoo Conservation Center: First Zoo-Owned and Managed Facility on a University Campus

Engagement in Coastal Health & Ocean Affairs



CSUCI for 2030+

Defining One Health & Creating a Vision

Presentation by the Fall 2023 One Health working group:

Tiina Itkonen, Jeanette Monzon, Jenn Perry, Melissa Soenke



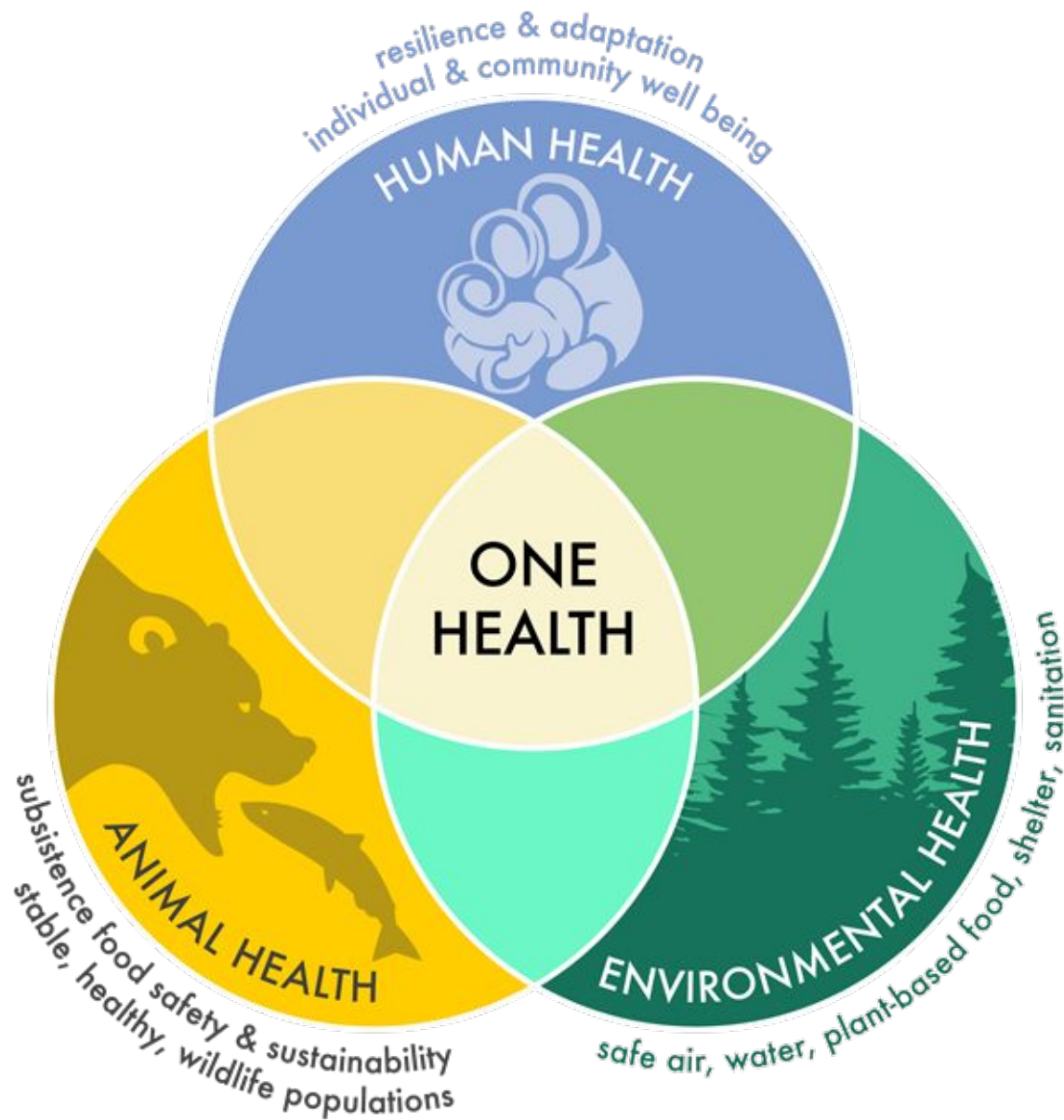
What is One Health?

What does it look like at CSUCI?

