

# CALIFORNIA STATE UNIVERSITY, CHICO STRATEGIC PLAN FOR THE FUTURE

## TODAY DECIDES TOMORROW

“Today Decides Tomorrow” reads the inscription above the doors of Kendall Hall at the CSU, Chico campus. It is the motto of a university that focuses on the future while carrying forward the best of its past.

In this extract from the booklet *Updating CSU, Chico’s Strategic Plan for the Future*, we share our vision of that future. We highlight the actions we propose to take today so that tomorrow we may find ourselves in that envisioned future. The Plan is a “work in progress” and represents one phase in our ongoing efforts to position CSU, Chico to meet changing and often elusive internal and external challenges.

We encourage employees to read and become familiar with the campus strategic plan. The plan can be found online at [http://www.csuchico.edu/prs/documents/pdf/strategicPlan5\\_06.pdf](http://www.csuchico.edu/prs/documents/pdf/strategicPlan5_06.pdf).

## OUR VISION

California State University, Chico sees its distinctive residential context as an opportunity to create an active, diverse, healthy, caring, innovative, and green learning and working environment. We aim to create a vital and collaborative living and learning experience for students, who will appreciate and embrace the local, regional, and global communities of which we are all a part. We have a well respected and dedicated faculty, a superior staff, and committed leadership together with cutting-edge learning and information resources. All of these assets are placed within a beautiful and engaging physical environment. We are a place devoted to the academy’s most fundamental tenets: reason, respect, civility, and community. We are a place where the passion of our commitments and clarity of our values find expression every day in the community of learning and serving we have fashioned.

As surely as we are a special place of people and ideas, as boldly as we are the “university of the North State,” we aspire to be the “university of choice” for all those who wish to share our vision and values.

## OUR MISSION

California State University, Chico is a comprehensive university principally serving Northern California, our state and nation through excellence in instruction, research, creative activity, and public service. The University is committed to assist students in their search for knowledge and understanding and to prepare them with the attitudes, skills, and habits of lifelong learning in order to assume responsibility in a democratic community and to be useful members of a global society.

# CALIFORNIA STATE UNIVERSITY, CHICO STRATEGIC PLAN FOR THE FUTURE-continued

## OUR PRIORITIES

- 1. Believing in the primacy of learning, we will continue to develop high-quality learning environments both inside and outside of the classroom.**

California State University, Chico, above all else, is a center for active and lifelong learning. Its heart and essence is the learning process: active collaboration among a community of diverse students, staff, and faculty that enables learning opportunities connecting classroom instruction, out-of-class experiences, and service. This collaboration results in discovering and rediscovering the joys of learning and enabling participants to become effective lifelong learners and engaged citizens.

- 2. Believing in the importance of faculty and staff, and their role in student success, we will continue to invest in faculty and staff development.**

California State University, Chico recognizes that scholarship, research, and creative activity are essential components of its mission. The University will invest in the currency and the continuing professional development of its faculty and staff as a vital means of strengthening the capacity and quality of its programs and the services that flow from them.

- 3. Believing in the wise use of new technologies in learning and teaching, we will continue to provide the technology, the related training, and the support needed to create high quality learning environments both inside and outside of the classroom.**

Information technology provides opportunities to revolutionize and improve the way we teach, learn, and conduct university business. We will continue our history of leadership in the effective use of academic technology by seizing those opportunities that enhance our core educational mission, including on-line learning. We will continue to distinguish ourselves by building an electronic learning community that links knowledge, curricula, students, faculty, and staff. We will be guided by the “Seven Principles for Effective Teaching,” as stated in our criteria for faculty retention, promotion, and tenure, and we will utilize instructional technologies that support these principles, where appropriate.

- 4. Believing in the value of service to others, we will continue to serve the educational, cultural, and economic needs of Northern California.**

California State University, Chico has articulated service as a fundamental tenet of its identity and strategic plan. We emphasize not only the obligation of service, but also the value of service to others in defining individual and institutional character. Embedding a regional orientation into our daily campus life and connecting our work to the needs and quality of a democratic society enacts a powerful affirmation: we are an American university and we are “the university of the North State.”

- 5. Believing that we are accountable to the people of the State of California, we will continue to diversify our sources of revenue and manage the resources entrusted to us.**

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We will build our resource base on a four-pillar platform of state support, fair student fees, private support, and effective and wise stewardship of all our resources. We will demonstrate the determination to allocate resources in terms of clearly articulated priorities and how those priorities contribute to making the University even more outstanding than it now is.

- 6. Believing that each generation owes something to those which follow, we will create environmentally literate citizens, who embrace sustainability as a way of living. We will be wise stewards of scarce resources and, in seeking to develop the whole person, be aware that our individual and collective actions have economic, social, and environmental consequences locally, regionally, and globally.**

A hallmark of Chico State is the beautiful and inviting physical environment of our campus. We will become an environmentally engaged university, seeking to elevate our collective consciousness about the environment, recognizing our responsibilities to steward the inherited and created assets of our region, while articulating these values for the wider audiences we reach. We will make Chico State the distinctive “green” campus in California and become a national leader in environmental education, science, and public policy analysis; the building of environmentally responsible facilities; and practicing sustainability principles.

### Developing a Sustainable Office Environment

There are many ways the employees of CSU, Chico can contribute towards our strategic priority of becoming a sustainable campus. A few ideas include:

- Set your computer to Stand By or Hibernate when not in use
- Recycle by using recycling containers available for your office
- Print and copy double sided
- Buy recycled products, such as printer and copier paper
- Avoid buying individual water bottles, use mugs or re-useable water containers to make your office bottle-free
- Visit the campus Transportation and Parking Services (TAPS) web site (<http://www.csuchico.edu/taps/>) and find out information about alternative transportation to campus – including riding the B-Line for free with your Wildcat ID card

For more information on sustainable practices, visit The Institute for Sustainable Development online at <http://www.csuchico.edu/sustainablefuture/>.