



Coded responses from
Campus Conversations
fall 2017

Staff Conversations 9/22/17

Question 1: Looking at the year 2030, as if peering into a crystal ball, what 3-5 keywords or phrases best characterize the ideal future of San Jose State? "San Jose State is.."



- **Adapt to student's needs**
- **Has innovative HighTech**
- Customer service
- Training
- Efficient
- **CommunityConnected**
- Connected
- **Cutting edge Innovative**
- DiverseInclusive
- **Safe campus**
- Leading public university - HighlyRanked
- Affordable
- Increase graduation rates
- Supportive
- **Students number one choice - HighlyRanked**
- **Sets an example**
- **Producing next generation leaders**
- **Embracing and respecting differences**
- Open
- Highly reflective of SiliconValley
- Innovative and DiverseInclusive
- **DiverseInclusive**
- Attractive to all
- Relevant
- URM DiverseInclusive
- Leading the way in green studies - Sustainable
- Committed
- **HighlyRanked across the board**
- Less bureaucracy - Efficient
- User friendly and student friendly
- Involved
- **A place of belonging**
- **Modern - equipment, processes, and facilities**
- Empowering
- Purposeful
- Doable
- **Career preparedness**
- Foster talents
- Accessibility
- Zero carbon emission - Sustainable
- Advocating for social justice
- **Providing socio economic mobility**
- Collaboration opportunities
- **Destination of cultivating HighTech for the next generation**
- Cross department learning
- **Excellent**
- Adaptability
- **Career opportunities**
- **Creative**
- **Internationally renowned**
- Transportation friendly
- Community oriented
- Extended studies
- Developing certifications
- **Leader in higher education innovation**
- **Well rounded**
- **Community that gives back**
- Mentoring
- Creating leaders
- Cradle of civil rights
- **Work force**
- **Large supplier of engineering and business**

Staff Conversations 9/22/17

Question 2: You are talking to a group of HS students considering where to go to college.

- a. What would you say to entice him or her to come to SJSU?
 - Location
 - Diverse
 - Affordable
 - Support resources
 - High ranked university
 - Silicon Valley
 - Excellent employment opportunities
 - New recreation resources
 - One-on-one advising
 - Active student social presence
- b. What do you wish you could say the University could offer but cannot?
 - Outdated technology
 - Difficulty with getting into classes
 - Better retention/graduation rates

Staff Conversations 9/22/17

Question 3: You are talking with the top candidate for a staff position.

a. What would you say to entice him or her to come to SJSU?



- **Fulfilling/Impacts people's lives**
- **Great Benefits**
- **JobSecurity**
- **Opportunities for growth**
- Hard working Students
- Accessible Location
- Variety of Transportation means
- **Benefits**
- Collaboration across campus
- Input is received
- **Friendly atmosphere**
- Fee waiver
- Free sporting tickets
- Professional development
- Join a team of talented professionals
- **Open to new ideas**
- **Executive management**
- **JobSecurity**
- **Opportunities to make a difference**
- Affordable
- Engaged
- **People are welcoming**
- First generation
- Large international student population
- **SJSU is stable**
- **Hardworking**
- **Organized culture**
- **Collaborative and supportive**
- **Passionate**
- **Open to new ideas**
- **Less traditional**
- Great quality of life
- Strong union presence
- Stressless and fun environment
- **Location**
- **Opportunities for technology**
- Servicing the public
- **Globalization**
- Parking (Free)
- **Competitive Compensation**
- **Dedicated and Passionate staff**
- **Diverse rich campus**
- **Public Transportation**
- **Influence in the community**
- **Retirement**
- Opportunities for experiences outside of the "role"

Staff Conversations 9/22/17

Question 3: You are talking with the top candidate for a staff position.

b. What do you wish you could say the University could offer but cannot?



- **Better process for JobAdvancement**
- **Comparable Salary to the Bay Area**
- **Less favoritism and more transparency**
- **AffordableHousing**
- Reserved parking
- Flexible hours
- **More perks**
- Safety
- Better representation
- Tuition is paid for
- Become responsible and mature
- Sharing space
- Being courteous
- **Free transportation**
- **Competitive Salary**
- Staff kitchen provided
- **Rewarded for your creativity**
- **Compensation for certificates**
- **Childcare for staff and faculty**
- **Staff are invested in as much as faculty**
- **Sufficient raises and bonuses**
- Treat staff better
- Growth opportunities - **JobAdvancement**
- Education and training
- Sub housing - **AffordableHousing**
- More subsidized course
- Not top heavy with management
- **More independent of CSU system**
- Healthier more robust alumni system
- Alternate schedules
- Ability to telecommute
- Salaries based on cost of living
- Stronger unions
- More international students
- A destination campus
- Globalize our work
- Have more scheduled flexibility
- **Increase training for all staff**
- **Staff council**
- **Succession of skill strategy**
- Clear career path
- Increase online learning
- **Lower student to professor ratio**
- **Campus wide centralized communications**
- Simplify systems for students
- Standardized approach
- **AffordableHousing and cost of living help**
- **Greater living wage**
- **Transportation**
- Make opportunities here and not SF
- Don't globalize
- Solve local issues (Homelessness)
- Holistic view of students
- Collaborate more and communicate more
- Assistance for faculty to improve teaching experience
- Better technology
- User friendly
- Better university navigation system for students
- Increase online learning
- **Incentives**