One Health acknowledges that:

- the health and well-being of all, including the environment and economy, is interconnected
- addressing current global issues requires a collaborative approach



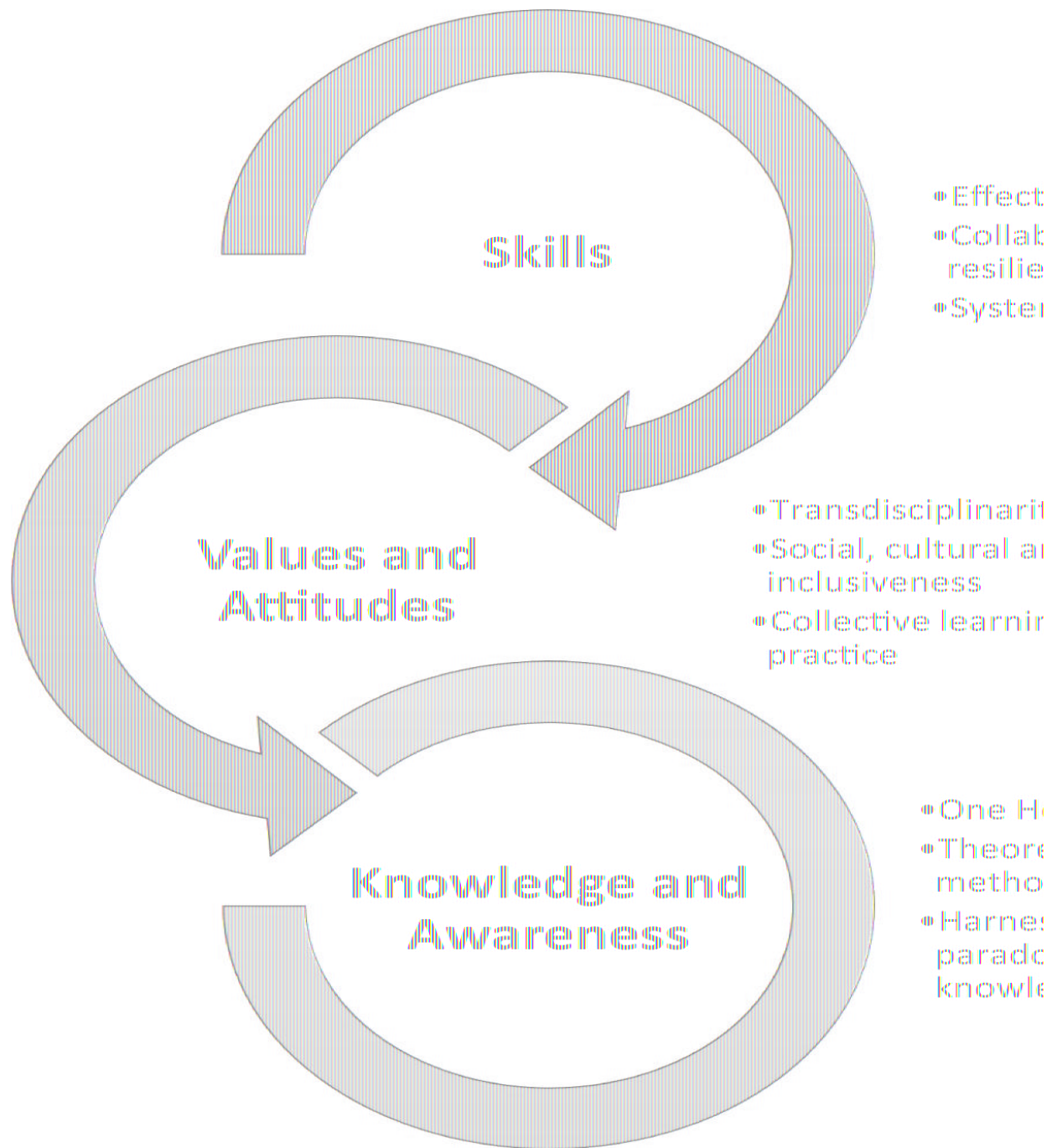


University of Alaska, Fairbanks

One Health Commission mission:
“to educate and create networks
to improve health and well-being
outcomes of humans, animals, and
plants and to promote
environmental resilience through
a collaborative, global One Health
approach.”



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One Health Core Competencies

Disciplinary-specific expertise plus transferable knowledge and skill sets for the 21st century



Commonalities Across Universities and Other Organizations That Have Adopted One Health:

- community engagement and collaboration
- interdisciplinarity
- experiential learning and career development
- benefits to humankind and environment regionally and globally

CSUCI's Mission Pillars are in One Health!





