Components of Planning

• WASC Accreditation
  • Campus accreditation

• The Physical Master Plan
  • A plan for campus buildings and space

• The Strategic Plan
  • A plan for setting the direction of the university for the decade to come
Timeline

**Strategic Plan**
- **Discover**: SUMMER 2018
- **Engage**: FALL 2018
- **Draft**: SPRING 2019
- **Feedback**: SUMMER 2019
- **Finalize**: SUMMER 2019

**Master Plan**
- **Discover**: SUMMER 2018
- **Engage**: FALL 2018
- **Prototype & Refine**: SPRING 2019
- **Finalize**: SUMMER 2019

**WASC**
- **Inst. Report**: SUMMER 2018
- **Engage**: FALL 2018
- **Offsite Review**: SPRING 2019
- **Accreditation Visit**: SUMMER 2019
- **Commission Decision**: SUMMER 2019

2018 | 2019
Integrated Planning Lifecycle

Discover → Engage → Draft → Feedback → Finalize → Implement → Measure → Discover
FutureFest Facts
## FutureFest Engagements

### Physical Master Planning Sessions

<table>
<thead>
<tr>
<th>Dates</th>
<th>Session Type</th>
<th># of Sessions</th>
<th># of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/25, 9/26</td>
<td>Student Open House</td>
<td>2</td>
<td>67</td>
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<tr>
<td>9/25</td>
<td>Campus/Community Open House</td>
<td>2</td>
<td>96</td>
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<td><strong>Total</strong></td>
<td></td>
<td><strong>4</strong></td>
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### Strategic Planning Sessions

<table>
<thead>
<tr>
<th>Dates</th>
<th>Session Type</th>
<th>Sessions</th>
<th>In Person Participants</th>
<th>LiveStream Participants</th>
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<tr>
<td>10/2, 10/3, 10/4</td>
<td>Kick Off</td>
<td>3</td>
<td>106</td>
<td>113</td>
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<tr>
<td>10/2, 10/3</td>
<td>Broad Vision and Values</td>
<td>9</td>
<td>296</td>
<td>NA</td>
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<tr>
<td>10/3, 10/4</td>
<td>Priorities and Themes</td>
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<td>182</td>
<td>NA</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>18</strong></td>
<td><strong>584</strong></td>
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</table>

### Online Input

<table>
<thead>
<tr>
<th>Question</th>
<th>Responses</th>
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<tr>
<td>Strategic Planning Survey</td>
<td>1342</td>
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<tr>
<td>Master Plan Community Mapping</td>
<td>49</td>
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<tr>
<td>Master Plan Idea Wall</td>
<td>77</td>
</tr>
</tbody>
</table>
Strategic Planning Participants

- Students, 296
- Faculty, 77
- Staff/Admin, 190
- Community, 20

FutureFest: Innovating for Tomorrow
FutureFest Feedback
Strategic Planning Responses

- 7 Question areas
  - Values
  - Vision
  - Student Success
  - Diversity & Inclusion
  - Sustainability
  - Civic Engagement & Community
  - Campus Climate
- 218 sheets of responses
- 2,559 lines of transcribed responses
Emerging Themes

Values & Visioning
What are our primary values that make Chico State unique?

Values Question 1
157 Responses
What are our primary values that make Chico State unique?

Themes

- Caring Relationships
- Small-town College Experience
- Diversity & Inclusion
- Environment & Sustainability
- Beautiful Environment
- Student Support
- Community Service & Engagement
- Quality Learning Experiences
- Academic Quality
- Affordability
Caring Relationships

“Strong connections from small classes and personal attention.”

“Faculty/staff are committed to teaching and success of each student - provide personal, engaged experience.”

“Teachers care about their students and know their names.”
Small-town College Experience

“University reflects a town feeling, just like when you walk through the park everyone says hi.”

“Campus is centrally located in downtown.”

“Has a hometown/small town feel.”
“Environmental sustainability is important, look into solar.”

“Eco friendly green campus – strawless, creek, recycling, weekly cleanup events.”

Sustainability: “Leading in CSU system. AS Recycling/sustainability, integrated into coursework.”
What values should drive Chico State over the next 10 to 15 years?

Values Question 2

174 Responses
What values should drive Chico State over the next 10 to 15 years?
Diversity & Inclusion

“More diversity in faculty and staff.”

“Curriculum doesn’t reflect the diversity of the student body.”

“Value diversity and inclusion - to reflect the world around us & make students feel welcomed and valued.”
Quality Learning Experiences

“Teamwork, collaboration, hands-on experience and real world experience, teachers teach what they know from experience.”

“Hands-on experience. Projects with real companies - prepares for real work.”

“Modifications to teaching - based on best practice (active, motivating, promoting learning process), safe.”
Student Support

“Better communication about resources that are available.”

“Resources: Wildcat food pantry, B-Line, accessibility resource center.”

“Organizations that support diversity.”
What is the purpose of higher education?

Values Question 3
261 Responses
What is the purpose of higher education?

Themes

- Personal Growth
- Betterment of Society
- Expand Knowledge
- Career Preparation
- Diversity & Inclusion
- Exposure to New Ideas
- Opportunities
- Economic/Social Mobility
- Critical Thinking
- Engaged Citizen
Personal Growth

“To prove yourself, to set an example, be a ‘role model’.”

“Choosing to develop yourself and figuring out how to give back.”

“Discover skills you weren’t aware of, discover your passion.”
Betterment of Society

“Help drive change - industry and social change. Finding the problem you care most about.”

“Empowers you and provides options to contribute back to society in ways that you couldn't otherwise.”

“Promote the common good. Promote peace and well being.”
Expand Knowledge

“Open your mind to new innovations and alternative ideas.”

“Preparing Scholars - contributing to research.”

“To be more educated & get a better job (more opportunities, better future).”
Main Takeaways

• **Values that make Chico State Unique**
  • Caring relationships
  • Small-town college experience
  • Diversity and inclusion

• **Values that should drive Chico State**
  • Diversity and inclusion
  • Quality learning experiences
  • Student support

• **What is the purpose of higher education?**
  • Personal growth
  • Betterment of society
  • Expanding knowledge
Planning Next Steps
Ongoing: An Open Dialogue

https://www.csuchicomasterplan.com
Ongoing: Stakeholder Engagements

• Engaged conversations with specific groups
• “What are the challenges and priorities you see driving your area in the next 10 years, and what innovative things can we do to address them?”
Early December

• Full results of all FutureFest sessions
  • Vision
  • Student Success
  • Diversity & Inclusion
  • Sustainability
  • Civic Engagement & Community
  • Campus Climate

• Next Steps
Drafting the Strategic Plan & Master Plan Alternatives
Spring, 2019

Sharing the Draft Strategic Plan & Master Plan Alternatives - Getting Feedback
March, 2019

Open House Presentations to share Master Plan Alternatives.

What is an Alternative?

• An opportunity for brainstorming, a time to ask “What if?”
• A tool to encourage discussion and debate about the future physical composition and development of campus.
• A collection of ideas representing a ten-year view of campus.
Website

- www.csuchico.edu/planning

Planning at CSU, Chico

Chico State is planning for our future. As the University continues its mission to transform tomorrow’s leaders through excellence in instruction, research, creative activity, and public service, we are engaged in comprehensive planning to carry the University forward.

This site is a resource for our campus community, whose support and input are integral for the three planning processes:

- Strategic planning will help set the direction and character of the University for years to come.
- Master planning will give shape and form to the campus and its buildings as we grow and change over time.
- WASC accreditation reaffirms and reenergizes our commitment to educational and institutional effectiveness.