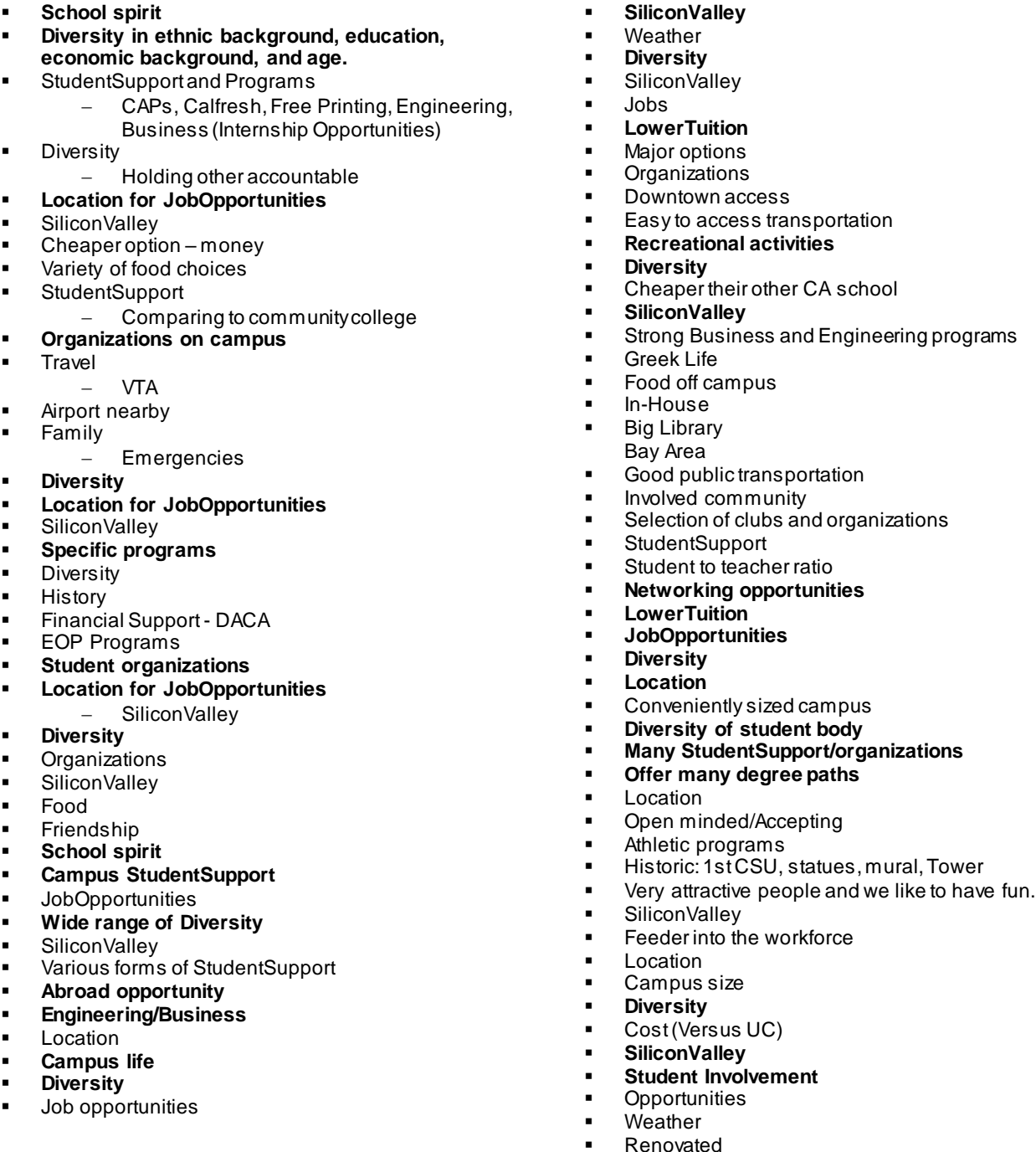
Staff Conversations 9/22/17

Question 6: You have the opportunity to talk with a donor considering a very large unrestricted gift to SJSU. What ideas (programs, research, projects) would you pitch that build from areas of strength and promise that would be extraordinary exciting to work on and better serve students and community?



- Student resources - economic hardship
- Internship programs
- Fund Student talent
- Branding
- Online remote education
- Student success
- Student organization
- **Partnerships with tech industry**
- **Cutting edge**
- Legacy projects
- Innovation lab
- Strengthen k-12 pipeline
- **Free tuition**
- Co-curricular/extracurricular activities fully funded
- Broadcast station for SJSU
- Promotional - education and entertainment
- Addresses major public issues
- Larger engineering Facilities
- Removal of impaction
- Build a bigger nursing program
- More digital signs
- **Big data access and training**
- System enhancements
- Career preparation for all Student
- Faculty Advising
- Senior retention
- Staffing to execute ideas
- Entrepreneurship across campus
- Detoxifying programs - clean up
- Study~abroad scholarships
- Community building for all SJSU
- **BetterTechnology**
- All college and majors funding
- Purchase all property around campus
- Partner with Google
- Cal train Connects
- Better Transportation
- **Childcare**
- **Food**
- Programming
- **Small housing community**
- **Update safety**
- **More funding for Healthy campus 2020**
- **Vocational training options for high school**
- **New partnerships with colleges and private companies**
- **Pitch science of innovation complex**
- **Connect main campus to south campus**
- **Career development for Student and staff**
- Professional development for staff
- **Everyone have internship and career development experience**
- **Internship required in curriculum**
- **International/cultural experience**
- Increasing and enhancing programs
- **Increase recruitment**
- **Increase retention and graduation rate**
- Infrastructure improvement
- **21st century classrooms**
- **Lower tuition**
- Staff and faculty social club
- **Affordable housing for Student**
- **Increase tenure density**
- Adding more sections for classes
- Physical center location SSC
- Parking
- Scholarships
- Financial literacy program
- **BetterTechnology**
- **Service learning**
- **Having more leaders in the community**
- Non-profit row

1. You are talking to a group of HS students considering where to go to college. What would you say about why they should come to SJSU?



2a. Considering all aspects of your experience at SJSU - in and outside the classroom - has it been easier or harder than you thought it would be? In what ways has it been easier and in what ways has it been harder?

