SONOMA STATE UNIVERSITY STRATEGIC PLANNING 2017-18
REPORTING TEMPLATE
ROUTING: EACH SCHOOL AND UNIT WILL HAVE ITS OWN PROCESS, AFTER WHICH ONE DIVISION-WIDE DOCUMENT WILL BE CREATED FOR EACH DIVISION. FINAL DOCUMENTS FROM EACH DIVISION TO BE SUBMITTED TO strategic@sonoma.edu BY MARCH 1, 2018.

Contact person: Patti Hiramoto

Department/unit: University Advancement

Division: ☐ Academic Affairs
☐ Administration and Finance
☐ Advancement
☐ Green Music Center
☐ Student Affairs

In each section, please list the most-supported or frequently mentioned ideas first, followed by a section on “other ideas.”

1. ASSESSMENT: What do we do well at SSU? What makes us proud?

Frequently mentioned/supported ideas:
- SSU is unique: GMC, facilities, WBI, preserves, campus housing
- Support services for students: co-curricular, professor availability, size of campus/classes
- Less siloed in last few years
- Good at working with limited resources (efficient)
- Dedicated staff and faculty (hire our own alumni)
- Thought leader in the wine industry

Other ideas (either less frequently mentioned or less robustly supported):
- Presidential change
- Safe campus environment and location
- Caring community (response to fire, Lobos Pantry, )
- Student athletes excellent ambassadors and excelling academically
- Student outreach and accessibility
- Prep for post-graduation starts early (internships)
- Staff appreciation day/wellness programs/brown bags with Deans
2. IMPROVEMENT: What can we do better at SSU?

*Please note with an * the ideas to which your group assigned an asterisk (indicating that the unit/department could help to make improvement in this area)

Frequently mentioned/supported ideas:

*Branding: What is our niche? Need to capitalize on our strengths; what is the value added of a 4-year degree?
*Need to invest in stronger communication & advancement team (e.g., marketing resources)
*Stronger Recruitment efforts
*Communication plan (external and internal)
*Increase diversity on campus
- Develop interpersonal relationships for faculty and staff (everyone is too busy to build rapport); build stronger culture on campus, less bureaucratic
- Strengthen community outreach and outreach programs
- Woefully lacking in resources: money, time, positions
- Team building across divisions (mixing of groups)

Other ideas (either less frequently mentioned or less robustly supported):

- Stronger bridges and coordination with junior colleges and 6 county area
- More interaction with GMC
- Alumni mentoring
- Highlight strong and innovative programs we already have
3. **INNOVATION**: What do we want to do at SSU that we don’t do now to make the university better?

Frequently mentioned/supported ideas:

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<th>Idea</th>
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<tr>
<td>Branding and messaging: unifying university under one brand</td>
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<td>Community outreach/communication—greater presence in region and beyond (e.g., open houses, career fairs, alumni engagement, internships; become an active partner with local schools)</td>
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<td>Invest in marketing (successful models on campus have paid for marketing)</td>
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<td>Streamline processes—get rid of roadblocks (e.g., too many signatures, rules) to become more efficient</td>
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<td>Develop a telecommuting policy (e.g., save space, money, sustainability, work-life balance)</td>
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Other ideas (either less frequently mentioned or less robustly supported):

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<tr>
<td>Need more resources (e.g., IT support, events to bring student together)</td>
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<td>Allow staff to give meaningful input to streamline processes</td>
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<td>Partnerships with other areas in CA for business internships and alums (e.g., southern CA)</td>
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<td>Track alumni—engage them to mentor and bring in internships</td>
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4. ADAPTING AND CHANGING: What might we stop doing or do differently to change, innovate and improve at SSU?

*Please note with an * the ideas to which your group assigned an asterisk (indicating that the unit/department could help to make improvement in this area)*

Frequently mentioned/supported ideas:

- Streamline cumbersome processes for efficiency
- Branding—Who Are We? Build Pride=school spirit=traditional college town feel
- Community engagement—need stronger presence, accessibility, and bridge to junior colleges in region and 6 counties
- Alumni relations: engage in all events across campus; connect with students
- Communication plan: internal and external
- Create culture and space to celebrate innovations and academic programs (need communication and resources) (e.g., open house, showcase, mini conference)
- Identify change makers for marketing purposes—how to convey the really exciting things going on (Connection between faculty/faculty and faculty/staff)
- Improve communication within division (sharing workloads and highlights)
- Prioritize investing in Advancement: donor relations, alumni, communications
  - Culture of continuous improvement: empower staff to make improvements; encourage failure to people can take risks
  - Telecommuting policy, flexibility in hiring practices (competitive wages)

Other ideas (either less frequently mentioned or less robustly supported):

- More engagement with other divisions on campus
- Collaboration
- Transparency