OUR SJSU:
HISTORIC ROOTS,
CUTTING-EDGE FUTURE

Provost’s 2012 Welcome Forum
January 24, 2012

Ellen Junn, Ph.D.
Provost & Vice President for Academic Affairs
Lunchtime Requests?

- Food—thank you for giving up your lunchtime!
- Interesting! Informative! Fun! Interactive!
- Thought-provoking!
- Budget Update & Critical Issues!
- Vision & Future directions!
- Q&A!

It’s a joy to be here! So, let’s go!
Nearly all men can stand adversity, but if you want to test a man’s character, give him power point.

- Abraham Lincoln, circa 1862
- Nancy Duarte, 2008
AVOIDING DEATH BY POWERPOINT

A Short Digression: Fun Facts

- Powerpoint 1.0 created = 1987 by Robert Gaskins, Dennis Austin
- Powerpoint created where? = Silicon Valley (Forethought, Inc.)
- Powerpoint sold to = originally B&W for Mac’s, sold to Microsoft 1988, in the market since 1990 or 22 years

- Garr Reynolds, 2008
Welcome to 2012 (Year of the “Water” Dragon)!
Interactive with Data (Poll Everywhere)

SETTING THE CONTEXT:

1. Brief Budget Overview: Where Do We Have Control?
2. Faculty/Staff Roles
3. Focus on Student Learning, WASC, Academic Affairs Vision aligned w. University Strategic Strategic Plan
4. CALL TO ACTION: I$^3$ = Ideas, Innovation & Involvement (IOTA)

Q&A Dialogue
Please turn on your cell phones or iPad!

We want your participation with your cell phone, iPad or laptop using Poll Everywhere! Let’s try!
How To Vote via Texting

1. Standard texting rates only (worst case US $0.20)
2. We have no access to your phone number
How to vote via internet.
Use your smart phone, laptop, ipad to find:
http://pollev.com

Are You Ready?
Let’s try it!
SETTING THE CONTEXT:
The “New Normal”
(1) Budget Overview:
(1) Budget Overview:
Knowing Where We Have Control vs.
Little to No Control Over Our Budget
Who sets and controls our overall campus baseline budget?

1. CA Governor & Legislature
   → set state appropriations & CSU target

2. CSU Chancellor & Board of Trustees
   → set student tuition and fees & campus targets
Public Higher Ed Appropriations per FTE % Change by State Fiscal 2005-2010

31 states losing state support

CA: -7.9%

Note: Dollars adjusted by 2010 HECA, Cost of Living Adjustment, and Enrollment Mix Index.
Source: State Higher Education Executive Officers
2012 State Disinvestment in 4-Year Public Univ

Percentage Change in FY 2012 State Operating Support for Four-Year Public Universities (AASCU, July 2011)

California 2012 Reduction 22% (35 states declined)
2011-12 State Appropriations equal 1998-99 levels, but Enrollment has increased by 58,000 FTES
### CSU Fees Remain Below Comparison Institutions

#### CSU and Comparison Institutions

<table>
<thead>
<tr>
<th>Undergraduate Tuition Fees and Campus-based Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12 Academic Year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Institution</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rutgers University</td>
<td>$12,755</td>
</tr>
<tr>
<td>Illinois State University</td>
<td>12,031</td>
</tr>
<tr>
<td>University of Connecticut</td>
<td>10,670</td>
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<tr>
<td>Wayne State University</td>
<td>10,578</td>
</tr>
<tr>
<td>Arizona State University at Tempe</td>
<td>9,720</td>
</tr>
<tr>
<td>University of Maryland, Baltimore County</td>
<td>9,462</td>
</tr>
<tr>
<td>University of Wisconsin at Milwaukee</td>
<td>9,419</td>
</tr>
<tr>
<td>Georgia State University at Atlanta</td>
<td>9,410</td>
</tr>
<tr>
<td><strong>Comparison Average</strong></td>
<td><strong>9,290</strong></td>
</tr>
<tr>
<td>George Mason University</td>
<td>9,266</td>
</tr>
<tr>
<td>Cleveland State University</td>
<td>8,952</td>
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<tr>
<td>University of Texas at Arlington</td>
<td>8,878</td>
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<tr>
<td>University of Colorado at Denver</td>
<td>7,648</td>
</tr>
<tr>
<td>State University of New York at Albany</td>
<td>7,172</td>
</tr>
<tr>
<td>North Carolina State University</td>
<td>7,018</td>
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<tr>
<td><strong>California State University</strong></td>
<td><strong>6,518</strong></td>
</tr>
<tr>
<td>University of Nevada at Reno</td>
<td>6,372</td>
</tr>
</tbody>
</table>
CSU Budget

