Strategic Themes  
January 30, 2014

Operational

- simplification: making processes more transparent and flexible
- a culture that engages change
- efficient, effective services

Social Justice & Diversity

- as connected to the environment
- as connected to diversity - economic, race and gender
- student engagement and leadership
- community collaboration
- quality of community; service and social justice
- social justice, sustainability, diversity

External Engagement & Partnerships

- Connections/Community/Collaborations (on and off campus)
- community connection
  - cultural events
  - center for service learning
  - communicating achievements
  - collaborative research
  - K-14
- Monterey County, Santa Cruz County

Environment & Sustainability

- Sustainability
- Quality of Community
Research

- creative collaborations
- graduate student support
- Technological Transformation
- Interdisciplinarity within and outside the university (Silicon Valley town/gown, & academics)
- Interdisciplinary Collaborations/Structure
- Increase size, breadth, and impact of our research enterprise
- Silicon Valley and UCSC as partners
  - internships (UG and Grad)
  - industry and university research
  - fundraising
  - interdisciplinarity
- Academic and Research Excellence

Additional Notes

- Engage faculty
  - aspirational opportunity
- minimal boilerplate
- undergrad experiences
- grad support
- interdisciplinary
- strategic choices and decision making
- individual vs institutional direction
- how to start things, how to end things

Communications & Reputation

- Engaged communication and public relations
- Branding
• Identity and Communication
• Increase the relevance/value of UCSC
• Branding and reputation
• improve internal and external communication
• Strive to be who we say we are

Student Experience

• Quality of community (on and off campus)
• Community building (inclusion)
• Do everything possible to ensure student success
• Inclusive excellence
  o responsible
  o public mission
  o ahead of the curve
  o academic excellence
  o experiential learning before, at, after UCSC
• Integrate grad and undergrad education and research
• Colleges
  o distinctive
  o diverse
  o interacting
  o unified