RTC strategic planning meeting 10/8/2015
Students and Post Docs (12 participants); Karina Nielsen facilitating

*Italic* = Karina’s answer

**Introductory remarks/overview – mission, vision, goals**

1) Clarifying questions
Objectives seem vague, when do we get to expand on actual strategies?

Is there a timeline and how will we do this stuff?

Specificity

Time line?

*5-10 year plan*

We want to connect with community, but how do we define ourselves as being important to the community? Develop two-way street with public, not telling them what is important, but hearing from them what is important.

What are funding sources? When to expect it? All great ideas but it takes money.

*Capital campaign priorities, of top 8 are 3 RTC things. Everyone at SFSU is thinking about RTC. It’s about making a case statement of why should people care, so we can inspire people to donate.*

Condensed into multiple different documents?

*Yes, we’ll take out an idea, and will be a nice 1-pager.*

Workshop for students for how to talk with people about RTC for possible connections, key points to mention, etc. something, business card or something to hand out. All the same, identity, business cards, signs, we need better signs

*name change likely coming*

How do we distinguish and still be a part of the University? *Still struggling with* How do we get to both, like Scripps, Woods Hole etc.

2) Strengths
Appendix 4, measurable metrics, good to have some way of measuring how we’re doing

Document easy to read, not full of jargon, felt like a conversation

National Research Council report, SF State plan, nice to see this was designed/integrated with those plans, shows backing from large reports, strength, practical

Venn diagram with three components, common in other marine groups, those are key elements and they do help one another
Map of the facilities great

*in process of revising it, will post soon*

Guiding principles from SF State liked that they are incorporated, and made specific for RTC plan, good way to communicate goals and how it ties to SF State

Under Education Goals, reference to SEPAL and CSME, important to keep working with them, great they are listed

*have been doing more with them, proposal to NSF for research training grant*

3) Concerns
within our own lab and in labs in area there is no intercollegiate feel, Euro lab culture is more collaborative due to share facilities for example, one lab, but teams that share research techs, students, more interconnected

*difference is due to funding, no shared capital, and there's not enough to support common good*

need to collaborate more and at a higher level, postdocs and students are already doing this

need enough resources to eliminate conflict

summer star/reu students, concerned if hs program if they’d be competing with reu/star students, would we be spread to thin? Proper mentorship? Etc.

summer is a busy time

*a reason HS program came up was to centralize, establish that it’s a certain time, application, etc. and calibrate to resources, how many can we take, make competitive, get a donor to fund it, have a coord. Other layer, is that we do want to cultivate interest among HS to come to SF State. Each PI has their own philosophy for running their lab, RTC can’t dictate rules. Faculty have a lot of latitude. Push pull.*

HS don’t usually drive, so transportation issue; can’t work in a lab all day, not a daycare, can’t keep them occupied the whole time, lab space becomes an issue when competition for facilities between grad students, HS student interns, etc. there needs to be some oversight about how many students a lab can take

Mentoring a great experience, but grads need support, guidance on how to do it, guidelines for how to do that, orientation program for mentoring REU etc.

Outreach to underprivileged communities, formalize that we are reaching out to underserved communities

*have targeted three areas for outreach now: Marin City, San Rafael, Richmond Pt. Molate, Bay View Hunters Point Herron’s Head project*

Weak statement about RTC's position – 3 overarching goals
Not really accessible as a public institution, one-day a year for Dday. Seymour discovery center museum research based, done really well. Have plaques at walking tour, interpretive signs, self guided eventually.

*Ideally start with a weekly tour.*

Include community volunteers too.

*Cohort of students, you get training, first semester, then you develop your part, second semester – adaptable curriculum*

4) Improvements - suggestion

- Collaborative/cluster hire to increase collegiality, greater perspective
- Quarterly one off programs that were geared to younger kids, get them thinking about marine science before high school (before age 9)
- Science camp with grad students as counselors, paid positions, RTC program, connect to SEPAL to help develop curriculum around that, could use HS as junior counselors
- Formal orientation to RTC for grad students
  - want to create a walking tour of RTC, with grad student docents, to talk natural history, site history, and relate to docent’s research

Most important points

- Focus on being interdisciplinary, i.e. have marine research projects incorporate more social science, more funding opportunities for transdisciplinary
- Supporting students beyond RTC, i.e. career advising
- Improving accessibility for people using facility and visiting facility, i.e. getting here from other places, and being allow in here to use too, ADA, usability
- Better integrating of RTC into the local community and SFSU, but also develop a unique role as RTC and the role in community, i.e. become a known entity that we become known
- Collaboration between labs within RTC and outside agencies, institutions, public at various levels, supporting infrastructure that goes with that
- Having a public program that works with kids, promoting public programs with kids
- Weekly news, science column in media
- Support advising for other MS degree programs, disconnected from department and grad advising
- Create a Master's doctoral bridge, having that option draws students in, and could create collaboration
Increase funding for students

Alumni use as resources for careers, classes, workshops, more networking opportunity, (mock interviews, resumes, with agencies, very diff from nongovernmental etc.)

