Campus Leadership
Spring On-site
Strategic Planning
Next Steps

Campus Leadership On-site

04/19/2022
Strengthen and advance ACADEMIC EXCELLENCE while expanding programs, research, scholarship, and educational opportunities.

Enrich the CADET EXPERIENCE through high quality leadership development activities, engagement opportunities, campus resources, and support services to foster individual wellbeing, community pride, and a sense of purpose and responsibility to others.

Achieve ORGANIZATIONAL EXCELLENCE through sustainable infrastructure, proven business practices, and professional development.

Broaden our PARTNERSHIPS and OUTREACH as a maritime university by cultivating partnerships, outreach, and engagement.

Promote INCLUSIVE EXCELLENCE in our campus by actively growing a welcoming, respectful, supportive, equitable, and engaging environment for all members of our community.
Strategic Implementation Framework

**Identity**
- A strong, simple statement of institutional identity that drives the mission, vision, and values.

**Mission**
- Describes the core purpose of the institution

**Vision**
- Outlines what the institution wishes to become

**Values**
- Describes the values that define the institution

**Goals**
- Outline the institutions strategic priorities of Academic Excellence, Cadet Experience, Organizational Excellence, Partnerships and Outreach, and Inclusive Excellence (Multi-year)

**Objectives**
- Outline the institutions focus for the goals in areas of quality, affordability, access, and completion to fulfill the mission, vision, and to represent our values (Multi-year)

**Campus Objectives**
- Outline the focus for each goals in areas to fulfill the mission vision, and to represent our values (Multi-year)

**Outcomes**
- Describe intended goals related to the strategic priorities. Build teams for each strategic priority and create SMART activities: Specific, measurable actions and targets focused on the attainment of priorities. (Multi-Year)

**Activities**
- General projects/activities (with timelines, budgets, resources, and accountability) designed to attain specific goals. (Yearly)

**Measures**
- Specific measurements (key performance indicators) designed to assess progress toward the and the overall priorities. (Yearly)
Strategic Planning 2022-2027

Our ‘Unique’ Approach – Distinct from the past

• Fewer strategic priorities to allow for areas to be embedded in daily operations
• Objectives are foundational to the mission of the CSU
• Campus Objectives are specific to our campus and each goal area
• Activities represent the first actions we will take under outcomes
• Progress will be reported from implementation teams to the Cabinet and leadership teams on regular intervals
• Extended planning horizons for focused outcomes and activities (ex planning to begin in fall 2022 for 23/24 budget initiative requests)
Next Steps

• Define Outcomes for focus in 22/23 by April 30\textsuperscript{th}
  • Brief update on SP progress at CLC Retreat on 4/19
• Define 2022-2023 Activities by June 30\textsuperscript{th}
• Planning cycles defined for ongoing fiscal years
  • Outcomes and Activities for upcoming fiscal year in fall
    • Selected Activities for each fiscal year built into budget cycles
Quick Status Updates

• Academic Excellence
• Cadet Experience
• Organizational Excellence
• Partnerships and Outreach
• Inclusive Excellence
Academic Excellence Committee

Co-Chairs: Lori Schroeder, Provost and Dinesh Pinisetty, Senate Chair

Emily Scheese (ATH)
Steve Browne (AA-MT)
Will Tsai (AA-ME)
Kitty Luce (AA-Library)
Colin Dewey (AA-C&C)
Rebecca Masliah (Cadet)
Robyn Christopher (AA-MP)
Kathy Arnold (AA-MSTEM)
Jessica Sotuyo (AA-Admissions)
Siobhan Case (CLD-ADS)
Michele Van Hoeck (AA-Dean, Library)
Graham Benton (AA-Assoc. Provost)
Marie Hernandez (A&F-HR)
Natalie Herring (AA-Enrollment)
ACADEMIC EXCELLENCE

CAMPUS OBJECTIVES

Student Academic Support/Spaces
- Academic student success with professional staff
- Launch FYE that boosts academic & DEI success
- Strengthened advising for new & transfer students
- Improved and varied study spaces

Faculty and Undergraduate Research
- Undergrad Research Program with Staff Support
- Established Research & Innovation Office
- Strong Faculty Research Opportunities & Output

Program Relevancy & Marketability
- New grad & certificate programs (PaCE)
- Undergrad programs updated for top relevancy
- Cruise curricula adapted for NSMV 2025
- Enhanced Marketing for all academic programs

Faculty, Staff, & Student Recruitment & Retention
- Strong academic alignment achieved during recruitment
- Diverse student, faculty, and staff in all academic areas

Internationalization
- International student recruitment
- Strengthened institutional goal of Global Awareness
- Increased options for international experience