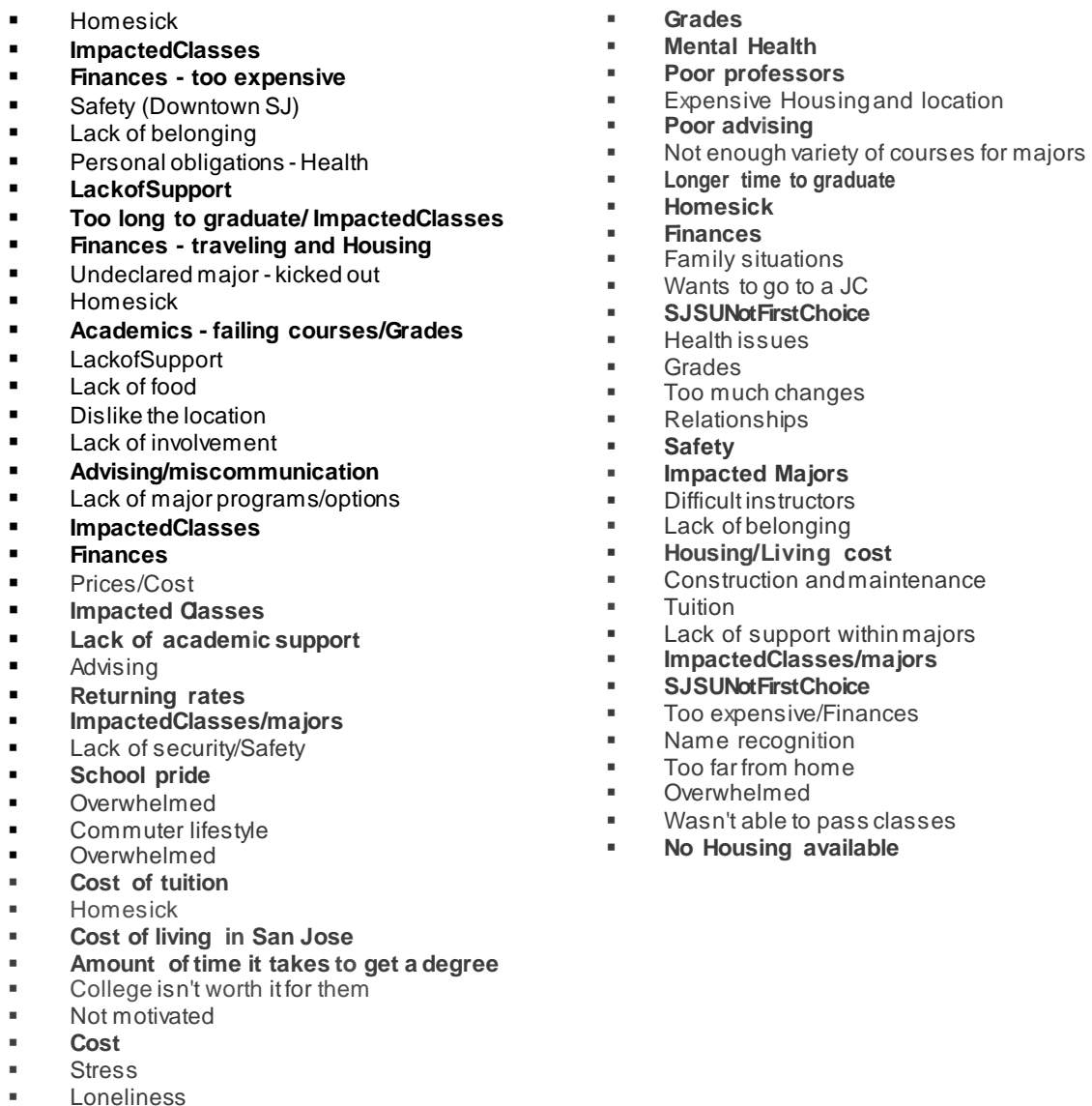
- **Lack of motivation and confidence in Professors**
- **Responsibility - Managing finances, homework, and personal issues.**
- Learning to coexist with others/Adjusting
- Advising help
- Bottlenecking
- Units aren't equivalent to course load
- Prerequisites
- **GettingClasses**
- **GettingClasses**
- Too many incoming freshmen
- **Communication is not clear in some departments**
- Stress from Finances
- Cost of living
- Textbooks
- **GettingClasses**
- Dealing with the registrar
- Graduation
- Parking
- **GettingClasses**
- **Parking**
- **Housing**
- Gym space
- Walk around campus
- **Advising**
- **GettingClasses**
- Books
- Parking
- **Affordable housing**
- Eating healthy
- Wifi
- **GettingClasses**
- **GettingClasses**
- **Advising**
- Safety
- **Class schedules**
- Campus safety
- **Parking**
- **Finances**
- Academic Advising
- Living off campus
- Homesick/Adjusting
- Course expectations
- Staying healthy
- Time management/Adjusting
- **GettingClasses**
- Parking
- **Bad** roommates
- **GettingClasses**
- **Advising**
- **Cost of living**
- **Adjusting**
- Professors aren't always open to answering questions
- **Grades are majority based on exams**
 - **Not a good indicator of knowledge**
- **GettingClasses**
 - **Leads to extra years**
- **Lost freshman**
- **Approaching Professors**
- **Diversity within departments**

2b. Considering all aspects of your experience at SJSU - in and outside the classroom - has it been easier or harder than you thought it would be? In what ways has it been easier and in what ways has it been harder?

[illegible]

- **Meeting People/Socializing**
- **GettingClasses**
- **Lots of clubs and organizations - helps to fit in**
- Traveling - VTA, walking, and Amtrak
- New friends/**Socializing**
- Free stuff - food and pantries
- Socializing
- Getting involved/Involvement
- Access to SupportResources
- Opportunities
- **Finding SupportResources**
- **Finding clubs and organizations**
- On campus jobs
- **Transportation**
- **Student Responsibility**
- Friendly campus
- Housing staff
- Organizations
- Meeting people/**Socializing**
- **SupportResources**
- CAPS
- **Socializing**
- Independence
- Distance
- **Flexibility with schedule**
- Job opportunities
- Friends/connections/ **Socializing**
- Express their concerns
- Tutoring services
- Living on campus
- **Freedom to live**
- Growing as a person
- Exploring the Bay Area
- Being accepted
- Student Involvement
- **Accessibility to classes**
- **Social life/Socializing**
- Housing
- Options to get priority registration
- **Involvement**
- Making friends/**Socializing**
- **Offer tutoring opportunities**
- **Chances to make friends**
- **Transportation**
- **SupportResources**

3. Have you or students you know ever thought about leaving the University? If so, why?



Student Forum (RA) Questions: 9/20/17

4. Let's pretend you were made president of the university for a month. What 3-5 changes you would make?



- **Monitor entry of other students**
 - **Basic change options for food**
 - Other options then meat & better quality
 - **MoreAdvisors**
 - Meaningful & understand what they're doing
 - **Housing - Reduce housing & work study**
 - **More class sections**
 - MoreAdvisors
 - Specific advisors
 - Improve DC - health
 - More career fairs for other majors
 - Local & non-local
 - Turn fountains on - not in a drought anymore
 - More programs for Safety & security
 - Elevator permits are expired
 - Close campus off to the public
 - More Safety Officer (UPD) presence
 - **Hire staff during the summer**
 - More street lights - too dark at night
 - Classrooms - update technology
 - **Financial aid**
 - **ImproveAdvising**
 - Accessibility of resources
 - Reorganization of facilities
 - Working AC in the buildings
 - Construction in the summer
 - **Cheaper summer/winter courses**
 - Internet improvement
 - More course offered
 - Reduce impaction
 - Pay faculty better
 - **Parking**
 - **Impacted classes**
 - **Retention rates**
 - **Books are paid by tuition**
 - MoreAdvisorso
 - **Enforce IX policy**
 - **Dietary restrictions**
 - Improve athletic event attendance
 - Professor accountability
 - **Decrease cost of tuition & Housing**
 - **Improve meals**
 - More options
 - **MoreAdvisors who know what they're doing**
 - Clean-up programs
 - More custodial services
 - **Decrease cost of tuition & Housing**
 - **Improve meals**
 - More options
 - **MoreAdvisors**
 - Who know what they're doing
 - Clean-up programs
 - More custodial services
 - **Dining Commons**
 - **Clearing bottlenecks**
 - AC
 - ImproveAdvising
 - **Safety**
 - Commuter Involvement
 - **Less money for construction & more towards education**
 - Revise reallocate money
 - **More transparency with pass rates & graduation rates within departments**
 - Independent sotes review committee
 - **ImproveAdvising & retrain advisors**
 - Offer more GE course
 - **ImproveAdvising**
 - **Better parking**
 - **Better on campus food**
 - Better Housing
 - Better equipment & school facilities
 - **More Safety Officers (UPD)**
 - More Housing opportunities
 - **Cheaper tuition**
 - Lower acceptance rates
 - ImproveAdvising services
 - **Campus climate**
 - Increase Spartan pride
 - Transportations to games
 - Increase professor pay
 - Offer support for Housing, classes & assistance.
 - **More classes**
 - Expand the campus
 - Free printing
 - **Safety**
 - Cameras in building for Safety reasons
 - More student involvement
 - **A more diverse faculty**
 - Easy process to add classes
 - **Scholarship opportunities**
 - **More internships & partnerships**
 - **ImproveAdvising**

Student Forum Questions: 9/14/17 and 9/21/17

Question 1: You are talking to a group of HS students considering where to go to college. What would you say about why they should come to SJSU?



