California State University Trustee and Leadership Retreat
AGENDA

July 20, 2015

1:00pm  Defining Success

1:45pm  Telling our story -- why the CSU matters

  Why does CSU matter?
  What are our high level touchstones?

2:15pm  BREAK

2:30pm  Small Group Discussion of Guiding Principles (Touchstones)

  Why is it important?
  What falls under it?
  Does it include all campuses?
  Does it “speak” to our internal and external audiences?
  What would the message points on this touchstone be?

3:30pm  Reporting out on Group Work

4:15pm  BREAK

4:30pm  Review of the Day:
  Alignment, Support, Action

  Did we succeed?
  What have we heard?
  How do we align Board, System, and Campuses?
  Who are the external audiences and how do we engage them?
  How do we secure support from our stakeholders?
  How can we test the authenticity and clarity of the message?
  Who will do what, by when, to move this effort forward?

5:30pm  ADJOURN