

Notes from President's Cabinet

Monday, February 20, 2006, 9:00 a.m.

I. Hot Topics

- Provost Robert Sheath announced that there would be a meeting today to discuss re-benching of FTE targets for 06/07 and future semesters. The meeting would be attended by President Haynes, Provost Sheath, all Deans, Matthew Ceppi, Director of Institutional Planning and Darren Bush, Associate Vice President of Enrollment Management Services.

II. Future Planning

a. WASC Funding – Tom Bennett

Tom Bennett gave a PowerPoint presentation entitled, WASC, Improving our Processes – Ensuring our Success. He covered information regarding:

1. The status of WASC on our campus.
2. Our proposal and timeline.
3. The new WASC process.
4. Our needs.
5. How you can help.

A discussion followed regarding the communication process with faculty, staff and students. Tom is committed to presenting to various groups that meet on campus and will eventually have a web site that all can access. Funding for WASC was discussed as an important institutional activity. Our commitment to WASC will be demonstrated by budgeted dollars for this accreditation.

III. Discussion Items

a. Strategic Planning – Matthew Ceppi

Matthew Ceppi gave a PowerPoint presentation entitled, Path to Planning. He covered information regarding the 06/07 budget and planning process. He explained the process that CUSP (The Council for University Strategic Planning) will take to review submissions, create university-level outcomes/critical success factors for each five strategic priorities and then make a proposal to the President's Cabinet. There was discussion on the proposed outcomes and it was made clear that the outcomes would give definition but would not be restrictive as it is a living process.

b. University Hour Implementation – Robert Sheath

Robert Sheath distributed a hand-out entitled, University Hour Implementation Task Force. The two issues that gave rise to the need of this task force was assessment of the university hour and implementation of the hour starting in fall 2006. There were several comments regarding how the hour will affect all on campus including faculty, staff, offices that serve students and commercial (foundation) entities on campus. The need of a central calendar was voiced.

c. University Slogan/Name – Rick Keith

Rick Keith gave a PowerPoint presentation entitled, Campus Identities. Rick Keith Emphasized the need to have consistency of our name because we are a newer university that has not had the funding to market ourselves with a consistent name up till now.

The preferred font for: California State University
SAN MARCOS

was displayed. Additionally the proposed spirit logo that may be used for t-shirts, mugs and athletic apparel was shown which prompted discussion on its fierce look. The tag line of "Your University" was described as a line which one can build on. Darren Bush indicated that it may be necessary for Enrollment Management Services to use a different tag line for recruiting purposes only.

IV. **Information Items**

a. Enrollment Update – Darren Bush

Darren Bush distributed:

- Enrollment Update as of 2/20/06
- Spring 2005-Spring 2006 Headcount and FTES Trends
- FTE and Targets by College – Spring 2006 and CY 0506
- Enrollment Report: Census Spring 2006

Numbers are up for the receipt of applications (excluding graduate applications) and the number of those admitted to date. It was noted that there is some concern because these may be duplicate applications, applicants who have applied to several California State universities. We remain open to submission of undergraduate and graduate applications for admission to fall 2006. Dr. Haynes expressed thanks to all who were involved in assisting Darren Bush and the Enrollment Services staff to meet the FTE target.

b. Admission Visibility & Participation on Campus – Marc DeGuzman

At a recent ASI Retreat and Leadership Retreat it was revealed that students would like to see more involvement and visibility of administrative staff at campus events. It was mentioned that there are many events that Deans and faculty are already attending in which student attendance is low. It was suggested that students may need to request attendance at events well in advance of the date. The CoBA Meet and Greet is a well attended event with CoBA taking ownership of this event. A need of a calendar of events from ASI was suggested.

Announcements

- Dennis Guseman announced that classes are starting today in Markstein Hall. April 27, 2006 will be the grand opening ceremony starting at 4 p.m.
- Marc DeGuzman announced that the ASI Women's Center will be operational beginning March 1 and the grand opening is set for April 4, 2006.

Adjournment 11:45 a.m.