- **Cultural Diversity**
- Location
- **Students make an impact**
- Safe zone
- **Hardworking and balancing education and jobs**
- Special Programs/Majors
- Advocate and explain sports and clubs
- Showing our accomplishments
- Belongingness
- Visibility in a place of Diversity
- Highlighting groups, teams, or events that seems to get overlooked and are not always on the spot light
- More involvement
- Large community
- **Resources**
- **Diversity**
- Networking opportunities
- Nationally recognized Programs/Majors
- History
- Clubs/Organizations
- **Open opportunity**
- Passionate educators
- **Location**
- SiliconValley
- Student resources
- **Student organizations**
- **Student to teacher ratio**
- Small class sizes

Harder:



- Question 2:** Considering all aspects of your experience at SJSU - in and outside the classroom - has it been easier or harder than you thought it would be? In what ways has it been easier and in what ways has it been harder?

Easier:

- Professor enthusiasm
- Welcoming campus
- Classes aren't everyday
- **Easy course workload**

Question 3: Have you or students you know ever thought about leaving the University? If so, why?

- **Transferring to another university**
- **Financial Aid**
- Came to university for athletics
- **Expensive housing**
- **Adjusting to independence**
- Homesick
- Finances
- **Not what was expected**

Question 4: Let's pretend you were made president of the university for a month. What are the top 3-5 changes you would make?

- More academic advisors
- Make it more affordable
- Housing, catering to large student population.
- **More communication for campus events**
- **More class engagement**
- Promote the honors programs
- **More knowledgeable advisors**
- Parking
- Up to date My SJSU
- **Increase dorm life experience**
- **Advertise ALL sports**
- **More money on activities that will bring students together**

Leadership Forum Wednesday, September 14, 2017, 1-2:30pm

Looking many years ahead, as if peering into a crystal ball, what 3-5 key words or phrases best characterize the ideal future of San Jose State? "San Jose State is...."



<ul style="list-style-type: none"> TopCSU Leader in experiential learning Known for Innovative and creative Embedded in SiliconValley companies Building a DiverseInclusive leadership and workforce in SiliconValley and the global Known for engaging our students global Community partner TopCSU Embodies SiliconValley Innovative and nimble Treats their student right Provides a transformational, educational experience Leading public University in the west Most modern facility in the CSU Home of Nobel laureates First in team Affordable and high quality TopCSU The University that creates the Innovative work force Dynamic and moving forward Hands-on and interactive HighTech and high touch Resource rich Dynamic, DiverseInclusive, strategic, thoughtful adaptability Deeply connected Success story in Innovative Student centric Graduating students in four years Leader in Innovative #1 destination campus in the Bay Area Known for excellence Student centered Innovative HighTech Part of fabric of San Jose Destination school 	<ul style="list-style-type: none"> One of the top schools in the state TopCSU Dynamic DiverseInclusive Accessible 90% of undergraduates graduate in four years Experiential learning opportunities High employee morale State of the art HighTech in the SiliconValley DiverseInclusive DiverseInclusive Leading "A Crown Jewel" Center of the Universe Powering SiliconValley Entry door into the SiliconValley Gateway to the future Talent source for industry HighTech hub Innovative talent Outstanding student experience Community partner and resources Research We are here Engine and social mobility Best comprehensive in America The public University in SiliconValley Model Admin efficiency TopCSU Oldest and best Global online power Go to place for employers The heartbeat of San Jose SJSU is a research University 	<ul style="list-style-type: none"> Alumni network second to none First in system, first in quality UniversityOfChoice Gateway to SiliconValley success National football champions Powering the SiliconValley Real world oriental Ground breakers UniversityOfChoice Social influences TopCSU Research Scholarships Crucible for creative lifeways Creative Impact Community Stronger Visibility UniversityOfChoice Accreditation State of the art (Innovative) High quality graduates Interdisciplinary Innovative State of the art (Innovative) Leader in the Bay Area Fun Provider of talent Drives the region Lifts the community The future Nationally and global recognized Powerhouse Place to be Place of opportunity SiliconValley "Think Tank" STEAM powerhouse Leadership incubator Relevant sustainability
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Leadership Forum Wednesday, September 14, 2017, 1-2:30pm

2a. You are talking to a group of HS students considering where to go to college.

What would you say about why they should come to SJSU?



- JobPreparation
- Practical
- **Access to faculty**
- **Cutting edge research**
- **True skills to move California forward**
- **SJSU will come to you**
- Tailored to you
 - Global
 - Customized
- Graduates/Programs
- **Experience/ JobPreparation**
- **Affordable**
- Community connections
- Diverse
- **Dynamic Diverse Community**
- **Good value and caring professors**
- **SiliconValley hires out graduates**
- Free sports
- Great non-academic facilities
- **Outstanding research and creative options for students**
- **Actual interaction with faculty**
- Will make a significant impact on life
- Quality education
- Affordable
- **Diversity of thought/people/perspectives**
- **Commitment to students and faculty**
- Location
- **Community involvement**
- Connection to SiliconValley
 - Hands on learning
 - Opportunities for internships
- Global perspective
- Place of discovery
- Real world opportunities
- **We welcome diverse**
- **Value students and their work**
- We prioritize education
- Develop relationships with students
- Accessible education
- **Connected and engaged**

Leadership Forum Wednesday, September 14, 2017, 1-2:30pm

2b. You are talking to a group of HS students considering where to go to college.
What do you wish you could say but cannot?

