Facilitate process that builds from areas of strength, promise and opportunity to create a Future Directions Plan that will guide the future of Cal State East Bay for the next five years.
CHARACTERISTICS OF SUCCESSFUL PLANNING AND IMPLEMENTATION

• VISION AND MISSION DRIVEN
• POSITIVE AND OPTIMISTIC
• BUILDS ON PAST
• DEVELOPED BY CAMPUS
• OPEN AND COLLABORATIVE
• FOCUSED AND IMPLEMENTABLE
• CONVERSATIONAL
• CREATIVE
• REALISTIC
• MEASURABLE

Future Directions Committee
ELEMENTS OF A FUTURE DIRECTIONS PLAN

What are the fundamental beliefs?
Looking into a crystal ball,
What is our ideal future?
Who are we?
What do we do?
Whom do we serve?

How are we different?
What do we have to do
to achieve Mission
and move forward?
How will we know when
we have arrived?

Desired Outcomes
What are we going to do
to achieve our Desired
Outcomes?

Why? What? Examples

Future Directions Committee
STRATEGIC POSITION:

THE LOCATION OF CSU EAST BAY RELATIVE TO OTHERS IN ITS COMPETITIVE SPACE.

▪ IT’S CONSISTENT IMAGE OR “BRAND”
  ▪ INTERNALLY
  ▪ EXTERNALLY
    - TO COMMUNITY, REGION, STATE, WORLD
    - PROSPECTIVE STUDENTS, FACULTY, STAFF
    - LARGER HIGHER EDUCATION COMMUNITY

▪ THE KEY: HOW ARE WE DIFFERENT?

Future Directions Committee
STEPS AND TIMELINE

1. PREPARATION
   “GETTING STARTED”
   AUGUST 2021

2. TOWN HALL
   “BRINGING EVERYONE ON BOARD”
   SEPTEMBER 2021

3. RESEARCH
   “DISCOVERING THE DOTS”
   AUGUST/SEPT. 2021

4. CORE VALUES, VISION, MISSION,
   GOALS, STRATEGIC POSITION
   “CONNECTING THE DOTS”
   SEPT./OCT. 2021

5. DESIRED OUTCOMES
   “ESTABLISHING THE TARGETS”
   NOV. 2021/JAN. 2022

6. STRATEGIES
   “CHARTING THE COURSE”
   JAN./FEB. 2022

7. REVIEW/COMPLETE PLAN
   “BEGINNING THE JOURNEY”
   MARCH 2022

Future Directions Committee
STEP 1 (AUG./SEPT. 2021)

**Preparation – “Getting Started”**

**Develop and Refine Process**
- Meet with Key Individuals and Groups
- Create Subcommittees (as necessary)
- Develop Guiding Statements
- Conduct Research

**Review Documents**

**Create Communication plan**
- Internally
- Externally

Future Directions Committee
Initial Meetings:

- Town Hall
- Small Group Discussions

Future Directions Committee
STEP 3 (AUG./SEPT. 2021)

Research: “Discovering the Dots”

Facilitator creates a worksheet and helps formulate the key questions and research design.
FDC Will Refine Core Values, Vision, Mission, and Identify Potential Strategic Goals

- Core Values, Vision, Mission
- Strengths
- Needs/Opportunities
- Major Forces
- Planning Assumptions
- Top Strategic Priorities/Goals
SECOND TOWN HALL (OCTOBER 2021)

Feedback from University Community

ON

Core Values, Vision; Mission; Strengths; Needs; Major Forces; Planning Assumptions; Strategic Priorities/Goals

Future Directions Committee
1. FDC refines values, mission, vision, strengths and needs, planning assumptions, strategic priorities/goals

2. FDC creates a cross-departmental Working Group for each Strategic Priority/Goal
Formulate Desired Outcomes – “Charting the Course”

- Working Groups identify the Desired Outcomes, for example:
  - Increase headcount by 2,000 students
  - Increase first-year retention to 75 percent
THIRD TOWN HALL (NOVEMBER 2021)

- Feedback on Desired Outcomes
- Begin Strategy Development
STEP 6  (JANUARY/FEBRUARY, 2022)

Determine the Strategies

• Task forces to select one-three strategies that are most important to achieve desired outcomes
• The strategies selected will be:
  • Organized around goals
  • Work across organizational and campus lines
  • Emphasis on “big ideas”
  • Strategies are elaborated expressions of an idea
    • Intro and Background
    • Basic Elements and Description
    • Models

Future Directions Committee
STEP 6 Cont. (February, 2022)

Fourth Town Hall to share Strategies
REVIEWS BY APPROPRIATE INDIVIDUALS AND GROUPS (E.G.):

- FACULTY SENATE
- PRESIDENT
STEP 7 (APRIL 2022)

Review, Announce, Celebrate—“Beginning the Journey”

- FDC Completes Plan
  - Proofread
  - Name
  - Posts on-line
  - Summary suitable for PR/Fundraising
  - Powerpoint Presentation

- PR/Marketing Office Develops Communications Plan
CELEBRATION!