2011-12 Budget:
- CA failed to achieve required revenue levels, so Governor implemented a $100 million trigger reduction in baseline funding for the CSU in the current year = **$6.5 million reduction for SJSU**.
- Campus reserves to address this shortfall this Spring 2012.
- New $498 tuition fee increase for next Fall will come close to addressing the $6 million base budget reduction for the 2012-13 year.

2012-13 Budget:
Gov. Brown calls for no change from this year's level, but will be contingent on voters passing the Governor’s tax initiative slated for the November 2012 ballot (estimates vary ~ $7 B).
- The budget proposes **$2 B for the CSU**, lowest figure in 15 years. It reflects the continuation of a $750 million or 27% reduction in funding made in 2011-2012 and makes the most recent $100 million reduction a permanent base budget reduction.
- If the measure **fails**, an additional $200 million CSU cut = **$19.5 million to SJSU** for 2012-13 (mid-year cut).
- Other worries regarding responsibility for CalPers pension funding and debt service.
SETTING THE CONTEXT:
The “New Normal”
What Does This Mean for SJSU?

THE BIG RESET: There will be no going back to the old budget days.
We cannot rely on state funding as our primary source of funding. We need to consider NEW sources, WHILE seeking to maintain and enhance quality:

**Campus Budget:**

😃 State appropriations (from legislature and CO);
😊 Student tuition and fees;
😊 External grant funding;
😊 Donor support (Acceleration Campaign);
😊 Non-resident tuition revenue (international and out-of-state);
😊 Faculty & AA: Curricular Innovation (enhancing student learning; courses in the major; delivery of courses; course redesign);
😊 Faculty & AA: New curricular offerings through self-support programs (e.g., new graduate programs; online and certificate programs);
😊 Improved internal efficiencies or consolidations (e.g., CSU snergy projects)

→ FUTURE ACADEMIC AFFAIRS BUDGET UPDATES ARE FORTHCOMING.
(2) Faculty & Staff Roles at SJSU
Why Are you Here?
SJSU THEN: Historic Beginnings

1st Normal School, circa 1876

SJSU Library Normal School, circa 1904

SJSU NOW: Cutting-Edge Promise
Start with the Professoriate

Consider Media Depictions?
Professors in Film?

Fred MacMurray – “Absent Minded Professor”
Prof. Ned Brainard (1961)


Henry Walton “IN Jones” (Harrison Ford) Professor of Archaeology, OSS agent (1981)

“The Nutty Professor” (1976) Remake with Eddie Murphy

Jerry Lewis as "The Nutty Professor"(1963)

Russell Johnson in “Gilligan’s Island” Professor Roy Hinkley (1964-67)

Groucho – “Horse Feathers” Professor Quincey Adams Wagstaff (1932)
Boyer’s Fourfold Paradigm of Faculty Work in *Scholarship Reconsidered* (1990)

**Thesis:**

- Faculty work is complex and multi-faceted.
- Multiple roles include scholarly work in 4 domains: (1) research; (2) teaching/learning; (3) engagement; and (4) integration.
- Faculty should be rewarded for scholarly achievements in all of these areas.
(3) Student Learning & WASC?
What is WASC and Why Should We Care?

- **SJSU** will be among the **1st CSU to go through the new WASC process.**
- Accreditation is required for **students to get federal/state financial aid.**

**USA unique accreditation standards**
- Not operated by the US Dept. of Education
- Independent, regionally-based accreditation bodies
- Self-study with peer-review team process

**Western Association of Schools and Colleges** (1 of 6 regionals in US)
- WASC covers +2 states---California and Hawaii and territories (Guam, Pacific Rim, East Asia)
4 WASC Former Standards: Addressing Campus’ Commitment
(Many “input” factors)

• Standard #1 = institutional mission and leadership
• Standard #2 = teaching, faculty scholarship, student support
• Standard #3 = campus infrastructure (HR, budgets, facilities, IT, communication, decision-making)
• Standard #4 = commitment to continuous improvement (strategic planning)
NEW WASC: Evidence of STUDENT LEARNING
Documenting 5 Student Proficiencies

1. Writing communication
2. Oral communication
3. Quantitative (Math)
4. Critical thinking
5. Information literacy
OTHER NEW WASC ITEMS:

1. Defining the meaning of the baccalaureate.
2. Documenting competency in the discipline.
Student Learning & Graduation Goals

• It’s not about WASC “window-dressing”.
• It’s fundamentally about our collaborative commitment and responsibility for assessing and documenting our students’ learning.
• As well as strengthening support for our hard-working faculty.
• And supporting our dedicated staff.
We Need You!

