

ON TRACK TO 2010

Report to the Community

Thursday, February 7, 2008

Clarke Field House

7:30 – 9:00am

President Karen S. Haynes

It's 8:30am— and there are just 738 days until our 2010 Report to the Community! That's just two quick years from now. Set your clock and start the countdown with me because Cal State San Marcos is on track for 2010!

Why 2010? Because that's when we celebrate our 20th anniversary— bet you can't believe it! We've already begun planning the party—your invitations aren't exactly in the mail yet, but they will be.

Last year at this Report to the Community, I shared my vision for 2010 with you: By 2010, Cal State San Marcos will be the region's driving force by leading initiatives and partnering to meet community needs.

Our graduates, prepared by relevant curricula and student-centered services, will reflect the region and be empowered to lead it.

As an engaged campus, we will become a best place to work and study.

That was my vision for 2010. It's still my vision today—and I'll tell you why that vision is important; how we've been “tracking” it this past year, and how we plan to stay on track for the next two years.

When I tell you that by 2010 Cal State San Marcos is going to be the region's driving force by leading initiatives and partnering to meet community needs—I'm not just using traditional economic indicators. Although with over 10,000 employees and students, of course, we do have a significant economic impact on our region.

Beyond the economics, however, is my belief that a public university's role is one of being in, not simply of its community. We are “stewards of place” —active, engaged partners with you in the economic, cultural, and social development of the region we serve.

Nor am I just talking about town-gown relations—although we work hard on those with our mayor and city council. I am talking about our role of encouraging community service, civic engagement, and community leadership and in committing our resources—human and fiscal—to undertakings which enhance the quality of life and meet the needs of our region.

My vision takes our existing engagement with the community, and builds an institutional and sustainable model of community engagement and leadership. That's the way we are building Cal State San Marcos!

Why should our graduates, prepared by relevant curricula and student-centered services, reflect the region and be empowered to lead it? It's our mission to be an educational transformer—of individuals and of regions. Publicly-supported institutions of higher education transform the public good through education. We are not only about personal improvement, but about public good.

And this vision is important because our public's demographics are changing. All you have to do is look at our elementary schools to see the faces of our future. I

know you share with me that they need to be both prepared and empowered to lead California into the future.

As an engaged campus, we will become a best place to work and study because we are accountable to our public – all of you – and should be an engaging place for our students. We teach and lead by example as well as “by the book”. So we need to be the kind of place where people continue to be attracted to work here; where employees have long term career options here; where we create and nurture a climate of mutual respect and trust; and where we can enjoy what we do and take pride in doing some of the best and most important work there is to do.

That’s why the vision matters. Now let me tell you how we’re tracking so far, and how we’ll stay on track for 2010.

We’ve been on track as the region’s driving force in 2007. We continued and strengthened our ties with 13 area chambers of commerce and economic development corporations. We try to keep tabs on these partnerships by the number, but if you ever tried to keep track of one chamber mixer—who’s there, who isn’t—you know the challenge.

We know you held over 100 monthly mixers and that our 54 chamber team members were present at over 75 of them. We filled 200 seats at 25 of your activities, including installations, state of the community events, legislative breakfasts, and holiday luncheons.

We bragged about you and used your good name in the business community to prove we’re on track with the business of community-building.

We hosted our second annual San Diego County Arts Summit. We brought the San Diego County Office of Education and the Americans for the Arts together with artists, educators, administrators, parents, and advocates, to focus on ways to ensure that all children receive the most effective and comprehensive arts education possible.

In 2007, nearly 2,000 of our students engaged in 95 thousand hours of service learning. If these students were employed at minimum wage—\$7.50 an hour in 2007—it would equal over \$700,000 dollars spent in scarce non-profit dollars for their services. Instead, you added meaningful community service to our classroom knowledge, enriched the learning experience, taught civic responsibility, and strengthened communities. That’s priceless.

Our service learning program made the President’s Higher Education Community Service Honor Roll again, and was also spotlighted in the National Guide to Service Learning Colleges and Universities.

