Memorandum

To: (see committee list)

From: James L.J. Houpis, Provost and Vice President, Academic Affairs
Brad Wells, Vice President of Administration & Finance, CFO

Date: August 31, 2012
Re: Planning for Distinction: Program Prioritization
   Instructional Program Task Group Invitation

Last month President Morishita wrote to the campus community to introduce the plan to engage a comprehensive review of all campus programs and activities during this coming academic year, which we are calling Planning for Distinction: Program Prioritization. The objective of this planning effort is to find the proper balance of programs that allow us to maintain the hallmarks of quality at CSU East Bay and pursue those initiatives we believe are most essential to the campus mission and strategic commitments, and our institutional learning outcomes.

We would like to invite you to join the Instructional Program Task Group. Several people suggested that you would be a valuable contributor to this process. The Instructional Program Task Group will be responsible for:

• developing program definitions, criteria, and the weighting used to evaluate instructional programs;
• collecting data required to complete program evaluation templates;
• soliciting program data from campus departments;
• reviewing program templates based on the criteria and weights provided by the task group; and
• formulating recommendations for consideration by the steering committee regarding which programs merit additional investment, which should be sustained at their present level, and which are less central to the university mission and/or would benefit from consolidation.

Dean Kathleen Rountree and Dean Michael Leung will convene the first meeting of the Instructional Program Task Group.
There is a companion group on the administrative side that will prioritize support programs, the Support Program Task Group. Your report will be submitted to an oversight group, the Prioritization Steering Committee. This group will in turn submit its recommendations to the executive sponsors, Provost Houpis and Chief Financial Officer Wells. For faculty members release time for two courses during the upcoming academic year will be provided. Granting of the release time should be coordinated with your Dean.

This review process will follow, in general, the work of Robert Dickeson outlined in his book "Prioritizing Academic Programs and Services", revised and updated in 2010. Assuming your positive acceptance of this invitation, a copy of the book will be provided to you shortly. The consulting firm, Academic Impressions, has been retained to advise and assist CSU East Bay; however, the real work of the prioritization process is conducted solely by the campus community. Academic Impressions will hold on-campus workshops to acquaint you with the process in October.

Starting with each individual program, our objective as a campus community is to conduct a comprehensive and simultaneous review of all academic and nonacademic programs using criteria we will develop together, and then measuring, analyzing and prioritizing those programs. Planning for Distinction: Program Prioritization will drive our resource allocation decisions in the future by ensuring we are putting sufficient resources into our highest priority programs and maintaining steady funding for programs that remain central to our mission. Any changes to academic programs that might be recommended as a result of this process will be referred to the Academic Senate in accord with that body's bylaws.

A schedule for our efforts this year is attached and while we recognize it is aggressive, we believe it is critical to conclude in expectation of implementation during the 2013-14 academic year.

Your response to this invitation is requested by September 12, 2012. Questions about the review process may be directed to Lori Erdman, Special Projects Director, at lori.erdman@csueastbay.edu or x5-3938.

We look forward to working with you on this critically important endeavor for the CSU East Bay community.

JH:BW:lje

Attachment

c: President Leroy Morishita
   Vice President Linda Dalton
   Interim Vice President Anne Harris
   Chief of Staff Dianne Rush Woods