

San José State University

Strategic Plan 2013-2017



College of International and
Extended Studies

Plan

The CIES Strategic Plan is aligned to the overarching [SJSU Vision 2017](#) campus strategic plan, which identifies the following goals:

“SPARTAN PRIDE”

Develop vibrant, safe and welcoming communities that create a sense of belonging and instill Spartan pride.

“UNBOUNDED LEARNING”

Enhance student success through continuous learning innovations.

“HELPING AND CARING”

Create a culture of helping

“AGILITY THROUGH TECHNOLOGY”

Improve organizational responsiveness through an advanced technology infrastructure and by elimination of procedural obstacles.

“21ST CENTURY SPACES”

Provide gathering spaces and up-to-date facilities.

CIES departmental and program goals and objectives are set by the AVP/Dean with each department and program on an annual basis and are derivative of the larger goals established in this document.

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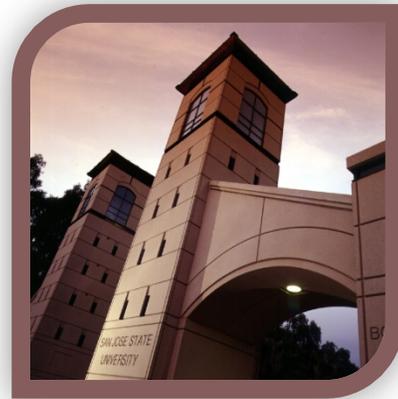
CIES

The College of International and Extended Studies (CIES) provides access to San José State University courses, degrees and certificates for students in Silicon Valley and from around the world. Unlike many extension and continuing education programs, CIES offers college credit for its courses.

Our programs and courses are available to enrolled students as SJSU as well as to adult learners and professionals seeking to expand their learning and advance in their professional careers. We offer courses at times convenient to working adults and to enrolled students seeking to add to or catch up on courses for graduation, whether those courses are online ([SJSU Online](#)) or on campus ([Open University](#)) or through specially scheduled shortened course offerings ([Special Sessions](#)).

At the same time the CIES offers courses and resources to students on campus and in Silicon Valley, we also reach out to students across the globe to connect them to opportunities at SJSU and create career pathways to Silicon Valley companies and the expertise to excel in industries in their home countries. We provide programs to help foreign students with English skills ([Gateways](#)) with adjustment to life on our campus ([International Programs and Services](#)) and much more.

As part of our SJSU's devotion to being a global campus, we host the [Salzburg program](#) in Austria each year and provide academic connections through our [Silicon Valley Center for Global Studies](#).



Our Mission

The College of International and Extended Studies will become a globally recognized center of excellence in international and extended education. It will become the primary provider of innovative and relevant educational programs to students and professionals in Silicon Valley and the world. By providing students with direct access to Silicon Valley and its innovative culture we transform students' lives and their futures.

Access

We create opportunities through higher education for people to develop in their personal lives and their careers.

International Studies

We host international students and guests, develop new programs to meet the needs of local and international students, and lead campus internationalization.

Innovation

We develop new programs and new delivery formats to meet the evolving needs of our students, Silicon Valley, and the world.

Our Goals

In alignment with SJSU's Vision 2017 goals, our college seeks to achieve the following goals:

Spartan Pride

CIES recognizes and celebrates the diversity of our student body. In particular we value and serve the large number of international students on our campus. For example, CIES presents International Education Week to the campus each year. This program engages the campus in a celebration of multi-cultural and international harmony.

Unbounded Learning

Online educational programs recognize the global scope of education today. To meet the educational needs of busy and distant audiences, CIES will continue to grow online programs. These serve non-traditional higher education audiences (primarily adult professionals) in Silicon Valley and throughout the world.

CIES will initiate and implement programs that bridge borders and join cultures, respond to international contacts, and seek international opportunities in an increasingly interdependent world.

Helping and Caring

CIES dedicates itself to quality student service. CIES will provide the support needed by students to achieve success in their programs. This includes speedy responses to inquiries and admissions applications. It includes advising international students on visa and immigration regulations; and providing programs that respect the multi-cultural and international composition of our student body.

Agility through Technology

CIES will use the latest technologies to increase access to our programs, manage office processes, communicate within our college, and communicate with students. Staff will learn and use technology to improve efficiency, effectiveness, and personal fulfillment on the job. Technology will be used for professional development of CIES staff and administration.

21st Century Spaces

CIES will move into a new building on campus in 2015. This building will contain state-of-the-art technology for presentations to international visitors and guests. It will have conference rooms and offices equipped with the latest technologies. The building will serve as an “International Reception Center” for the campus.

Departmental Goals

Marketing

The marketing and communications unit builds dynamic, innovative and expansive information networks between programs, students and stakeholders to promote opportunity and access and so raises its profile as a leader in extended and international studies in its communities and around the world.

Spartan Pride

CIES will develop materials and strategies to educate its campus and its community about the achievements, potential and accessibility of CIES programs and the value its programs bring to all stakeholders.

Unbounded Learning

CIES will develop promotion platforms and conduits to broaden the college's outreach to online and international students and bring them to the heart of Silicon Valley and the engines of opportunity.

Helping & Caring

Align CIES with the best providers of promotion and marketing services to give potential and existing students the best information to make informed decisions, showing how SJSU is not just a higher education choice but also a career development destination.

Agility through Technology

CIES will build systems and platforms at SJSU to more broadly and thoroughly inform arriving and matriculated students about CIES opportunities so that CIES programs become a valued portfolio for academic achievement and advancement.

21st Century Spaces

CIES will maximize the use of web assets to streamline and speed information delivery to potential and current students, including a special focus on making Special Sessions easily available and user friendly, making CIES a vital virtual space.