Our Senior Experience program led to 90 projects involving 394 students, benefitting both local businesses and non-profits. And our series, “In the Executive’s Chair”, brought dozens of executives to the campus to share their experiences, challenges and strategies with our business students.

The School of Nursing moved into space renovated by our community engagement awardee and partner Palomar Pomerado Health, and will graduate its first class of 44 nurses next year. Our Extended Learning Department began offering an accelerated bachelor of science in nursing program. Over 40 students are progressing to new careers in nursing, and we'll accept a second cohort this fall.

One of our toughest evaluations of whether we're on track comes from our students. In the 2007 Student Opinion Survey conducted by our Office of Institutional Planning & Analysis, at least four of five respondents were satisfied or very satisfied with all aspects of their education at Cal State San Marcos. And 90% of them said they would recommend us to others.

Customer satisfaction didn't stop at graduation either. We now have more than 19,000 alumni. This past year our alumni established traditions like the Alumni Gala, and the first "crush" party on campus, with the Carlsbad Coastal Winery—owned and operated exclusively by our alumni—providing the grapes and stomping expertise.

These are just a few of the ways we're on track to become the region's driving force. And between now and 2010, you will see a lot more. A campuswide task force and the 24 members of our University Council are now working to develop the metrics and measures of what a successfully engaged Cal State San Marcos will look like—in 2008, 2010, and beyond. It is a vital component to both achieving and measuring ourselves as the region's driving force in the years ahead.

We will increase Memoranda of Understanding from the five we now have with local schools and Native tribes to ten by 2010.

We will hold our first alumni event outside our immediate region this spring in Temecula to bring alumni traditions where many of our alumni live.

We will work together with you to raise the region's educational attainment levels.

And, with our Chamber partners, our University Council, and our Native Advisory Council, we will expand and extend into the community to become known as the region's driving force.

We are on track to make sure our future graduates will reflect the region and be empowered to lead it. We began by signing Memoranda of Understanding in 2007 with Escondido Unified School District, Valley Center-Pauma Unified and San Pasqual Academy. These agreements guarantee entrance to Cal State San Marcos for those students who study hard and get good grades in the courses they need to be successful here. We want them to know that college is an option, and we guarantee admission if they do the academic preparation.

In 2007, we were one of nine awards nationally from the US Department of Education for \$2.1 million dollars over five years to support first year university students from migrant or seasonal farm worker families. For us, this award was a renewal of our program based in the College of Education to help these students

develop the skills necessary to succeed in their college work. Fifteen students have graduated from this program so far, and one starts dental school at UCLA this fall.

In the aftermath of the October fires, the university's tribal liaison, working with our Tribal Communities Initiative Task Force and our American Indian Student Alliance, joined together to collect donations for the tribal communities devastated by the firestorm. They delivered truckloads of donations to the La Jolla Indian Reservation in mid-December.

We received \$1.2 million dollars to continue our TRIO/Upward Bound program for developing the skills necessary to ensure high school graduation and future post-secondary success. Our program will serve ninth to twelfth graders from low socioeconomic and first generation backgrounds at Escondido, Orange Glen, Oceanside, and El Camino High Schools, as well as Jefferson Middle School.

Alongside our Luiseño tribal elders, we dedicated Tukwut Courtyard at the center of Craven Hall, and began a campaign to raise funds to install a bronze statue of the Tukwut for the Courtyard. Designed by local Luiseno artist Robert Freeman—his model of the Tukwut shares the stage with me today—the statue demonstrates our spirit and recognizes the Luiseño as the first people of this region.

And finally, we undertook a feasibility study in Southwest Riverside to determine academic majors they need and want. We have met with Temecula officials to talk about increasing our presence in their region.

We're going to stay on track to 2010 in graduating students who will both reflect and lead the region by increasing our retention rates for first time freshmen and increasing the diversity of all our campus groups. We will achieve Hispanic Serving Institution status—the federal designation that recognizes and provides aid to universities meeting the educational needs of growing Hispanic and low-income populations.

After all, by 2010, our state-funded student enrollment may reach 11,000, while an additional 10,000 lifelong learners, professional, and continuing education students will be served through Extended Learning.

