

Connect and Contribute (C&C)

Goal: Be an engaged and dynamic urban university with strong connections across the university and region.

Desired outcomes:

1. Strengthen communication and engagement with the university community.
2. Strengthen, expand, and sustain connection with alumni/emeriti.
3. Facilitate connections between faculty and students with regional companies for educational, research, and economic development initiatives.

The following narrative describes the processes and results of our discussions to create our recommended goal, desired outcomes, strategies, and metrics.

We started with the question: How can we “promote meaningful connections between faculty, staff, students, alumni, and community members” so that we are “a dynamic urban university with strong connections across the university and with the region”?

In our meetings we wrestled with an understanding that our task force may arguably be the most amorphous of all – and it was meant to be so such that the crucial communication gaps are identified and addressed.

We initially came up with

- Ideas for improving connections and communications both inward (i.e., within SJSU) and outward (i.e., outside SJSU), while remembering that outward can be as broad as either local, regional, or global.
- A set of 9 desired outcomes.
- The initial set of outcomes included strengthening connections:
 - Internationally through study abroad programs.
 - Regionally to companies through internships, generating value products, and job placements.
 - With local industry and government through private-public partnerships to address critical campus issues.
 - With alumni.
 - Within SJSU community: students, staff and faculty.

After reading the feedback from the campus

- We realized that our outcomes should provide the missing links between those suggested by other task forces.

- We agreed that our task force may be called “Connect and Contribute”, since “Engage” is built into it.

For the May 7, 2018 draft

- We consolidated outcomes to three major outcomes:
 1. Strengthen communication and engagement with the university community.
 2. Strengthen, expand, and sustain connection with alumni/emeriti.
 3. Facilitate connection between faculty and students with external entities for educational, research, and economic development initiatives.

During the summer and fall of 2018

- Vice Presidents Paul Lanning and Jaye Bailey were assigned to an in-person collaboration with our task force to review our recommendations, but a meeting did not occur due to scheduling conflicts.
- We edited the possible strategies and metrics for each desired outcome.
- Originally our task force was called “Connect, Engage, Contribute” (CEC). We changed the name to “Connect & Contribute” (C&C) because “engage” is already built into those two processes.

Final recommended CEC desired outcomes (as listed above in the box)

1. Strengthen communication and engagement with the university community.
2. Strengthen, expand, and sustain connection with alumni/emeriti.
3. Facilitate connections between faculty and students with regional companies for educational, research, and economic development initiatives.

Final recommended general CEC strategies

1. Strengthen communication and engagement with the university community
 - a. Develop a communication plan with support from campus constituents (i.e., programs and offices) that utilizes various communication mediums.
 - b. Establish staff and/or faculty-led communities of practice/task forces that aim to address high-priority problems at the university level, college level, or department level.
 - c. Increase opportunities for students, staff, and faculty to connect through social and professional events and activities.
 - d. Establish a staff council.
2. Strengthen, expand, and sustain connection with alumni/emeriti
 - a. Develop and deliver compelling value propositions for alumni engagement.
 - b. Facilitate departments and colleges to establish and sustain lifelong connections with alumni.
3. Facilitate connections between faculty and students with regional companies for educational, research, and economic development initiatives
 - a. Encourage and establish streamlined processes for bringing innovative SJSU technologies and products to the market.

- b. Develop an interdisciplinary education and research pathways to enable collaboration with external partners to address regional and global needs.

Additional CEC strategies and metrics

[1] Create an Office of Innovation and Technology Transfer with to identify economic development opportunities based on SJSU's research, to determine potential collaborations, and to facilitate and sustain these collaborations. *Metrics:*

By fall 2028	Current	Desired 5Y	Desired 10Y	10Y Δ
Total number of invention disclosures	0	50	100	100
Total number of patents	0	10	20	20
Total number of licensed technologies	0	2	6	6

Strategies:

Study the needs of SJSU stakeholders (faculty and students) in the establishment and operation of OITT
<ul style="list-style-type: none"> Charge a Task Force to investigate the cost-benefit analysis of establishment of OITT, and to define the operational and tactical approach.
<ul style="list-style-type: none"> Evaluate the SJSU and CSU policies on Intellectual Property (IP), copyrights, and legal protection of technologies, and establish relevant policies
<ul style="list-style-type: none"> Establish policies on cross-training and interdisciplinary courses/curriculum for developing teamwork and entrepreneurial skills.
Initiate economic develop opportunities based in SJSU’s research and technology, and copyright agreements
<ul style="list-style-type: none"> Evaluation of new technologies and products created by faculty and students
<ul style="list-style-type: none"> Negotiate license agreements with companies in the Valley and beyond
<ul style="list-style-type: none"> Marketing of technologies to companies in the Valley and beyond
<ul style="list-style-type: none"> Assist faculty and student start-up companies based on SJSU technologies

