CRAFTING OUR VISION:
CSUCI for 2030+

MARCH 5, 2024
Crafting Our Vision: CSUCI for 2030+
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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

Our History

2000

2020

2030

2040

Source: Amy Webb, Future Today Institute

One Health Vision

Four Strategies (LEAP, LUX, CORE, FaAST)
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

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

Santa Monica Mountains that form the eastern border of campus

11th largest county in crop value

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

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'wiwa
- Future home for the Santa Barbara Zoo Conservation Center: First Zoo-Owned and Managed Facility on a University Campus
- Santa Rosa Island Research Station as one of only 11 universities with a field station in a National Park
- Engagement in Coastal Health & Ocean Affairs
- Channel Islands Boating Center in Channel Islands Harbor
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
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.”
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!
One Health - Coastal Examples

Channel Islands Boating Center

Santa Rosa Island Research Station
Annual sat\textsuperscript{h}wiwa 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
Conservation Center for threatened and endangered species:
will be first Zoo-accredited facility at an American public university
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!

Vision

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

Mission ("what")

Core values, organization's purpose

Strategies ("how")


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
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)
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+
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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