Finance

The finance unit strives to support the operations of CIES and its financial systems, policies and practices so that programs in the college can serve students efficiently in accordance with campus rules.

Spartan Pride

Provide timely, accurate and exceptional customer service to support the Teaching and Community Service mission of the University.

Helping & Caring

Ensure a safe and healthful workplace to enhance productivity and collaboration amongst staff.

Provide training, outreach and assistance in enforcing OSHA and University safety standards.

Program Goals

International Programs and Services

Spartan Pride

Expand welcome activities for international students to include SJSU students.

Institute student evaluations on international climate, activities, services.

Promote campus activities to international students through website and social media.

Develop ties to international alums.

Resurrect Global Student Network.

Unbounded Learning

Support academic success with workshops on effective classroom culture and intercultural awareness for internationals.

Research opportunities for international student success center.

Recruit SJSU students for study abroad.

Helping & Caring

Extend advising hours for international students.

Connect international students with Peer Mentor program.

Make customer service a focus of all student and faculty interactions.

Extend current I House programs to non-residents

Agility through Technology

Develop social media networks for international students before, during, and after enrollment at SJSU.

Create and maintain a database of student records pertinent to IPS procedures.

Maintain accurate and informative website.

Put workshops on powerpoints and link to website.

Move storage out to make room for student –staff interactions.

21st Century Places

Create online appointment and student advising system.

Renovate front office for better work flow and student welcome.

International Gateways

Spartan Pride

iGateways strives to strengthen our reputation as the gateway to SJSU for international students, a key player in the SJSU campus community, and an innovative leader in the field of English language teaching.

iGateways will cultivate new and promote existing partnerships with SJSU departments, events, and entities on campus.

The program will endeavor to be a major contributor to the internationalization of SJSU via promotion of the Language And Cultural Exchange program, MATESOL collaboration, International Week, and Spirit Week.

We will increase the presence of SJSU on our website and marketing materials.

Unbounded Learning

iGateways remains committed to providing students with structured opportunities for education and involvement in SJSU and American culture.

iGateways will adopt policies and procedures that mirror those of the university, thus teaching students about the culture of higher ed in the U.S.

iGateways will continue to promote intercultural learning through cultural exchange activities such as the Boulevard of Languages and other group events.

The program will continue to provide professional development opportunities to faculty and staff about student engagement, alternative learning styles, and technology.

Helping & Caring

iGateways will maintain dedicated advisers and staff to assist students and teachers in locating appropriate help and resources both on and off campus.

The program will update and integrate websites and databases, creating a more user-friendly interface for students, staff, faculty, and global partners.

Agility through Technology

iGateways will develop and integrate technology into teaching as well as student services.

The program aims to keep abreast of technologies used at the university and trends in higher education.

iGateways will maintain a dedicated tech support staff for both academic and administrative purposes..

We will expand the role of technology in streamlining our practices and procedures in order to enhance productivity, efficiency and responsiveness.

21st Century Spaces

The program will move into the newly built student union in 2014, providing a more up-to-date face for iGateways.

iGateways will further explore options for more spacious meeting places and classrooms for students both on and off campus.



Special Session/Intercession/Open University

Spartan Pride

Provide face-to-face and virtual SJSU learning environments for students to foster Spartan identity and community.

Unbounded Learning

Provide opportunities to facilitate students' degree completion in a timely manner in all academic disciplines.- offer high-quality courses and programs that meet the demands of SJSU students.

Be student centric - develop a "Successful Adult Learner" gateway offering resources and support for students.

Helping & Caring

Enrich the learning experience through thoughtful course design - develop a powerful learning community through instructional design, where students learn from within and between learning environments.

Agility through Technology

Design and support a one-stop informational site for all stakeholders interested in developing face-to-face, online degree and certificate programs. Create efficiencies by simplifying and automating processes.

21st Century Spaces

Insure that the face-to-face and virtual learning classrooms utilize technology appropriately to meet learning objectives as well as addressing specific student needs.

SJSU Online

Spartan Pride

Provide virtual SJSU communities for students to foster Spartan identity and community, and to establish presence in their online experiences.

Unbounded Learning

Provide options to facilitate students' degree completion in a timely manner – offer high-quality online courses and programs that meet the demands of SJSU students.

Be student focused - develop a "Successful Online Learner" portal offering resources and support for students.

Helping & Caring

Through thoughtful course design, ensure that identity and community development among students and faculty in online environments are achieved.

Agility through Technology

Design and support a one-stop informational site for all stakeholders interested in developing online degree and certificate programs. Improve efficiencies by digitizing and automating processes.

21st Century Spaces

Ensure that virtual learning classrooms utilize technology appropriately to meet student learning objectives as well as address specific student needs and issues that are unique with online learning.

Silicon Valley Center for Global Studies

Spartan Pride

Prioritizing timely Center changes which both reflect the University's "Excellence First" policy and consistently work towards accommodating changing student and faculty needs as well as international contract expectations.

The Center will exemplify Spartan Pride in the areas of value creation and innovation and will allow SJSU to continually be at a competitive advantage in all research exercises.

Unbounded Learning

The Center will adapt itself to better fit the times while maintaining high standards for faculty performance.

The Center will always be known as a program that produces diverse, intuitive and creative applied and pure research at SJSU.

Helping & Caring

The Center will focus on gathering, interpreting and sharing timely information and successful analysis of trends and expectations to help the greater academic community target, attract, motivate and maintain new consumers and users.

Agility through Technology

The Center will develop mutually beneficial partnerships with government agencies and companies who share the Center's quest for top quality, innovative and dynamic uses of new technology to deliver specialized training and advanced application programmatic contractual work.

21st Century Spaces

Expand profit-making contractual management agreement models on campus.