Social with Advisory Board
Clarifying Questions
How will we do this
  ➔ timeline
  ➔ specificity
  ➔ why? w/ community, how define importance?
  ➔ 2 way street “not telling” w/ community, how do we do that?
Fundraising?
  What sources?

Strengths
Measurable metrics
Easy to read
Integration with SF State, NRC (?) reports
Venn diagram
Map
Guiding principles
  From SF State & reintegrated to be relevant to RTC
Education CSME + SEPAL

Concerns
“A lab” European model of more focused
Collaboration is missing
PIs in same boat
Shared facilities/equip
More collegial
Joy of collaborating important to science
Summer STAR/REU, HS interns competition for time w/ PIs
Science summer camp (Day)
  ➔ paid grad counselors
  ➔ SEPAL counselors (?)
REU/HS Students
Space
Supervision
Time
Spread too thin
Falls to grads, not PIs
Sucks
Goals – weak language, doesn’t recognize strengths

Karina’s flip charts from interaction with group (orange ink, 3 sheets)

Increase collaboration
w/in RTC
w/ other institutions
marine labs
universities
agencies
general public
Public program that works w/ kids
Weekly “news” column “Science Spot Light”
Support/advising for other MS degree programs
Funding for students
MS-Doc “bridge”
Alumni resources
Career
Classes
Mock interviews, e.g. US F&W (?)
Career advising & mentoring
Interdisciplinary focus
Social science for scientists
Res. Projects focus on social science
Improve accessibility
Users & visitors
Transportation
Usability
Better integrating RTC in community/SFSU by bringing unique value
Notes from groups using flip chart sheets/summary of three areas, education/research/outreach

**Education Goal**

**Clarifying**

1. Are we focusing on more than just Marine Science students? (EECB, Marine Bio, etc.)
   - People to contact, resources
   - Appendix 1 – Accountability – who can we go to? On campus forms ...
   - Is this Marine Science program specific to RTC? I think that RTC students represent many majors.
   - Yes! What about us!? EECB

2. “… to recruit, support, and mentoring [sic] the most talented students …”
   - Continue to? Pay current students before recruiting more? What implication does this have about us? Yay for diversity though.

**Strengths**

Focus on diversity

Academic and non academic careers
   - Highlight more of these, yes non-academic, career fairs

**Overall points**

**Concerns**

[Some are in clarifying questions]  
Timeline of dorms and transportation – prioritize transportation
   - Prioritize transportation
   - How many busses? How often? Distance? When will it start?

Cost-benefit analysis of retrofitting or demo/rebuild
   - What’s happening with old buildings?

**Suggestions**

Career days and internships
   - Yes, bring in reps from NGOs, GOs, etc!
   - Creates ownership & pride in marine sci, EECB, etc
   - Toastmasters of RTC?

Making classes here more accessible/relevant to nonmajors
   - SEPAL strategies, collaboration – How many faculty here are SEPAL trained?
   - Language barriers, communicating science to disadvantaged groups, classes, citizens of other countries
   - Opportunity to have science + nonscience combo classes
   - Make sure students on campus know about us

**SNFC Courses**

Local flora/fauna, art (ceramics, other art courses, ocean themed stuff to sell at Discovery Day), practical skills, ecological/sustainable business, upper watershed courses
Research Goal

1) How do we incorporate social science & education & communication into research efforts? More holistic approach?
   - Have more interdisciplinary classes at RTC – social science, comm. Research to gen. audience
   - Bring more students in with non-science backgrounds who want to switch

2) Establish framework/roadmap for post-docs to follow to settle into a permanent position.
   - Recognizing effort into impact report as tangible for hiring tenure-track
   - Security for continuous research
   - Obvious structure
     - Currency with the university. Allow for own publication...

3) How do we secure & maintain funding for long term monitoring program? For adequately skilled tech. SFSU + agency + PI collaborative budget? Core team?
   - Instrument breakdowns?
     - Yes, skilled tech.
     - Yes, more collab with other agencies

4) Create Master’s → Doctoral bridge through RTC consortium
   - Create “fire” for collaboration
   - Yes, doctoral bridge
   - Build relationship w/ Cal Maritime
   - Need a “fire” name for “fire” collaboration
   - Masters → consulting/gov’t agencies route too?
   - I agree, there needs to be mor of these opportunities

Outreach Goal

1. Clarify
   Menu of activities for faculty to plug in new content ...?
   Becoming a “recognized source” for data; haven’t we been trying all along? What will make this different?
     - Accessibility, community?

2. Strengths
   - walking tours
   - variety of objectives/outreach
     - RTCSA has outreach officer too
     - Lunches w/ students + donors for one-on-one time
   - Strategies recognized source – collaboration w/ outside institutions
   - Social media

3. Concerns/Suggestions
   - Social media – more people contributing? Erin is one person! We can help! (Kristine Okimura)
Outsource blog to students
Create ownership in community, not just “inform”, volunteer together as a group
Emphasize history more, appeal to broader audience – make history fans think about science, impacts, etc.

Ex. Harbor porpoises & historical role of RTC
→ part of orientation for students, describe history

Art of science – engage ceramics dept! They’re already here! Tie them in!
Interactive displays for visitors – exhibits, tanks of local animals, bird watching
Yes!
Fun idea!
If something separate ... who manages? (App 1)