

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
 - responsible
 - public mission
 - ahead of the curve
 - academic excellence
 - experiential learning before, at, after UCSC
- Integrate grad and undergrad education and research
- Colleges
 - distinctive
 - diverse
 - interacting
 - unified