CRAFTING OUR VISION: CSUCI for 2030+

MARCH 6, 2024
Grand Salon  
March 6, 2024 – 10 am-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)
AGENDA

● Welcome: President Richard Yao
● Announcing:
  ○ Chumash Dictionary, hosted on Broome Library website
  ○ Linking Language to One Health
● Building on Strengths, Preparing for an Uncertain Future
● Understanding and Interrogating “One Health”
  ○ President Yao
  ○ President’s Select Committee One Health Working Group
  ○ Q&A
● Small group discussions / brainstorming
● Next steps and closure
Matthew Vestuto, Chair
Barbareño Ventureño Band of Mission Indians

mitsqanaqañ dictionary

An Example: Linkages with “One Health”
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 Western way of talking about an Indigenous worldview
- A strategic approach to addressing CI’s 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 – both in terms of partnerships and place-based opportunities
<table>
<thead>
<tr>
<th>The Channel Islands protected by the Channel Islands National Park &amp; Channel Islands Marine Sanctuary</th>
<th>Santa Monica Mountains that form the eastern border of campus</th>
<th>Port Hueneme as the only deep water port between San Diego and San Francisco</th>
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<tbody>
<tr>
<td>Naval Base Ventura County as a hub of Pacific Fleet operations and major employer</td>
<td>11th largest county in crop value</td>
<td>Biggest independent biotech firms in the world</td>
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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

Channel Islands Boating Center in Channel Islands Harbor

Engagement in Coastal Health & Ocean Affairs
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.”
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 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 wellness, sustainability, and resilience of individuals, the institution, and communities
Vision: What will Our Envisioned Future Look Like?

Avoid using jargon; make it inspiring!

Vision = “Flight Plan”

Mission (“what”)

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

Strategies (“how”)

Core values, organization’s purpose


Q&A

with President Yao, Chair Vestuto, and the One Health Working Group
Small Group Conversations

Brainstorming CSUCI’s Vision Statement for 2030+

- 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?

PADLET #1: Brainstorming values, purpose, and impact
PADLET #2: Brainstorming a vision statement for 2030+
OUR WORK TODAY IN CONTEXT

Our History

One Health Vision

Four Strategies (LEAP, LUX, CORE, FaAST)

Source: Amy Webb, Future Today Institute
Grand Salon
March 13, 2024 – 9:00-11:00 am

Purpose: From Visioning to Strategizing

- Four strategies: LEAP, LUX, APEX or CORE, FAST 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