OUTCOMES
Cadet Experience Committee

Co-Chairs: Kathleen McMahon, VP CLD and Karen Yoder, Director of Athletics

Elizabeth McNie (AA-MT)
Amy Parsons (AA-C&C)
Natasha Rowels (Cadet)
Shannon Stel (Cadet)
Katie Hansen (AA)
Andrea Zamora-Blair (A&F-HR)
David Taliaferro (CLD-Commandant)
Tara Hughes (A&F-CIO)
Craig Dawson (A&F-Health & Safety)
Mark Goodrich (OOTP-Enterprise)
CADET EXPERIENCE

CAMPUS OBJECTIVES

**Cadet Living**
- Expand Living Options
- Improve Physical Maintenance & Appearance
- Enhance Programming & Communal Spaces

**Wellness**
- Physical
- Social
- Intellectual
- Spiritual
- Environmental
- Emotional

**Cadet Safety**
- Create Safe Spaces
- Increase Cadet Safety
- Increase Efficacy of Title IX Program
- Cruise Safety Recs

**Elevate Whole Cadet Experience**
- Enhance Aspects of Cadet
- Improve Belonging
- Improve Understanding of Cadet
- Uplift Shoreside Majors
Organizational Excellence Committee

Co-Chairs: Franz Lozano, VP Administration & Finance and Sam Pecota, Captain TSGB

Mike Holden (AA-ME)
Brian Crawford (AA-ET)
William Yates (Cadet)
Travis Liberman (Cadet)
Rhonda Pate (AA)
Lennon Prothro-Jones (CLD)
Donny Gordon (A&F-CMPD, Chief of Police)
Andrew Som (A&F)
Lina Neto (AA-Dean of Engineering)
ORGANIZATIONAL EXCELLENCE

CAMPUS OBJECTIVES

- Sustainable Infrastructure
  - Continue to implement campus masterplan
  - Invest in resilient IT infrastructure

- Proven Business Practices
  - Develop clear documentation of processes, systems, and personnel management

- Professional Development
  - Promote and expand activities and knowledge to increase institution effectiveness
  - Increase campus capability to operate efficiently and safely
Partnerships & Outreach Committee

Co-Chairs: Richard Ortega, VP University Advancement and Don Maier, Dean of MTLM

Matt Fairbanks (AA-S&M)
Tom Oppenheim (AA-ME)
JoEllen Myslik (CLD)
Steve Doten (ATH)
Veronica Boe (AA-PaCE)
Chris Brown (AA-GBRC)
Sarah Kidwell (UA-PAC)
Charles Hart (UA-Development)
Lily Espinoza (CLD-Career)
Sheikh Nayeem (Enterprise-Energy & Sustainability)
PARTNERSHIPS & OUTREACH

CAMPUS OBJECTIVES

Community Connections
- Increase awareness, visibility of Cal Maritime
  - Marketing Strategy for impact on Admissions
- Increase campus involvement in community stakeholders
  - Pre-college programs and organization
  - Host Competitions
- Advance enrollment
  - Expand Pre-college programs and ties to existing relevant programs
  - Strengthen Community College Relations

Research and Training
- Enhance/expand GBRC to new markets
- Enhance/expand PaCE
- Establish west coast premier industry related R&T Center

Corporate Partnerships
- Reconnect with existing Corporate Partners
- Establish new Corporate Partnerships
- Evaluate vendors
- Expand partnerships beyond maritime

Funding Sources
- Federal and State Support
- Corporate and Foundation Support
- Comprehensive Campaigns
Inclusive Excellence Committee

Co-Chairs: Michael Martin, AVP Human Resources and Mac Griswold, Dean of Cadets

Julie Simons (AA-S&M)
Aparna Sinha (AA-C&C)
Krystal Leora (AA)
King Xiong (CLD)
Julia Odom (AA-Registrar)
Vineeta Dhillon (CLD)
Robin Bates (A&F-HR, Diversity Officer)
Kristen Bautista (A&F-HR)
Kevin Mandernack (AA –Dean of L&S)
Veronica Boe (AA-PaCE)
**INCLUSIVE EXCELLENCE**

**CAMPUS OBJECTIVES**

- **Evaluate current campus environment and create an inclusive ethos for faculty, staff, and students**
  - Research campus climate survey options and implement regular assessment timeline
  - Expand recruitment to deepen pool for admission, employment, and leadership
  - Develop and expand identity-based affinity groups to create a sense of belonging
  - Incorporate DEI training, evaluation, and accountability into all campus roles

- **Support innovative and inclusive teaching and scholarship**
  - Review curriculum for ways to incorporate DEI into coursework
  - Create DEI learning outcomes for cruise experience curriculum
  - Fully develop watch program to provide relevant career preparation
  - Incorporate DEI work into faculty evaluation and development

- **Be part of the change towards inclusivity in the maritime industry**
  - Develop Continuing Education courses on DEI for the maritime industry
  - Include alumni and industry partners in communications about DEI efforts
  - Reinforce campus policies and practices regarding DEI for experiential learning sites
  - Identify and partner with women and minority-owned and/or operated business/companies

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**CAL MARITIME**