

**Strategic Planning Steering Committee- Action Items**  
**2017 June 19, Monday 10:00 – 11:00am**  
**Building ADM 167 (Provost's Conference Room)**

Topics:

Marketing, Framing, & Branding (Barry, Kathy & Jaye)

- Barry's office (Strategic Communications & Public Affairs) will be overseeing everything when it comes to logo and branding. The idea is to have a logo or catch phrase by September for the fall kickoff event.
- *Action item: Will bring, with student marketing team, ideas for visual identity and marketing to July 24<sup>th</sup> meeting. If you have ideas, send to Cami by July 7.*

Online Presence (Sandy & Nicole)

- *Action item: Website available for review for the meeting on July 24<sup>th</sup>.*

In-Person Forum (Walt, Francisco & Gary)

- Handout was presented on all of the possible questions to be asked at the forums broken down by each group attending these.
- Suggested that we get the adjoining rooms that are reserved in the student union in case we do have a big turnout. Melanie was able to get all of those reserved.
- For each table of 8 it was suggested that there be a note taker as well as facilitator to help move through the questions effectively. A great solution to this would be have a committee member be a facilitator at each table and see about getting students to do the note taking.
- *Action item: Bring finalized schedule and format for meetings 7/24 meeting.*

Alternative Engagement Methods (Reggie, Gwen, Robb, Stef & Marcia)

- Discussed various forms of outreach, including invitations and asking people to RSVP, etc.
- *Action item: Find ways to reach out to specific groups on campus and get them involved. For instance, disability groups, veteran's groups, etc. Will discuss at 7/24 meeting.*

Existing resources (data, reports, articles) that can be provided to task forces (Scott & Lynne)

- Starting to collect data now. They will have a draft report with linkk tM have the final report ready by the beginning of  
○ *Action item: Have the draft report ready to sh*

## In Person Forums

### (1) Junior Faculty (Assistant Professors)

1. Looking to the years ahead, as if peering into a crystal ball, what are 3-5 key words and phrases that best characterize the ideal future of San Jose State? “San Jose State is....”
2. You are talking with the top candidate for a tenure track position. What would you say to entice that person to come to San Jose State? What do you wish you could say the University had or could offer but cannot? Would your answers change if the position was for a tenured position?
3. You are talking to a small group of high school students considering where to go to college. What would you say to them about coming to San Jose State -- particularly the things that they will get that are truly different from other institutions? What do you wish you could say but cannot?
4. You have the opportunity to talk with a donor considering a large unrestricted gift to the University. What ideas (programs, research projects, special initiatives) would you pitch that would build from areas of strength and promise that would be extraordinarily exciting to work on and would better serve students and community?
5. What are the traditions and places that tie us together and are uniformly held dear?
6. What forces or issues – global and local – will affect the future of the institution?
7. Thinking about the previous six questions, are there any where others would have significantly different answers than you?

### (2) Senior Faculty (Associate and Full Professors)

1. Looking to the years ahead, as if peering into a crystal ball, what are 3-5 key words and phrases that best characterize the ideal future of San Jose State? “San Jose State is....”
2. You are talking with the top candidate for a tenured faculty position. What would you say to entice that person to come to San Jose State? What do you wish you could say the University had or could offer but cannot? Would your answers change if the position was for a tenure track position?
3. You are talking to a small group of high school students considering where to go to college. What would you say to them about coming to San Jose State -- particularly the things that they will get that are truly different from other institutions? What do you wish you could say but cannot?
4. You have the opportunity to talk with a donor considering a large unrestricted gift to the University. What ideas (programs, research projects, special initiatives) would you pitch that would build from areas of strength and promise that would be extraordinarily exciting to work on and would better serve students and community?
5. What are the traditions and places that tie us together and are uniformly held dear?
6. What forces or issues – global and local – will affect the future of the institution?
7. Thinking about the previous six questions, are there any where others would have significantly different answers than you?

### (3) Lecturers

1. Looking to the years ahead, as if peering into a crystal ball, what are 3-5 key words and phrases that best characterize the ideal future of San Jose State? “San Jose State is....”
2. You are talking with someone who is considering a Lecturer appointment at SJSU. What would you say to entice that person to come to San Jose State? What do you wish you could say the University had or could offer but cannot?



7. Thinking about the previous six questions, are there any where others would have significantly different answers than you?

(6) Students

1. Looking to the years ahead, as if peering into a crystal ball, what are 3-5 key words and phrases that best characterize the ideal future of San Jose State? "San Jose State is...."
2. You are talking to a small group of high school students considering where to go to college. What would you say to them about coming to San Jose State -- particularly the things that they will get that are truly different from other institutions? What do you wish you could say but cannot?
3. You are talking with someone who wants to work at SJSU as a professor. What would you say to entice that person to come to San Jose State? What do you wish you could say the University had or could offer but cannot?
4. You have the opportunity to talk with a donor considering a large unrestricted gift to the University. What ideas (programs, research projects, special initiatives) would you pitch that would build from areas of strength and promise that would be extraordinarily exciting to work on and would better serve students and community?
5. What are the traditions and places that tie us together and are uniformly held dear?
6. What forces or issues – global and local – will affect the future of the institution?
7. Thinking about the previous six questions, are there any where others would have significantly different answers than you?

(7) MPP Administrators (Vice Presidents, Associate Vice Presidents [AVPs], Deans, and Associate Deans)

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