Channel Islands
Boating Center

One Health - Coastal Examples



Santa Rosa Island
Research Station



Annual sat^hwiwa Trail Restoration



Barbareño/Ventureño Band of Mission Indians, Santa Monica Mountains Trails Council,
President's Chumash Advisory Council, Center for Community Engagement,
First-Year, Living-Learning Communities

SANTA
BARBARA
ZOO



CSU
CHANNEL
ISLANDS

Shaping the future of conservation.



Conservation Center for threatened and endangered species:
will be first Zoo-accredited facility at an American public university



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One Health at CSUCI

Unifying and inclusive framework that:

- actively honors our past, incorporates current initiatives, and provides cohesive direction for a future that:
 - is grounded in regional and global relevance
 - promotes wellbeing, sustainability, and resilience of individuals, the institution, and communities



Next Steps

What we have done:

1. Begun discussion of vision and mission with strong examples from other campuses
2. Defined One Health in a way that communicates the concept in its full breadth and potential
3. Explored the One Health model in higher education with examples from other universities
4. Further considered the significance of places and place-based learning within our region

What still needs to be done:

1. Update CSUCI's **Vision** to 2030+
2. **Align** Mission to Vision to guide us into 2030+
3. **Map and align** programs (the “how”) and places to vision (and mission)
4. **Design the strategy** to implement mission (to reach vision) – implementation of “One Health”



Broader Campus Involvement

- Comprehensive and inclusive effort at updating our University Vision to create a unifying plan
- Revisit Mission to align to vision
- Consider what implementation of One Health entails for entire campus community
 - Responsibility/accountability from administrators, staff, and faculty at university, college/school, program, and individual course level
 - Experience of One Health from the student and community perspectives and involvement
- Plan for program alignment and assessment



Analysis of Our 2018-23 Strategic Initiatives Vision:

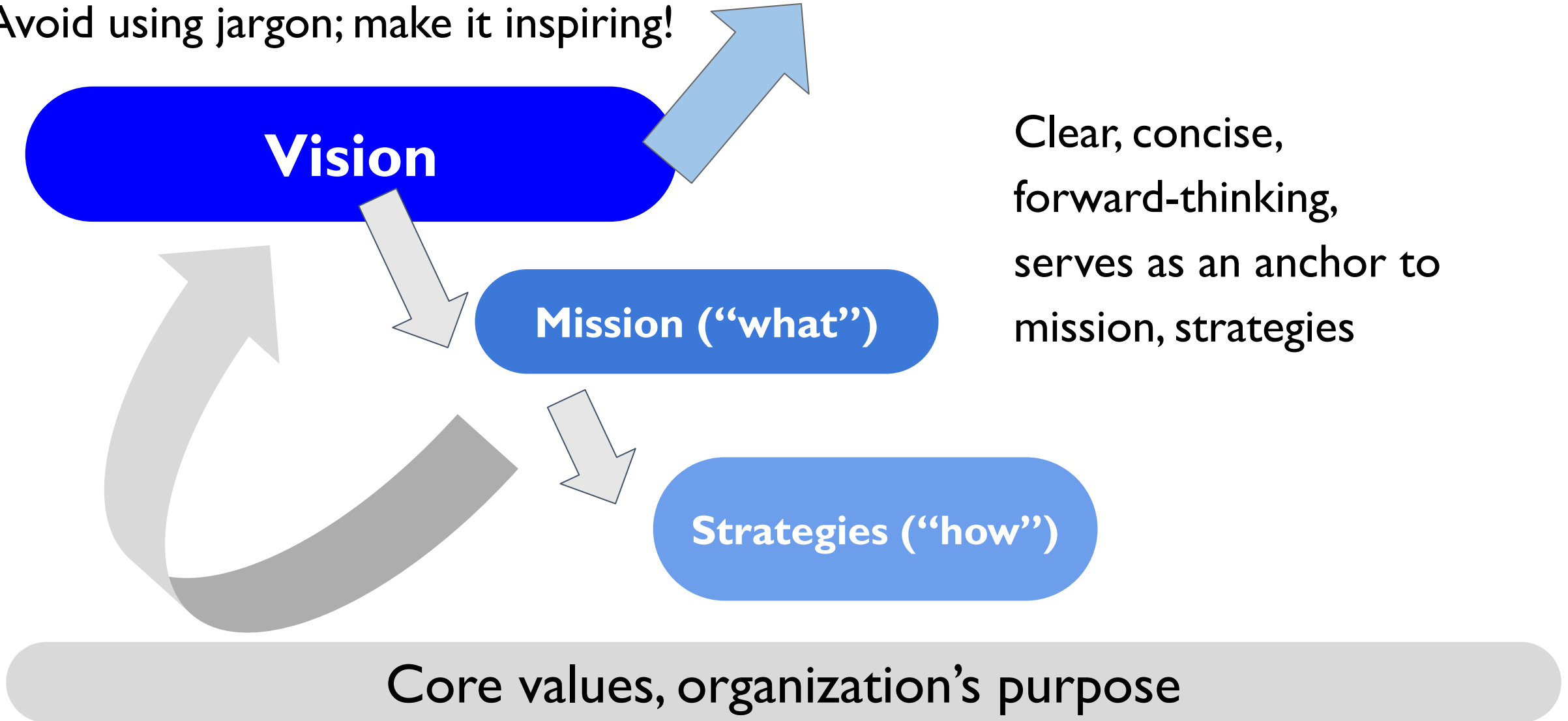
“California State University Channel Islands **aspires to be recognized** nationally as a leader in **providing** equitable, affordable, and transformative education that **enables social and economic mobility** for its diverse student population”