GraduateIn4Years
Safe
facilities
experience

- Updated facilities
- Real world collaborative research
- **Safe**
- **Athletic powerhouse**
- **More campus experience**
- **GraduateIn4Years**
- GraduateIn4Years
- You can get, the classes you need
- Parking
- Easy public transportation
- Safe
- We produce SiliconValley leaders
- Top notch facilities
- Admin practice support of student
- Cutting edge/"cool"
- **Student experience**
- GraduateIn4Years
- **Diversity of students and faculty**
- Affordable housing
- First rate facilities

Leadership Forum Wednesday, September 14, 2017, 1-2:30pm

- 3a. You are talking with the top candidate for a faculty or staff position. What would you say to entice him or her to come to SJSU?



- Excel in so many ways, different opportunities to excel in.
- Launchpad, poised for greatness
- Can be so many different things and still valued
- Can learn as much from our students as you can teach them
- Fabulous academic programs
- Work with world class researchers and faculty
- Ability to impact lives of first generation students
- Opportunity for innovation and creativity
- **Opportunity to work with diverse, highly motivated students with real life experience.**
- Hardest working, earnest students
- Rich history/legacy
- Region/location
- Mission driven colleagues
- **Working with students**
- Be a part of something special as we grow
- Campus moving in the right direction
- **Campus is well kept**
- People are awesome - staff and faculty
- **People building things**
- **Opportunity to make an impact**
- Change people's lives
- Student profile - humble, appreciative
- Social justice commitment
- Stability of leadership
- Access to California industry, government, etc.
- **Sense of community**
- Climate, healthy environment
- Employees benefits (CALPERS etc.)
- **Diversity:** People, academics
- **Location:** Weather; Contacts; Community
- SharedGovernance
- People centered
- **Research opportunities**
- Faculty; Students
- Division I Athletics
- Unique history
- RTP support
- Transparency
- SharedGovernance
- Professional development opportunities
- **Opportunity to make a difference**
- **Silicon Valley**
- Cultural and other diversity
- Student and faculty
- **Pension plan**
- **Library and city partnership**
- Sense of community

Leadership Forum Wednesday, September 14, 2017, 1-2:30pm

3b. You are talking with the top candidate for a faculty or staff position. What do you wish you could say the University could offer but cannot?



- **Can't offer students enough resources**
- Can't offer completely unique identity
- Can't offer enough academic resources for student support.
- **Can't offer competitive salaries**
- **Housing assistance**
- Differential salaries with CSU
- Modern division athletics facilities/programs
- **Cutting edge technology**
- **More parking**
- **Affordable Housing**
- ReducedTeachingLoad
- **More competitive salaries**
- **Enhanced professional development activities**
- **Housing for faculty**
- ReducedTeachingLoad
- **Better salaries**
- Diversity and Inclusion
- MoreResearchSupport
- Competitive startup packages
- **Affordable housing**
- Easy transportation
- **State of the art facilities**
- MoreResearchSupport in all forms
- Economics - salaries
- ReducedTeachingLoad for RSCA active faculty

Leadership Forum Wednesday, September 14, 2017, 1-2:30pm

4. What traditions or places create pride, are uniformly held dear and tie us together?



- Honors convocation
- **Student activism/SocialJustice**
- Pay it forward ideal
- **Library**
- Smallish classes
- TowerHall
- Cesar Chavez Foundation
- Research students and faculty
- **Open democratic SharedGovernance**
- The foundation bricks
- **CarlosSmithStatues**
- **Oldest institution in the west**
- **Diversity/SocialJustice**
- Honors Program - Humanities
- Most graduates
- **Renowned programs/academics**
- **Powerhouse in the SiliconValley**
- **Freedom/respect/differences/Discourse**
- Spartan floor
- International house
- TowerHall
- Hammer theater
- Library special collections
- **Intimate convocations**
- **Innovation challenge interdisciplinary**
- CASA ice cream social
- Spartan pride Thursdays
- SocialJustice history activists
- Our student & faculty
- Judo + Yoshi Uchida
- **Statues**
- **CarlosSmithStatues**
- **SharedGovernance**
- **TowerHall**

5. What are 3-5 forces or issues will most affect the future of SJSU?



- HousingCost
- Reduction in doctoral workforce
- Facilities (Campus)
- **CostofLiving**
- **K-12 Pipeline**
- Stable leadership
- **SiliconValley economy/focus**
- StateFunding
- CSU/State government
- **Location - Successful Funding**
- **Ability to work together; willingness to think differently, commitment to getting things done.**
- **Economy - shifts towards “middle-skill” jobs reduce demand for 4- year degree.**
- HousingCost
- Limitations of geographic footprint - space/size of campus-Facilities
- **National education policies**
- **Philanthropy**
- StateFunding
- Downtown growth: HousingCost; Vibrancy of area
- Future of CalPers
- Accessibility and Cost of Education
- **Employer/workforce needs**
- Future of BART in San Jose
- CostofLiving
- On-campus Housing
- Impaction
- **Traffic/Parking**
- **Tech behind**
- **Facilities**
- Physical site of Main Campus-Facilities
- San Jose and Off campus site
- **CostofLiving**
- **Different and new models of competition**
- **Slow bureaucratic processes**
- Lack of agility
- Lack of process efficiencies
- Unfunded mandates
- Tenure density, graduation rates
- Unprepared students
- StateFunding of CSUs

Responses: Leadership Forum Wednesday, September 14, 2017, 1-2:30pm

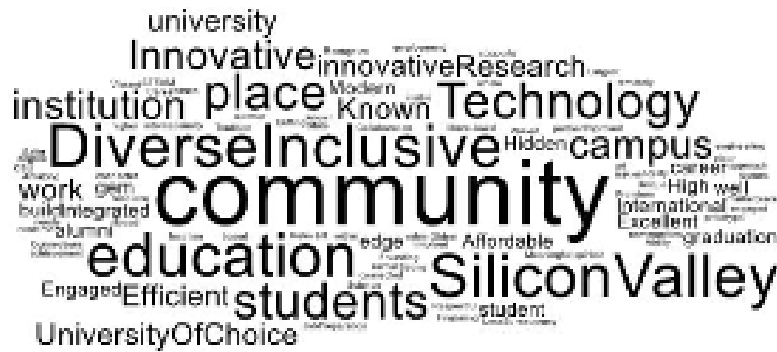
6. You have the opportunity to talk with a donor considering a very large unrestricted gift to SJSU. What ideas (programs, research, projects) would you pitch that build from areas of strength and promise that would be extraordinarily exciting to work on and better serve student and community?



