

## **Strategic Planning – Professional Development Day May 18, 2011**

Notes for Teams 5 and 6:

Are we going to be talking about the next step in the goal process?

The cohort model does improve retention, however it does come with other challenges in terms of enrollment.

Where is the enrollment going in terms of the last five years? They are slowing growing. School of Education has taken a hit in this area hugely in the last five years.

Can we improve quality to influence future enrollment?

Why don't we have a nursing program? They are extremely expensive. The faculty do not support it.

Do we need to think about Technology and Health Care for the future.

All the future growth needs to occur in the other campuses, according to what some people have heard.

The services need to be vastly improved at our other campuses!!

Are we looking at having any of our programs on military bases?

Staffing at Oxnard and Woodland Hills are not fully integrated. There are many concerns regarding integrating the campuses. Can we hold faculty meetings at the other campuses. Can we do rotating meetings.

The students initially did not feel cared for, taken care of and "Less than". We need to address this.

In the vision, it refers to professional studies, should we change it to liberal studies or add.

Add or change the part about the degree awarding part. Also, should the vision be shorter and more generic.

Should start from the area of "WHY". We need to answer this question in all areas first.

This vision is generic. Make it more CLU distinctive.

Are we willing to lose money in the short term to accomplish some of these goals?  
Short term vs. long term growth.

When you start a new business or venture, you don't expect to make money the first year. Why do we have the same expectation here at CLU?

In Oxnard, we invite students to join professional association and then offer to hold the meeting at our Oxnard campus.

Wording for the vision statement. Change working to busy to reflect those out of work. Don't assume that all have children.

Creative pricing on the tuition level.

Theme of there is a lock-step way of doing things. We need to be more creative in lots of ways.

For the ADEP Students we need to create a dedicated space where adjuncts can meet with students. Computers, etc...

Dichotomy of growth on one side and nurturing and taking care of our current students on this side, where are we going to fall on this?

If we have the problem of declining employer reimbursement, how can we be more creative, offer a sliding scale for the employers, internships there, other creative ideas?

Are there any differences between the commitments of students, students paying their own way vs. employer reimbursement?

There is evidence that one area of student satisfaction is with instructor approval. The goal of increasing full-time vs. adjunct is crucial.

Keeping the congruence between what we promised and what we deliver.

Career services needs to better address the mid-life working adult.

Math skills are being assessed, can we now assess writing skills in ADEP or other campuses. Can we offer a writing seminar for ADEP students help them bring their skills up to par? More and more of the ADEP students that perhaps English is not their first language.

We have not done a good job at tracking our graduate and adult alumni. Networking and alum support is important. We also need to create a graduate and adult student culture then they do become more active alum and they want to be involved.

There isn't a physical central place on campus for graduate and adult students to gather.

It is important that we are all involved in this process, however some of these issues are ones that have been brought up for several years.

Across the board (TUG, ADEP and Grad) there are not support services for students who are not native English speakers.