- How many of you knew this vision statement or had it placed in your unit’s documents?
- Not found on our website (one link broken)
- **It has been met!** (recognition has been achieved)
- “Aspires to be recognized...”
 - versus “**CSUCI’s vision is to lead...[toward some outcome and impact]**”
- Does not explicitly name **graduates or graduation**
- No connection to where **education leads—graduates’ community impact**



Vision: What will Our Envisioned Future Look Like?

Avoid using jargon; make it inspiring!



Clear, concise,
forward-thinking,
serves as an anchor to
mission, strategies

Core values, organization's purpose

Need Campus-Wide Involvement

- Revisit CSUCI vision: **Update, clarify**
 - What is our **succinct & inspirational direction** for the next decade?
 - **“The what”** (President Yao) and its broader **impact**

➤ **Need a Flight Plan!**



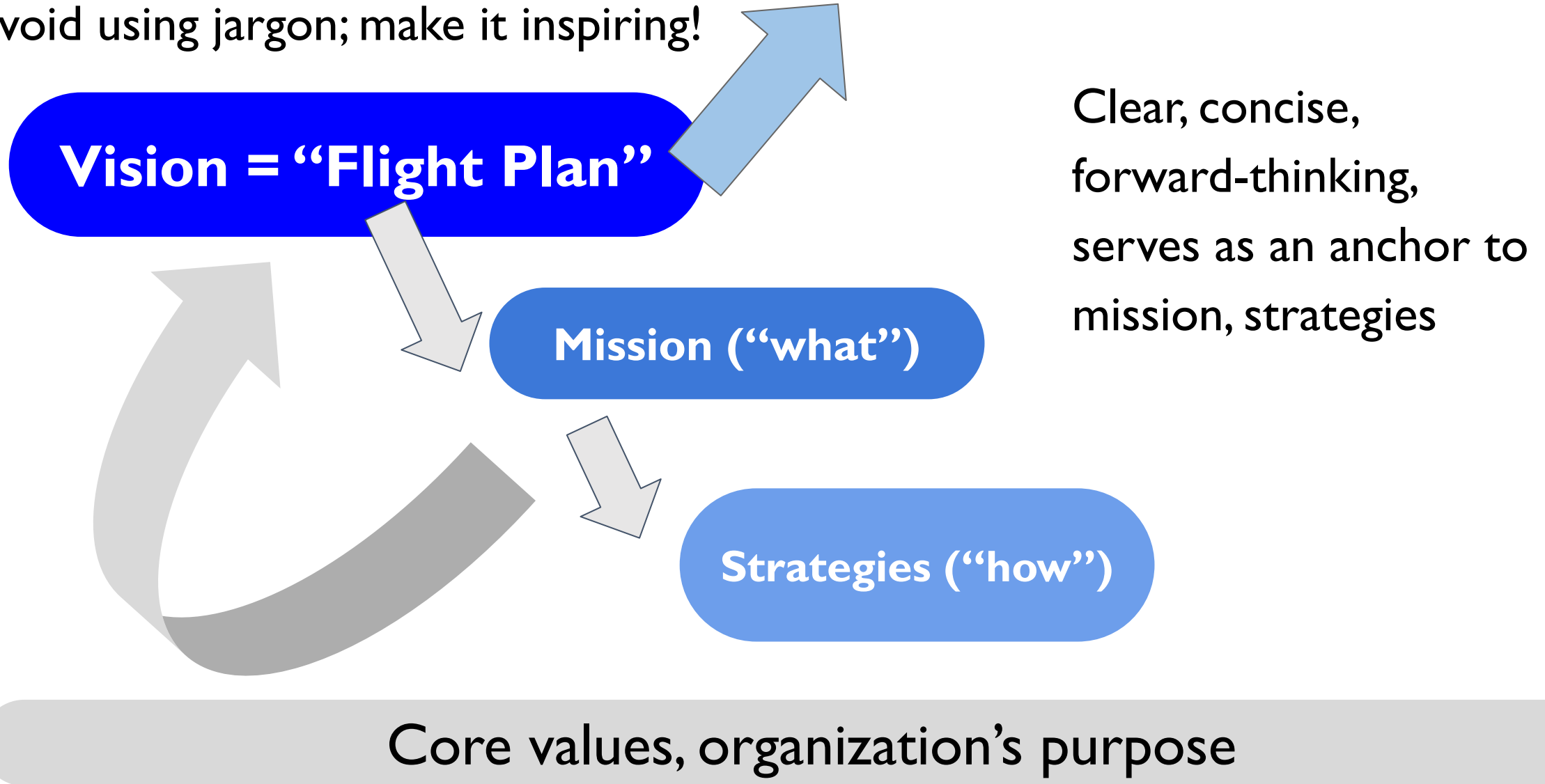
Samples

- “We prepare diverse, talented and ambitious students to learn, lead and embody excellence in truth and service.” (Howard U)
- “We envision a future where the diverse graduates of our programs grow and cultivate equity and justice for transformational impact in their practice and communities.” (CSUCI Educ Leadership & School Counseling Dept)
- “The University's vision is to educate and graduate the best-prepared, confident leaders for the state, national, and global community; to be a nexus for research and *creativity* that focuses on *vital issues of our time*; and to serve as a catalyst for the betterment of our society.” (UN Reno)
