



**San José State**  
UNIVERSITY

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Academic Senate Office

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SS-S99-7

At its meeting of May 10<sup>th</sup>, 1999, the Academic Senate unanimously passed the following Sense of the Senate Resolution presented by Mary Jo Gorney Moreno for the Executive Committee.

A SENSE OF THE SENATE RESOLUTION  
ENDORING JOINT VENTURE SILICON VALLEY NETWORK VISION 2010

- Whereas, Joint Venture Silicon Valley Network (JVSVN) recently completed a study focusing on shaping the future of Silicon Valley in the next decade by determining characteristics and values that we, as a community, felt were most important to develop and nurture, and then developed an implementation plan which defines seventeen goals and progress measures (See attached); and
- Whereas, That plan has been adopted by the JVSVN Board and the implementation process has begun; and
- Whereas, The implementation plan requires broad regional acceptance from many community members; and
- Whereas, Many businesses, non-profit institutions, and subdivisions (cities, counties, etc.) have passed resolutions in support of Vision 2010; and
- Whereas, Many of the goals and progress measures are already being addressed within the current academic research and curricular mission of the University; thus it would be appropriate for San Jose State University, as the Metropolitan University of Silicon Valley to endorse Vision 2010; now therefore, be it
- Resolved, That the Academic Senate of San Jose State University endorse the 2010 Vision: “We will use our innovative, entrepreneurial spirit to create a strong foundation of regional stewardship, so future generations can enjoy Silicon Valley’s broad prosperity, health and attractive environment and inclusive communities”; and be it
- Resolved, That the SJSU Academic Senate present the vision to the Campus community by the end of Fall 1999 Semester, to allow for identification of areas for involvement by SJSU faculty, staff, and students. Possible areas of involvement include but are not limited to: research, community based learning, and involvement of individual faculty and students as well as student organizations through internships, cooperative education, and incorporating more local issues and interests in our curricula; furthermore, be it

- Resolved, That the faculty continue to report current activities and identify future areas for collaboration of their colleges or units with the Vision 2010 project by responding to a survey from the University Office of Government Affairs; and
- Resolved, That the Government Affairs Office will prepare a report of activities\* periodically for the Senate; and be it further
- Resolved, That a copy of this resolution be sent to the Joint Venture Silicon Valley Board of Directors.

\*Listed in the SJSU Community Involvement Directory, available at [http://www.sjsu.edu/news\\_and\\_info/comm\\_involve/](http://www.sjsu.edu/news_and_info/comm_involve/)

## **Joint Venture: Silicon Valley Network Vision 2010 Goals**

"Silicon Valley 2010 is a call to action to create a better future, for ourselves and for our children. We can choose our future if we have the vision and courage necessary to face our challenges. We believe this framework is a promising starting point for broader debate and we are committed to engaging in that debate and to realizing this vision." *The Vision Leadership Team, October 1998, Silicon Valley 2010, page 1.*

The Vision 2010 plan provides 17 goals within four strategic areas. These strategies and goals are listed below. The explanations come directly from the Vision 2010 plan. For more information on Vision 2010 or Joint Venture, see <http://www.jointventure.org/>.

### **Our Innovative Economy Increases Productivity and Broadens Prosperity**

*Goal #1—Innovation and Entrepreneurship: Silicon Valley Continues to Lead the World in Technology And Innovation*

To prepare for new challenges, Silicon Valley will need to preserve and enhance the business infrastructure and environment that support innovation – the intellectual and financial capital, access to global markets, entrepreneurial activity and a satisfying quality of life. Innovation must continue to be the source of our competitive advantage. Growth in innovation – evident in new businesses, products and services – will emerge from this environment.

*Goal #2—Quality Growth: Our Economy Grows from Increasing Skills and Knowledge, Rising Productivity and More Efficient Use of Resources*

By increasing the value of local economic activity and using resources more efficiently, Silicon Valley can generate a rising standard of living and minimize negative impacts on our environment. The critical factors essential to realizing qualitative growth are: 1) improved access to education and lifelong learning, which increases the supply of highly desirable workers; 2) productivity gains that generate higher incomes (many of these generated by the application of information technology); and 3) growing use of sustainable business practices that yield impressive bottom-line returns for businesses while reducing pollution and waste.

*Goal #3—Broadened Prosperity: Our Economic Growth Results in a Higher Standard of Living for Lower Income People*

The most important measure of success in the innovative economy is rising real income that is shared widely. The quantitative growth of jobs is no longer enough. What is required is growth that sustains prosperity throughout the community. Increasing equity promotes greater efficiency because everyone gains from broader participation in the fruits of the economy – companies have access to the talent they need and people have access to opportunities to get ahead in life.

*Goal #4—Economic Opportunity: All People, Especially the Disadvantaged, Have Access to Training and Jobs with Advancement Potential*

In the innovative economy, lifelong learning and skill development penetrate the entire labor force, expanding economic opportunity and maximizing our human capital. Public and private education and training institutions, labor unions, businesses and nonprofits all play a critical role in enabling people to develop their career resiliency.