[2] Develop interdisciplinary education and research pathways to enable collaboration with external partners to address regional and global needs. *Metrics:*

By fall 2028	Current	Desired 5Y	Desired 10Y	10Y Δ
Total number of students taking multidisciplinary courses on creative products and technologies	TBD	TBD	TBD	TBD
Total number of faculty involved in interdisciplinary instruction	TBD	TBD	TBD	TBD
Total number of transdisciplinary innovation labs and workspaces	1	5	10	9

Strategies:

Develop multidisciplinary curriculum designed to present and integrate ideas and concepts from divergent academic disciplines
<ul style="list-style-type: none"> Establish policies for faculty to students engaging in multi-disciplinary instruction from several colleges
<ul style="list-style-type: none"> Develop capstone projects as vehicles for students to reach their academic/professional goals by integrating course objectives with the needs of the community or partners
<ul style="list-style-type: none"> Conduct workshops, courses and certificates on invention disclosures, patents and copyright agreements
<ul style="list-style-type: none"> Develop internships/cross-training opportunities to enable students to learn new skills

Develop transdisciplinary innovation centers and work spaces
<ul style="list-style-type: none"> Charge a Task Force to identify areas of collaborative excellence based on SJSU strength and limitations, and the vision and need of the community
<ul style="list-style-type: none"> Collaborate with external partners to develop infrastructure for the innovation center
<ul style="list-style-type: none"> Develop plans to incentivize faculty and students for technology and product development

[3] Facilitate individual departments and colleges to establish and sustain life long connections with alumni. *Metrics:*

By fall 2028	Current	Desired 5Y	Desired 10Y	10Y Δ
Total number of department/college activities with substantial alumni inclusion	TBD	TBD	TBD	TBD
Total number of alumni involved in department/college activities	TBD	TBD	TBD	TBD
Total number of courses/research projects that engage alumni	1	5	10	9

Strategies:

Provide results-based resources and incentives for individual departments or colleges to establish and sustain connections with their alumni and emeriti
<ul style="list-style-type: none"> Establish alumni liaisons in each College and faculty representative in each department with definite goals on connecting with alumni

<ul style="list-style-type: none"> Develop college level database, and culture to follow through all alumni through years
<ul style="list-style-type: none"> Incentivized, results-based processes for faculty representative to establish long-standing alumni relationship

Engage alumni in various curricular and extra-curricular activities for a positive, symbiotic relationship
<ul style="list-style-type: none"> Actively engage alumni in instruction and faculty research through structured programs
<ul style="list-style-type: none"> Host an annual alumni event at the college and recognize outstanding alumni at the department/college level
<ul style="list-style-type: none"> Actively engage alumni for endowed lectures, seminar series, and improving infrastructure and resources – goal-driven efforts

[4] Develop and deliver compelling value propositions for alumni engagement. *Metrics:*

By fall 2028	Current	Desired 5Y	Desired 10Y	10Y Δ
Total number of professional and social networking events organized by SJSU	TBD	TBD	TBD	TBD
Total number of alumni-focused events organized at the alumni center	TBD	TBD	TBD	TBD

Strategies:

Provide lifelong opportunities for alumni to connect with SJSU
<ul style="list-style-type: none"> Facilitate frequent and active business networking opportunities
<ul style="list-style-type: none"> Facilitate frequent and active social networking opportunities for alumni and their family members including special discounts to campus events (cultural events/games)
<ul style="list-style-type: none"> Provide lifelong learning opportunities through SJSU courses or library memberships or other resources at discounted rates
<ul style="list-style-type: none"> Summer workshops for children of alumni on campus at discounted rates or special events

Create an alumni center that will serve as a destination for visitors, community members, campus colleagues and alumni to use for multi-purposed functions.
<ul style="list-style-type: none"> Establish a task force to study the needs, value, and ROI of an alumni center

<ul style="list-style-type: none">• Develop a timeline and implement the plan to create an alumni center
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<ul style="list-style-type: none">• Create and implement a plan for maximum utilization of alumni center
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