- “Cal Poly will be the nation's premier comprehensive polytechnic university, an innovative institution that develops and inspires whole-system thinkers to serve California and to help solve global challenges.” (SLO)



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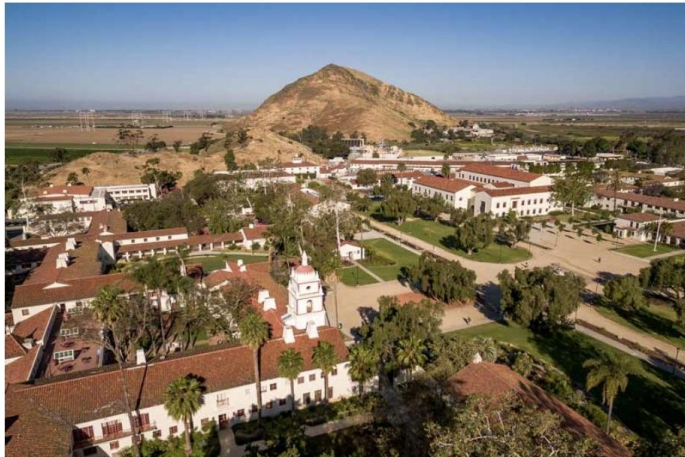
From Strategic Directions to Strategic Planning 2024-25



I: Academic & Campus Identity



II: Student Experience



III: Campus Culture



IV: Sustainability, Growth & Resources



Campus Forum

Grand Salon

March 6, 2024 – 10am-noon

Purpose: Begin the Visioning Work

- How can we translate One Health into an understandable, tangible, and actionable vision?
- How do the two lenses or underlying principles—of regional, outside-in perspective and servingness—inform our vision for 2030+?
- What will our vision statement be? (Brainstorm to seed add'l campus engagement activities)



Campus Forum

Grand Salon

March 13, 2024 – 9:00-11:00 am

Purpose: From Visioning to Strategizing

- Four strategies: LEAP, LUX, APEX or CORE, FaAST or EFFECTS or AFFECTS
 - See [President's Select Committee Report](#) for links to original concept notes and the President's Select Committee recommendations for each strategy
- Lay groundwork for strategic planning, 2024-25: CSUCI for 2030+