We are already a best place to work and study. In 2007, our accreditation visiting team particularly applauded the significant steps we had taken to address diversity and inclusiveness. Additionally, they commended us for taking a university wide perspective and building a budget aligned with our priorities. And they supported our good progress in a planning model that is built upon effective decision making and resource alignment.

In 2007, the Collaborative on Academic Careers in Higher Education at Harvard gave Cal State San Marcos its "exemplary" standing as a top academic employer. We stand tall with Stanford and Duke—commended for our clarity of tenure process and climate and collegiality.

In 2007, we added 1,500 parking spaces and two traffic lights on campus. Most of our students do not live on campus, and we want them to find a place to park and move about the campus safely, making it a better place to work and study.

We developed our Emergency Notification System—an off-site system that immediately contacts all registered students, staff, and faculty members in case of emergency.

We opened the Center for Children and Families in early fall. This 22,000 square foot, \$7.6 million dollar facility was funded through the First 5 Commission. We have 84 children on campus now between the ages of six weeks and five years old, expanding the range of age groups on campus, which puts us on track to 20...25!

This past year, we took the lead in both national and CSU calls for transparency and accountability in effectiveness and student learning. We are one of just 17 universities nationally, and one of only four CSUs who volunteered to pilot test a “College Portrait” template and publicly post our results.

If you go online to www.voluntarysystem.org, you will see what our portrait looks like next to the 16 other pilot universities. You will find data on student characteristics, graduation rates, financial aid, student experiences and perceptions, and student learning outcomes.

You will see the information that prospective students, their parents, faculty hires, donors and legislators can see—measuring what we do against what we say we will do.

In 2007, to further enhance communications, I added video streaming messages to our website to regularly inform the campus and community via the web. In fact, I’ll tape another one this afternoon to tell the campus what I talked about this morning with you.

And in 2007, I underwent my three-year evaluation as president of this campus. The Board of Trustees acknowledged that I’ve moved the campus forward and that I should continue to lead the university into the future. So, with your help, I’ll do so – at least until 2010!

To stay on track to 2010 as a best place to work and study, we have plans to raise an additional \$15 million dollars for student scholarships, faculty development, and facilities for athletics and student life. We have developed a universal pass program for bus and light rail use. Perhaps most importantly, we are going to stay on track to 2010 as a best place by retaining our universitywide perspective in everything we do.

This review of our accomplishments in 2007 is not a complete one—I promised to get you out of here by 9:00!—so I hope you will take the Report to the Community publication with you to read all about what we’ve been doing this past year.

It’s 9:00am. There are only 364 days until the next Report to the Community, and at that point, only 364 days until 2010’s Report. Do you know where you’ll be in

2010? We do! Can you feel the momentum? We can! Are you as excited as we are to be on track to 2010?

Of course, we don't entirely control our destiny. Is there anything that could throw us off track or slow us down? Well, while the state gives us the right to call ourselves a public institution working and educating on behalf of the public good, the state is in deep fiscal trouble. Right now, 70% of our budget comes from the state's general fund, and 30% comes from the student fees. Both of those revenue streams are under duress. Less budgetary support means slower growth than the demand and need. It also means student fees will likely increase again, which might hinder access.

But you, our community, got us here and you, our community, want us here. As business, education, civic and non-profit leaders, you want us to lead initiatives and partner to meet community needs. You want our students to be prepared, to reflect our region and to be empowered to lead it. You want us to be an engaged place of higher education, a best place to work and study.

We are on track for this vision for our 20th year. But as your university we need your help to stay on track in making this vision a reality. Help us in our fundraising for student life and to assure student access and success. Join our alumni association. Hire our alumni. Tell us how good our alumni are. Bring us goals we can achieve together. As community partners, we can accomplish great things together, and everyone wins.

Earlier this year, our own John Van Doorn, North County Times columnist wrote, [quote] "Cal State San Marcos is North County's gem of a four year university that the entire country will be talking about in the years near at hand." [end quote] We're glad he noticed—and we agree!

We want everyone to notice this gem when we come of age in 2010, and we will realize this vision with your help because we are all partners, all together, all on track.