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BUILDING OUR FUTURE @ SSU

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

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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:

-Branding and messaging: unifying university under one brand
-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
-Invest in marketing (successful models on campus have paid for marketing)
-Streamline processes—get rid of roadblocks (e.g., too many signatures, rules) to become more efficient
-Develop a telecommuting policy (e.g., save space, money, sustainability, work-life balance)

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

-Need more resources (e.g., IT support, events to bring student together)
-Allow staff to give meaningful input to streamline processes
-Partnerships with other areas in CA for business internships and alums (e.g., southern CA)
-Track alumni –engage them to mentor and bring in internships

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