

Open Forum on Strategic Analysis of Graduate Programs:

March 22, 2017, 10:00 am – 11:00 am, Eucalyptus Room

Meeting Notes

Attendees: Jonathan Anderson, Debra Grijalva, Kasandra Adams, Shelby Reeder

Presenter: Francisca Beer

Welcome: Dr. Beer opened the forum with an overview of the CSUSB Strategic Plan, the role of the steering committee, and the data that has been collected thus far. She then went on to explain that the data serves as the basis for developing the goals. Goals are broad and may not apply to every program; for example, one goal may be to increase enrollment. While the steering committee may make recommendations and develop goals, it will be up to each program to decide whether to implement them.

Questions and Comments:

Graduate Student Survey: The results of the recent graduate student survey were discussed. Overall, results were positive and most students are satisfied with their programs and university services. A few areas that could be stronger are: peer mentoring, career placement services, building alumni connections, and increased financial support.

Alumni Survey: The data-gathering phase of the strategic analysis is nearing completion. One of the missing pieces is information on past graduates –did they find employment in their field, current salary, effectiveness of the program in preparing them for their career, etc. The steering committee is developing a survey and Graduate Studies is working with Alumni Relations to reach out to graduates for information.

Faculty Survey: A survey will soon be sent to faculty to gather their input and suggestions.

Projections and Market Analysis: The steering committee invited Gray Associates to give a presentation on what they can offer in terms of data collection, market analysis, and identifying market trends. Dr. Beer asked the attendees for their thoughts on using Gray or a similar service. Overall, attendees were supportive and felt a broad, outside analysis may be helpful. Gray or a similar company could support the “needs assessment” piece of the strategic analysis. However, one question is whether resources could be better used elsewhere.

Conclusion:

Dr. Beer will revisit using Gray Associates, explore similar companies, and evaluate resource allocation.