Campus Engagement Plan

March-April 2024

Synchronous engagement activities

- Webinar: March 5 Webinar
- Campus Forums: March 6 and March 13
- Student Forums: April, to be scheduled
- Hosted informal conversations: April, to be scheduled

Asynchronous engagement activities

- AI Chat Bot: March 25-indefinite
- Virtual gallery tours: April 2-19
- White paper: May





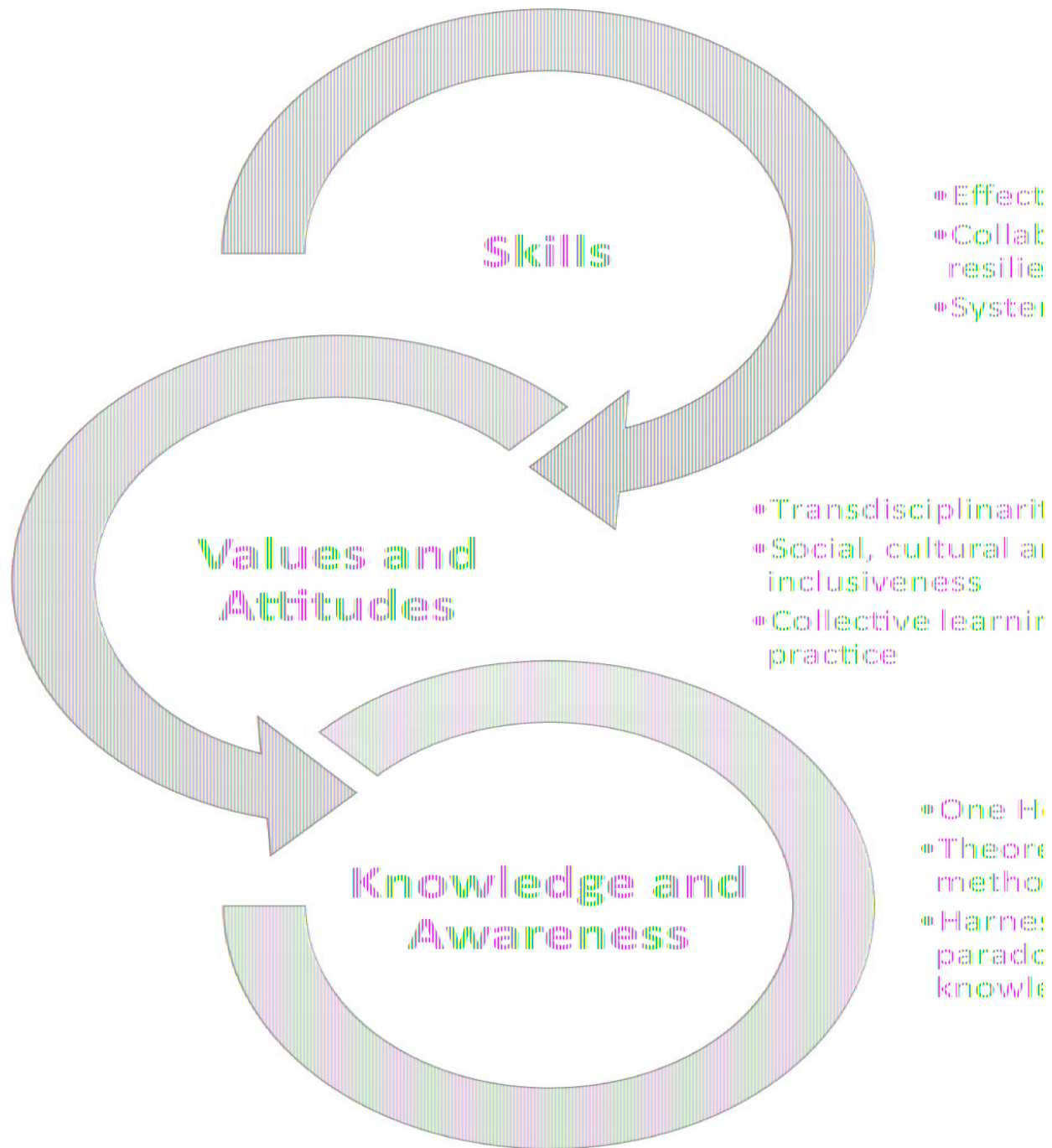


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