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| <ul style="list-style-type: none"> ▪ Experimental experience (community engaged, service learning, Research, or International Experience for each student working with Silicon Valley companies. ▪ Team based, project based, professional development for each student (like Braven) ▪ New performing arts Facilities ▪ Comprehensive health science clinic/training center. ▪ Infrastructure and curriculum that supports novel blend of innovation, creativity, and Technology. ▪ All student secure (no food insecurity, homelessness etc.), all have basic needs met ▪ Student Faculty Research ▪ 21st century Facilities ▪ Innovation ▪ As many class sections as we need - no question ▪ Office Facilities ▪ Space exploration ▪ Interdisciplinary ▪ Unrestricted endowment - "President's Vision Fund" - allow campus to respond to unexpected challenges and opportunities. ▪ Support students - Scholarships and success ▪ Academic support for incoming freshmen ▪ Opportunity for regional studies with national relevance ▪ Research <ul style="list-style-type: none"> – San Jose – Silicon Valley – Bay Area ▪ Increased financial support for students in need <ul style="list-style-type: none"> – First gen – Scholarships – Improve trajectories of families ▪ Redefine/Modernize campus <ul style="list-style-type: none"> – Facilities – Academic Facilities – Athletic Facilities – Alumni/community center – Ensure long-term viability of faculty/student support through increased endowment ▪ Expand campus ▪ Buy to connect and build ▪ Spartan Row ▪ Corporate naming/buildings ▪ Housing - student experience ▪ Housing - attract faculty and staff ▪ Improve sports complex Facilities | <ul style="list-style-type: none"> ▪ Arts/Theater Facilities ▪ College town/shops ▪ Improve Technology ▪ Transportation/Parking ▪ Science labs improvement ▪ International Experience - Scholarships ▪ Internships ▪ Endow 500 faculty positions ▪ All students get funded International Experience ▪ Interdisciplinary rehabilitation services ▪ Stock of university Housing ▪ Guaranteed small freshman classes ▪ Second service and innovation ▪ Fine and Performing Arts Center ▪ AC for all ▪ Carbon neutral campus ▪ Innovation learning space <ul style="list-style-type: none"> – Example: Art at Adobe ▪ Collaboration with Businesses and Industry ▪ Hands on experience <ul style="list-style-type: none"> – Cooperate government ▪ Attacking a social issue ▪ Enhance student involvement in extracurricular activities ▪ First year experiences ▪ Building community experience prior to school starting <ul style="list-style-type: none"> – Freshman camp ▪ Facilities/Space <ul style="list-style-type: none"> – Labs – Collaboration to extend ▪ Collaboration with the city <ul style="list-style-type: none"> – Corporation ▪ Scholarships ▪ Endowed positions <ul style="list-style-type: none"> – First generation ▪ Technology/Labs/Research rooms ▪ Funded resources ▪ Subsidized faculty Housing <ul style="list-style-type: none"> – Professorville ▪ Practicum - Internships for students ▪ Infrastructure ▪ Relevant sustainability culture for environment, Facilities, and intellectual experiences ▪ Help make SJSU a Collaboration center for innovation and sustainability ▪ Investing in the future ▪ Research center |
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MPP Conversations Thursday, 9/21/17 2:00 PM

- Looking many years ahead, as if peering into a crystal ball, what 3-5 key words or phrases best characterize the ideal future of San Jose State? "San Jose State is...."



<ul style="list-style-type: none"> ▪ Relevant ▪ Innovative ▪ UniversityOfChoice ▪ Hidden gem ▪ Premiere institution ▪ Valued partner ▪ Meaningful connector ▪ Integrated with community ▪ Amazing place to work ▪ The place to be ▪ Known internationally ▪ DiverseInclusive ▪ Cutting edge innovative ▪ Collaboration marketplace ▪ Modern ▪ UniversityOfChoice ▪ Oldest CSU ▪ Founding campus ▪ Tradition ▪ Efficient Technology ▪ Affordable ▪ High value ▪ Jewel of SiliconValley ▪ Strong Connections to our communities ▪ DiverseInclusive ▪ DiverseInclusive ▪ Respectful ▪ Recognize for achievement ▪ International connected ▪ Broad based liberal education ▪ Unique location ▪ Involved in student and community needs/issues ▪ A prototype for innovative approach to higher education ▪ The center of innovative for SiliconValley ▪ More visible donors, employment for students ▪ Improved degree equity 	<ul style="list-style-type: none"> ▪ Research centered institution ▪ Ability to work remotely ▪ State of the art IT ▪ International campus ▪ A resource for all ▪ Preparing the whole student ▪ Safer, warmer, nicer ▪ Cares about the students well being ▪ Innovative in Science and engineering ▪ Largest alumni bases that supports the university ▪ JobPreparation for SiliconValley within the community ▪ Vibrant, engaged, and spirited community ▪ A well known STEAM university ▪ LessBureaucracy ▪ Efficient ▪ Welcoming ▪ Supportive ▪ Provides a personalized education ▪ Best buy for your bucks ▪ Hidden gem ▪ DiverseInclusive ▪ Research university ▪ Excellent undergraduate education ▪ Experimental learning ▪ Medical/Law schools ▪ Top quality education ▪ SiliconValley leader for education ▪ Economic mobility ▪ Early career training ▪ TopCSU ▪ Integrated into the fabric of SiliconValley companies and Santa Clara community ▪ Technology advanced ▪ Modern infrastructure ▪ Entrepreneurial ▪ Student success beyond graduation ▪ Engaged community and alumni ▪ 	<ul style="list-style-type: none"> ▪ Financially sound ▪ Competitive Salary structure ▪ Excellence ▪ The best place to work ▪ Spartan pride ▪ A place to grow ▪ On the cutting edge ▪ At the forefront of Technology ▪ Heart of SiliconValley ▪ High Technology meets high touch ▪ Opportunity/Authenticity/Congruence ▪ Excellent ROI ▪ Creating future leaders ▪ Growing ▪ Increased footprint on Increased footprint on campus community in urban setting ▪ Engaged with external community collaboration ▪ Destination institution ▪ UniversityofChoice for students ▪ Sufficient financial resources ▪ Affordable for students ▪ Innovative ▪ Educational practices and curriculums ▪ DiverseInclusive ▪ Alumni friendly ▪ Leading Research institution in the US ▪ Innovative Technology ▪ Symphony of collective knowledge ▪ Known for four year graduation rate ▪ Offer AffordableHousing ▪ An DiverseInclusive and equitable community ▪ Known as a good place to build a career ▪ UniversityOfChoice for students ▪ A campus that allows people to build their own degrees
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MPP Conversations Thursday, 9/21/17 2:00 PM

3a. You are talking with the top candidate for a faculty or staff position. What would you say to entice him or her to come to SJSU? What do you wish you could the University could offer but cannot?



