



## Cal Poly Pomona Strategic Planning Process Discussion Guide

### Instructions

This Discussion Guide is intended for use by subcommittee members who are facilitating stakeholder engagement as a part of Cal Poly Pomona's Strategic Planning Process. It is intended for use along with the Strategic Planning Background document, which should be distributed to participants in advance of meetings, and the Data Collection template—the form to capture notes and takeaways from these discussions. The Discussion Guide covers talking points and questions to generate input from stakeholders. It provides guidance, though discussion facilitators will have leeway to steer discussions toward achieving the intended stakeholder engagement outcomes.

The Discussion Guide could be adapted by facilitators at their discretion. Some factors that may influence adapting this Guide are the composition of the audience, audience size, and the amount of time allotted for discussion.

### Stakeholder Engagement Meeting Objectives

- Inform stakeholders about this initiative and educate them on strategic planning processes
- Provide a mechanism for the university's stakeholders to provide input on strategic alternatives and opportunities
- Collect information that will inform various components of the strategic plan
- Encourage participation in the process, support an on-going dialogue and provide direction on mechanisms for input and information sharing

### Introductory Talking Points

- *We are a part of a team that is assisting the Strategic Planning Steering Committee appointed by the President to conduct a strategic planning exercise that will result in a plan to chart the university's course of the next several years.*
- *An initial step in our planning process is to understand and characterize Cal Poly Pomona's current state—what are its strengths, challenges, and areas of opportunity. Throughout our discussion, we also hope to hear about your aspirations for the university.*
- *The purpose of today's discussion is to help the Strategic Planning Steering Committee inform a shared point of view on Cal Poly Pomona's current state and attributes of the university's identity.*
- *The Strategic Planning Steering Committee will consider this input, along with a competitive landscape analysis to be developed at a later stage, to help determine strategic alternatives for the university.*
- *We recognize that there are varied perspectives and it is important that we hear the diversity of stakeholder input. Therefore, we do not expect to reach consensus in today's discussion, but rather to hear the various points of view.*
- *Anything that you share in our discussion today will not be attributed to you personally. Feedback will be summarized generally so it is ok for you to be open and direct.*

### Discussion Topics

*There are four topics we are hoping to learn about during our discussion:*

1. *Cal Poly Pomona's areas of strength, which provide a foundation for continued emphasis*
2. *Opportunities or challenges that can be addressed or taken advantage of strategically*

3. *Our unique value proposition and forces in the higher education landscape that may influence our positioning*
4. *Themes or mechanisms we could use to focus the alternatives we consider as a part of the strategic planning process*

## **Discussion Questions**

### Areas of Strength

- *What does Cal Poly Pomona do exceptionally well?*
- *Of the things that have been described as strengths or things Cal Poly Pomona does well, which of these do we do better than other institutions and which do we do as well as other institutions?*
- *What were the other institutions you were thinking of when you considered these strengths?*

### Challenges and Opportunities

- *What are some of the concerns you have or challenges you think the university faces, either in your experience or what you hear from your peers?*
- *If you could change one thing about Cal Poly Pomona, what would it be and why?*

### Value Proposition

- *What does it mean to you to be at a polytechnic?*
- *What is the value that polytechnics in higher education and how do you see that changing going forward, if at all?*
- *Continuing to think about higher education broadly, what do you think will be the biggest difference in higher education compared to today in say, 10, 15, or 20 years from now?*

### Closing – Priorities and Additional Thoughts

- *If you were in a position to donate \$10M to the university, what is the one thing you would want to see that gift applied to and why?*
- *Is there anything you were hoping we would discuss but did not?*

## **Closing Talking Points**

- *Thank you for your time and candid feedback.*
- *The Strategic Planning Steering Committee will consider this input along with that of other stakeholder groups in the development of strategic alternatives.*
- *Please continue to refer to the Strategic Planning website <<http://www.cpp.edu/strategicplan/>> for information and updates on the Strategic Planning Steering Committee's work and to provide additional reflections.*