## **Our Communities Protect the Natural Environment and Promote Livability**

*Goal #5—Protect Nature: We Meet High Standards for Improving Our Air and Water Quality, Protecting and Restoring the Natural Environment, and Conserving Natural Resources*

By preserving our region's ecological heritage, Silicon Valley can ensure the availability of natural resources and a satisfying quality of life for generations to come.

*Goal #6—Preserve Open Space: We Increase the Amount of Permanently Protected Open Space, Publicly Accessible Parks and Green Space*

As our region continues to develop, it must place a high priority on establishing parks and greenspace in neighborhoods and ensuring that sensitive habitats are permanently protected from development, so that future generations can enjoy our region's open space and parks.

*Goal #7—Efficient Land Re-use: Most Residential and Commercial Growth Happens Through Recycling Land and Buildings in Developed Areas. We Grow Inward, Not Outward, Maintaining a Distinct Edge Between Developed Land and Open Space*

By directing most growth to the urban area, local jurisdictions can re-invest in existing neighborhoods and make more efficient use of land. This will improve our quality of life, strengthen community, and help mitigate development pressures in outlying areas. The result is higher quality places, more efficient use of existing infrastructure, and preservation of rural settings close by.

*Goal #8—Livable Communities: We Create Vibrant Community Centers Where Housing, Employment, Schools, Places of Worship, Parks and Services Are Located Together, All Linked by Transit and Other Alternatives to Driving Alone*

Pursuing this goal would give people more choices about where to live and how to get around. Workers of more modest means, young families and the elderly would be better able to afford quality housing and contribute to the community. It means having transportation options to go to work, run errands or travel to downtown centers. People without cars - people of modest means, the elderly, children and teens, the disabled - would be able to get to jobs, education and services in our region. Shopping, restaurants, and community support services are more likely to be located within walking distance of homes.

*Goal #9—Housing Choices: We Place a High Priority on Developing Well-Designed Housing Options that are Affordable to People of all Ages and Income Levels. We Strive for Balance Between Growth in Jobs and Growth in Housing*

Although not often thought of as an environmental issue, it is clear that the connection between land use, housing affordability and transportation has a dramatic impact on environmental quality. Building more housing within the region that is well-situated for transit use is essential to meeting our environmental goals.

### **Our Inclusive Society Connects People to Opportunities**

*Goal #10—Education as a Bridge to Opportunity: All Students Gain Knowledge and Life Skills Required to Succeed in the Global Economy and Society*

Strong basic education is fundamental, especially in a region like Silicon Valley, where opportunity is increasingly available to those who can learn and apply knowledge in the workplace.

*Goal #11—Transportation Choices: We Overcome Transportation Barriers to Employment and Increase Mobility by Investing in an Integrated, Accessible Regional Transportation System and Other Alternatives to Driving Alone*

To be able to absorb additional job and population growth and to connect the working poor to employment opportunities, Silicon Valley needs a regional transportation system that can move people and goods quickly and efficiently.

*Goal #12—Healthy People: All People Have Access to High Quality, Affordable Health Care that Focuses on Disease- and Illness-Prevention*

Our region takes responsibility for ensuring basic health care for all, knowing this will result in greater productivity and learning, and reduced health care costs in the long-term. Health care clinics are accessible in neighborhoods and major medical facilities are accessible via public transportation.

*Goal #13—Safe Places: All People are Safe in Their Homes, Workplaces, Schools and Neighborhoods*

Personal safety is a fundamental human right and basic factor in determining our quality of life. Domestic violence, youth-on-youth crime and other rising crime rates must be monitored closely and resources dedicated to their prevention.

*Goal #14—Arts and Culture that Binds Community: Arts and Cultural Activities Reach, Link and Celebrate the Diverse Communities of Our Region*

Through the fine arts and varied cultural activities, Silicon Valley people celebrate both their differences and their common human experience. All children and adults are exposed to world-class arts and culture. Youth grow up valuing the arts and diverse culture. The visual arts in particular are increasingly important in the media and software industries. Creative people are crucial to an economy based on innovation.

### **Our Regional Stewardship Develops Shared Solutions**

*Goal #15—Civic Engagement: All Resident, Business People and Elected Officials Think Regionally, Share Responsibility, and Take Action on Behalf of Our Region's Future*

All Silicon Valley residents act as stewards of our region. As they engage on community and neighborhood issues, they consider the impact their decisions have on our region. Local decision-making is informed and strengthened by regional priorities. Elected officials and citizens understand the benefits to neighborhoods and communities of a sustainable region.

*Goal #16—Transcending Boundaries: Local Communities and Regional Authorities Coordinate Transportation and Land Use Planning for the Benefit of Everybody. City, County and Regional Plans, When Viewed Together, Add Up to a Sustainable Region*

Local jurisdictions are called upon to extend themselves into unprecedented levels of information sharing and cooperative planning around regional priorities such as housing, traffic congestion and land recycling.

*Goal #17—Matching Resources with Responsibility: Valley Cities, Counties and Other Public Agencies Have Reliable, Sufficient Revenue to Provide Basic Local and Regional Public Services*

The fiscal system must support long-term regional needs such as increasing housing availability. Communities have the resources to provide quality services and infrastructure to support population and employment growth.