<ul style="list-style-type: none"> ▪ Growth Opportunity ▪ Bay Area ▪ Quality of life ▪ Committed staff and faculty ▪ Diversity of Students ▪ Genuine people/staff/faculty ▪ Faculty to student ratio ▪ Aligned with our mission ▪ Location ▪ Environment ▪ Our Students are extraordinary ▪ Room for growth ▪ Benefits ▪ Workforce with good people ▪ People want to be here ▪ Devoted to work and to Students ▪ Student body ▪ Opportunity to impact Students lives ▪ Potential to be a part of a campus transformation ▪ DiverseInclusive Students ▪ Impacted ▪ Students who care ▪ Encourage innovative ▪ Quality of life ▪ Benefit ▪ 	<ul style="list-style-type: none"> ▪ Environment that supports Research ▪ Positive community ▪ Location ▪ SiliconValley ▪ Downtown ▪ DiverseInclusivecampus ▪ Growth in capital projects ▪ Potential Growth with Alumni fundraising ▪ Innovative leaders ▪ Committed and dedicated ▪ Continued professional development ▪ Serve equity, changes lives of our Students ▪ Opportunity to interact with SiliconValleycompanies ▪ Interaction with URM and first generation Students ▪ Opportunities to innovate, entrepreneurial programs ▪ Working within a DiverseInclusive environment ▪ Highly regarded faculty ▪ Great weather ▪ Opportunity for personal life ▪ Bay Area ▪ Rich history ▪ Dedicated students ▪ Mission driven staff ▪ Benefits 	<ul style="list-style-type: none"> ▪ Geographical location ▪ Unique Students ▪ Access to CSU network ▪ Opportunity to change lives ▪ Amazing colleagues ▪ DiverseInclusive sense of community and creativity ▪ Commitment to SocialJustice ▪ Urban environment ▪ A place where you can be ▪ Strong leadership ▪ Inclusiveness/collaboration ▪ Great benefit packages ▪ Privilege to work with college Students ▪ Diversity ▪ Location ▪ Salary and benefits ▪ Students ▪ Peer Connections ▪ Relationship building ▪ Campus community ▪ Welcoming ▪ Division 1 ▪ AffordableHousing ▪ Great Opportunity for impact ▪ Engaged and committed Students ▪ Diverse population ▪ Evolving and growing Opportunity for Influence ▪ TopCSU ▪ Gateway to Bay Area accessible
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3b. You are talking with the top candidate for a faculty or staff position. What would you say to entice him or her to come to SJSU? What do you wish you could the University could offer but cannot?



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|---|--|
| <ul style="list-style-type: none"> ▪ Better Salaries ▪ Growth Opportunity ▪ Affordable tuition ▪ Salary - more competitive ▪ Housing program or assistance ▪ Nice office ▪ Better Facilities ▪ Better Technology ▪ More tools needed to serve efficiency ▪ Affordable Housing ▪ Higher Salaries ▪ Plenty of parking ▪ Faculty supports ▪ Balance of teaching, Research, and service ▪ Cost of living ▪ Uncertainty of resources ▪ Intense Bureaucracy ▪ Balanced workload and expectation ▪ Institutional memory/stability ▪ Affordable Housing ▪ Loan Programs ▪ Flexible work hours ▪ Transportation - "Google Bus" ▪ Salaries/Wages ▪ Staff DayCare ▪ Solutions for Dual Careers ▪ Faculty and staff Housing ▪ Adequate RSCA support ▪ Better Facilities and space ▪ Telecommuting ▪ Flexible hours ▪ Salaries, cost of living, Housing ▪ | <ul style="list-style-type: none"> ▪ More International opportunities for faculty/staff ▪ More staff support ▪ Insufficient resources ▪ Efficient ▪ Affordable Housing ▪ Technology Industry ▪ Relocation assistance ▪ Safe sabbaticals and bonuses ▪ More flexibility in merit based Salaries ▪ Innovative over compliance ▪ Could be more innovative/modern ▪ Transparent/agile/flatter ▪ More organized ▪ Affordable ▪ Less Bureaucratic ▪ Competitive Salaries ▪ Telecommute ▪ Affordable Housing ▪ Better Facilities ▪ Incentive programs for transportation ▪ Safe/secure at night ▪ Welcoming ▪ High wages ▪ Modern Research Facilities ▪ Modernization of functional space, Facilities, and High Technology ▪ More doctoral programs ▪ Staff/faculty community collaborations ▪ Networking ▪ Building Connections ▪ Central source of institutional knowledge, policy ▪ Advancement ▪ Streamlined paperless processes ▪ Robust on boarding ▪ Service science for high education ▪ Affordable Housing, food, support and other "google like perks" ▪ Competitive Salaries ▪ Professional development is proactive ▪ Bike to work incentives |
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Lecturers and Temporary Faculty Conversations, Wednesday, 9/20/17 11:30AM

1. Looking at the year 2030, as if peering into a crystal ball, what 3-5 keywords or phrases best characterize the ideal future of San Jose State? "San Jose State is.."



Heart of Silicon Valley

Diverse

Welcoming

Excellence

Distance Education

Meeting Needs

Meeting Needs

Connected

Integrated

Industry Partner

Meeting Needs

Trendsetter

Sustainability

Integrated

Community Partner

Affordable

Critical Thinking

Social Justice

Environmental Justice

Research

Leading the Nation in Upward Mobility

Research

Learn By Doing Institution

Cal Poly of the Bay Area

Safe

Supportive

Heart of Silicon Valley

Connected

Integrated

Community Partner

Integrated

Industry Partner

Career Paths

Career Paths

Four Year Graduation

Diverse

No School Debt

Safe

Jewel of the Community

Lecturers and Temporary Faculty Conversations, Wednesday, 9/20/17 11:30AM

3. You are talking with someone considering lecturer/Temporary faculty position at SJSU.
a. What would you say to entice him or her to come to SJSU?



ResponsiveLibrary
GreatFaculty
ExcellentBenefits
GreatStudents
StrongUnion
BeautifulUrbanCampus
BeautifulUrbanCampus
ProfessionalDevelopment
Opportunities
QualityEducation
AffordableEducation
ProfessionalDevelopment
FreedomtoTeachHowYouWish
TechnologyHub
SharedGovernance
ChancetoPassKnowledgeOntoNextGeneration
ExcellentBenefits
Pension

Lecturers and Temporary Faculty Conversations, Wednesday, 9/20/17 11:30AM

3. You are talking with someone considering lecturer/Temporary faculty position at SJSU.
b. What do you wish you could say the University offers but cannot?



Affordable
Compensated For The Work
Efficient
Sense of Community
Career Advancement Opportunities
Equal Opportunities
Consistency
Career Advancement Opportunities
Pay Equity
Equitable
Research
TLC for Freshman
Smooth Transition for Freshman
Practical Streamlined Mental Health Services
Responsive
Consistency
Appreciation
Respectful
Endowments
Consistency
Compensated For The Work
Compensated For The Work

Lecturers and Temporary Faculty Conversations, Wednesday, 9/20/17 11:30AM

6. You have the opportunity to talk with a donor considering a very large unrestricted gift to SJSU. What ideas (programs, research, projects) would you pitch that build from areas of strength and promise that would be extraordinary exciting to work on and better serve students and community?