(3) To Help Document Student Learning & Create Academic Affairs Plan Aligned with University Strategic Plan Vision 2017
SJSU Strategic Plan Vision 2017

Guiding Principals: (1) Strong and unique sense of place; (2) Unbounded learning

GOALS:

1. “Spartan Pride”
2. Unbounded Learning (GRI, engagement)
3. Helping and Caring
4. Agility Through Technology
5. 21st Century Spaces

Red = Acad Aff primarily responsible
Yellow = Acad Aff important action role
A Lesson (or two) from History . . .
PONY EXPRESS
St. JOSEPH, MISSOURI to CALIFORNIA
in 10 days or less.

WANTED

YOUNG, SKINNY, WIRY FELLOWS
not over eighteen. Must be expert
riders, willing to risk death daily.
Orphans preferred.
Wages $25 per week.

APPLY, PONY EXPRESS STABLES
St. JOSEPH, MISSOURI
The Pony Express
A Cautionary Tale

- St. Joseph, MO to Sacramento, CA = 1,900 mi.
- Stations set up every 10 mi. (as far as a horse can gallop);
  - Riders changed every 60 to 100 miles.

→ Reduced letter delivery from 24 to 10 days.
Started: April 3, 1860

Ended: October 26, 1861

19 months later

Why?

The completion of the transcontinental telegraph!
Modern Day Demise?

WHY? The digital world revolution
“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

- Often attributed to Charles Darwin
Brave New World:
- Post Written Word & the Printing Press
- Post Industrial Revolution & the GI Bill
- Post WWW and 9/11

Re-imagining the Professoriate?
Images & Reflections on Technology & Culture

http://www.youtube.com/watch?v=XpeNk3E36YU
(Caveat: ad)

“4 Screens” Concept:
1) Film
2) Television
3) Computers and the Internet
4) Advent of social media and mobile devices (smart phones, iPhone, etc.)
Images & Reflections on Technology & Culture
Our Students Today

• [http://www.youtube.com/watch?v=dGCJ46vyR9o](http://www.youtube.com/watch?v=dGCJ46vyR9o)

• Video created by Kansas State Intro to Cultural Anthropology class, Professor Michael Wesch, Spring 2007.
Our Students Today
(4) Call to Action: $I^3 = \text{Ideas, Innovation, Involvement}$
Support For Innovation:

- **Research**, scholarly and creative activity
- **New technologies** to reduce workload/improve efficiency
- **Teaching and technology** support (online/hybrid, HIP)
- **Innovative teaching**—invite me to your innovative class!
- **Curricular/program innovation** (new and re-invigorated)
- **Community-building/collegial** opportunities
- **Community** outreach and resources
- **Recognition** for faculty & staff
- **Diversity Commitment**

⇒ **IOTA** = Innovate One Thing and Assess (IOTA) initiative
Communication Plans

• Regular Provost Academic Affairs **Forums** (2-3 per semester: Feb 15, April 26).
• More frequent and regular **email** communications to everyone in Acad Affairs.
• Orientation meetings with all **colleges**.
• Invite me to your **department** meeting.
• Regular communication with Deans, AVPs, Chairs, Senate, CFA, ASI, others.
SUMMARY

Commitment to our historic roots, mission and quality:

(1) Think strategically and innovatively to create and initiate greater control of our budget revenue sources;

(2) Understand and support the unique, complex, interdependent and critical roles that faculty, staff and administrators play in promoting the success of our students, as well as supporting scholarship, creative activity, service and community advocacy connections.

(3) Proactively address strategic planning and accreditation issues.

(4) Allocate resources to create an inclusive climate of innovation, creativity, results, and fun!

(5) Commit to enhanced collaboration and communication.

Stay tuned for emails on how to join and participate!
THANK YOU!