

University Strategic Plan 2nd Town Hall Poll Results
September 22, 2014

Who are you?

Answers	Responses	Percent
Faculty	22	14.5%
Staff	86	56.6%
Administrator	34	22.4%
Student	10	6.6%
Other	0	0.0%
Total	Voting:152	(219 RSVPs)

GOAL I

While honoring CSUDH's historic roots, continue to support, enhance and develop academic programs that culminate in globally relevant degrees, by becoming an innovative, high-touch, high quality comprehensive urban university serving the South Bay region and beyond.

OBJECTIVE 1.A. - Increase the "tenure density"¹ or overall percentage of excellent, highly qualified tenured and tenure-track faculty on campus from 41.9% (2013) to make continued progress towards a campus goal of 60%.

Answers	Responses	Percent
3 = highest priority	109	65.7%
2 = medium priority	40	24.1%
1 = lower priority	17	10.2%
Total	166	

OBJECTIVE 1.B. - Enhance three existing academic programs and create three new high quality or accredited programs, certificates and/or centers or institutes that are responsive to student interest, regional workforce trends and needs.

Answers	Responses	Percent
3 = highest priority	74	50.0%
2 = medium priority	68	45.9%
1 = lower priority	6	4.1%
Total	148	

OBJECTIVE 1.C. - Implement and expand the University's internationalization efforts by increasing to 300 the number of international students (Fall 2014 baseline international students=88), and increasing by 30% domestic students and faculty who engage in an international experience (fall 2013 baseline data).

Answers	Responses	Percent
3 = highest priority	33	21.9%
2 = medium priority	45	29.8%
1 = lower priority	73	48.3%
Total	151	

GOAL II

Promote student graduation and success through effective recruitment, transition, and retention of our diverse student population.

OBJECTIVE 2.A. - Increase the federally-defined freshmen graduation rate (6-year, full-time first year freshmen) for undergraduate students at CSUDH (2007 cohort=27.6%) to 60% in six years; increase our 3-year transfer graduation rates (2010 cohort=71.5%) by 10% in six years; and reduce by 50% our minority achievement gap (9.7% difference fall 2012).

Answers	Responses	Percent
3 = highest priority	117	76.0%
2 = medium priority	28	18.2%
1 = lower priority	9	5.8%
Total	154	

OBJECTIVE 2.B. - Provide every student with the opportunity to participate in at least 2 innovative high impact practices or HIPs before graduation (see HIP list on bottom of p.3).

Answers	Responses	Percent
3 = highest priority	76	53.5%
2 = medium priority	52	36.6%
1 = lower priority	14	9.9%
Total	142	

OBJECTIVE 2.C. - Increase by 10% student job placement success within a year of graduation.

Answers	Responses	Percent
3 = highest priority	39	27.3%
2 = medium priority	47	32.9%
1 = lower priority	57	39.9%
Total	143	

GOAL III:

Expand and support the use of effective, innovative teaching and learning environments and pedagogies for students both in and out of the classroom.

OBJECTIVE 3.A. - Renovate and/or create at least 20 innovative, engaging campus learning spaces, including classrooms, labs, studios and other gathering spaces that support student success.

Answers	Responses	Percent
3 = highest priority	83	60.6%
2 = medium priority	43	31.4%
1 = lower priority	11	8.0%
Total	137	

OBJECTIVE 3.B. - Increase and assess opportunities for students to engage in an array of effective co-curricular activities and programs that engage 20% students (2,934 students, fall 2013 baseline).

Answers	Responses	Percent
3 = highest priority	40	28.2%
2 = medium priority	65	45.8%
1 = lower priority	37	26.1%
Total	142	

OBJECTIVE 3.C. - Enhance and assess the effective use of relevant instructional technologies and pedagogies, such that half of the faculty have used or piloted new technologies or pedagogies in order to improve student learning, engagement and success (about 374 faculty, fall 2013 baseline).

Answers	Responses	Percent
3 = highest priority	61	41.2%
2 = medium priority	52	35.1%
1 = lower priority	35	23.6%
Total	148	

GOAL IV

Ensure, stabilize and grow the university's fiscal resources by diversifying and increasing revenue sources.

OBJECTIVE 4.A. - Increase revenue from public and private donations, grants, contracts, gifts, partnerships and sponsorships to the University by 15% and create 4 new and innovative self-support programs (credit, non-credit, certificate or other).

Answers	Responses	Percent
3 = highest priority	126	77.3%
2 = medium priority	26	16.0%
1 = lower priority	11	6.7%
Total	163	

GOAL V

Achieve operational and administrative excellence, efficiency and effectiveness across all campus divisions.

OBJECTIVE 5.A. - Work towards restoring staff positions lost since 2008 by hiring, training and retaining more staff that will be key to carrying out the Strategic Plan.

Answers	Responses	Percent
3 = highest priority	109	76.8%
2 = medium priority	24	16.9%
1 = lower priority	9	6.3%
Total	142	

OBJECTIVE 5.B. - Foster a campus culture of exemplary service as assessed by survey and other data.

Answers	Responses	Percent
3 = highest priority	55	40.7%
2 = medium priority	52	38.5%
1 = lower priority	28	20.7%
Total	135	

OBJECTIVE 5.C. - Streamline at least 10 administrative/business processes to reduce redundancy, costs and unnecessary bureaucracy and by utilizing new technologies where appropriate.

Answers	Responses	Percent
3 = highest priority	85	60.7%
2 = medium priority	41	29.3%
1 = lower priority	14	10.0%
Total	140	

GOAL VI

Effectively promote, publicize and celebrate the distinctiveness and many strengths of CSUDH through visible and engaging communications and marketing.

OBJECTIVE 6.A. - Create and implement a comprehensive internal plan of communicating and marketing the achievements of CSUDH students, faculty, staff, and others at the campus.

Answers	Responses	Percent
3 = highest priority	77	52.4%
2 = medium priority	50	34.0%
1 = lower priority	20	13.6%
Total	147	

OBJECTIVE 6.B. - Design and implement a comprehensive external communication, marketing or branding plan for the university.

Answers	Responses	Percent
3 = highest priority	82	64.6%
2 = medium priority	40	31.5%
1 = lower priority	5	3.9%
Total	127	

OBJECTIVE 6.C. - Increase Dominguez Hills' sense of pride as evidenced by survey and focus group data.

Answers	Responses	Percent
3 = highest priority	68	46.6%
2 = medium priority	44	30.1%
1 = lower priority	34	23.3%
Total	146	