HumanitiesAndSocialSciences

HumanitiesAndSocialSciences

HumanitiesAndSocialSciences

InnovationInAllFields

TechnologyImprovements

TechnologyImprovements

EndowedLectureships

VisitingFacultyPositions

LecturerSabbaticals

StudyAbroad

ExperientialLearning

ServiceLearning

FacultyHousing

StudentSES

FacultyHousing

Parking

IndustryPartnerships

Internships

CareerAdvancementOpportunities

Internships

IndustryPartnerships

TechnologyImprovements

TraditionsAndCeremonies

Probationary Faculty Conversations, Wednesday 9/20/17 2:00 PM

1. Looking at the year 2030, as if peering into a crystal ball, what 3-5 keywords or phrases best characterize the ideal future of San Jose State? "San Jose State is.."



GraduateDegrees

Research

Diversity

Community

Engaged

InterdisciplinaryResearch

TechnologyLeader

Innovative

Research

Scholarships

CommittedToEquality

Progressive

Engaged

StrongCommunity

Healthy

FinanciallyStable

StableInfrastructure

ASteppingStone

ALaunchPad

Diversity

Diversity

Connected

Credentialing

TechnologyLeader

Connected

Leaders

RealWorldPreparation

Probationary Faculty Conversations, Wednesday 9/20/17 2:00 PM

3. You are talking with the top candidate for a probationary/tenure-track faculty position.
a. What would you say to entice him or her to come to SJSU?



Diversity

SpiritOfGrowth

Benefits

Benefits

Location

Funding

CommunityEngagement

Diversity

Collegiality

Location

AffordableTuition

StudentFocused

ChildCareOnCampus

StudentEngagement

CommunityEngagement

UniqueHistory

FirstGenerationStudents

Location

Diversity

NiceCampus

Walkable

Location

Freedom

Flexibility

Welcoming

Probationary Faculty Conversations, Wednesday 9/20/17 2:00 PM

3. You are talking with the top candidate for a probationary/tenure-track faculty position.
b. What do you wish you could say but cannot?



AffordableHousing
ResearchSupport
EmploymentOpportunities
Transportation
AffordableHousing
AffordableHousing
DiverseFaculty
DiverseStaff
MoreChildCare
ResearchSupport

ResearchSupport
StableLeadership
MoreDoctoralDegrees
Innovation
Interdisciplinary
AffordableHousing
ITSupport
FacultyLounge
DiverseFaculty
EducatedFaculty

Probationary Faculty Conversations, Wednesday 9/20/17 2:00 PM

6. You have the opportunity to talk with a donor considering a very large unrestricted gift to SJSU. What ideas (programs, research, projects) would you pitch that build from areas of strength and promise that would be extraordinary exciting to work on and better serve students and community?



EnhancedSpaces

EnhancedSpaces

AffordableHousing

EnhancedSpaces

CommunityPartnerships

InterdisciplinaryResearch

Technology

Sustainable

AffordableHousing

Transportation

CampusHealthAndWellness

CampusHealthAndWellness

CampusHealthAndWellness

StudentResearch

CampusHealthAndWellness

ConferenceCenter

AlumniCenter

EnhancedSpaces

CampusHealthAndWellness

NetworkingOpportunities

Technology

Scholarships

NetworkingOpportunities

MentoringOpportunities

InternationalStudies

CommunityPartnerships

InternationalStudies

Tenured Faculty
Conversations, Wednesday 9/20/17, 9:30 AM

1. Looking at the year 2030, as if peering into a crystal ball, what 3-5 keywords or phrases best characterize the ideal future of San Jose State? "San Jose State is.."



Locally Engaged
Globally Engaged
Thriving
Accessible
Diverse
Inclusive
Safe
Risk Taking
Cal Poly of Silicon Valley
Values Research And Teaching Equally
Transformative
Football Champions
Quality
Quality
Quality
Equitable
Connected
Equitable
Integrated
Connected
Transformative
Diverse

Integrated
Connected
Locally Engaged
University of Silicon Valley
Innovative
Diverse
Meaningful
Locally Engaged
Globally Engaged
Fun
Transformative
Unrestricted
Trusting
Meaningful
Committed To Social Justice
Affordable
Inclusive
Fun
Destination
Locally Engaged
Locally Engaged
Locally Engaged

Tenured Faculty Conversations, Wednesday 9/20/17, 9:30 AM

3. You are talking with the top candidate for a tenured faculty position.
a. What would you say to entice him or her to come to SJSU?



NotAnIvoryTower
TheStudents
OpportunitiesForExploration
Cosmopolitan
Transformative
TheStudents
GreatWorkload
Collegial
TheWeather
SiliconValley
Possibilities

TheStudents
SharedGovernance
Engaged
Transformative
MentoringOpportunities
MentoringOpportunities
MentoringOpportunities
GlobalCrossroads
DedicatedToSocialJustice
Collegial
Supportive

Tenured Faculty Conversations, Wednesday 9/20/17, 9:30 AM

3. You are talking with the top candidate for a tenured faculty position.
- b. What do you wish you could say the University could offer but cannot?



AffordableHousing
LivingWages
ReducedTeachingLoad
ReducedTeachingLoad
DualCareerPositions
AffordableHousing
CompetitiveSalaries
ResearchSupport
ReducedWorkload
Balanced
ReducedWorkload
Diversity
AffordableHousing
PubliclyFunded
Exciting
InterdisciplinaryOpportunities
AffordableHousing
AdequateFacilities

Tenured Faculty Conversations, Wednesday 9/20/17, 9:30 AM

5. What 3-5 forces or issues will most affect the future of SJSU?

StateFunding

Diversity

PoliticalViews

RotatingAdministration

Salaries

PartTimePositions

AssessmentPush

DiversityOpposedToAcademicQuality

DivisionOneAthletics

AdministrationFacultyDivide

NoFacultySenate

Tenured Faculty Conversations, Wednesday 9/20/17, 9:30 AM

6. You have the opportunity to talk with a donor considering a very large unrestricted gift to SJSU. What ideas (programs, research, projects) would you pitch that build from areas of strength and promise that would be extraordinary exciting to work on and better serve students and community?



Institutes
Campus Infrastructure
Full Scholarships
Full Scholarships
More Staff Support
Efficiency
Support For Research
Institutes
Institutes
Institutes
Institutes
Interdisciplinary Research
Institutes

Interdisciplinary Research
Student Research
Interdisciplinary Research
Leadership Reorganization
Infrastructure
Enhancements
Campus Infrastructure
Affordable Housing
Transportation
Full Scholarships
Salary Adjustments
Endowed Chairs
Locally Engaged