

Strategic Planning Steering Members:

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Preamble

California State University, Fullerton, aspires to be the premier comprehensive university in Southern California, nationally recognized for exceptional programs that prepare our diverse student body for academic and professional success. We seek to meet the needs of our students and our region, to engage our alumni, to be an exceptional educational and cultural resource for our community, and to promote a global outlook. We combine the best qualities of teaching and research universities where students, faculty, staff, and administrators work in close collaboration, fostering personal and professional development, and advancing knowledge. We are committed to promoting the value and accessibility of higher education and advancing the long-term sustainability of our University. Through the process of collegial and transparent governance, we will address the Strategic Themes below and identify and implement strategies that strengthen our institution.

California State University, Fullerton...where learning is preeminent.

Strategic Themes

Academic Excellence

California State University, Fullerton (CSUF) provides innovative, high-quality academic programs that offer students broad educational experiences while preparing them for successful careers. To maintain academic excellence, CSUF faculty members remain current in their disciplines and instructional methodologies. They engage in research and creative activities and recognize the value of involving undergraduate and graduate students in these projects.

We will:

- Support excellence in instruction and the instructional environment
- Enhance and maintain a curriculum that prepares students for participation in society, the workforce, and professional and graduate schools
- Use assessment to improve academic programs
- Increase opportunities for student participation in experiential learning and research
- Expand graduate programs aligned with regional needs and interests

Student Success

We provide high quality programs and services that support student academic achievement, personal development, and professional goals. Student success is advanced through knowledge of and access to available resources and development of meaningful connections to the campus. Student participation in curricular and co-curricular activities promotes life-long habits of intellectual inquiry and learning.

We will:

- Provide comprehensive academic advisement and support services
- Increase professional development opportunities aligned with career advisement
- Improve coordination of student services across departments, programs, and divisions
- Increase student engagement in co-curricular activities
- Use assessment to improve student services and programs

Intellectual Climate

An intellectually rich university environment informs teaching, supports research and creative activities, and connects the campus and community. CSUF is characterized by collegiality, transparency, and respect, and is identified by dedicated and accomplished faculty, staff, students, and administrators. We are both contextualized by our surrounding region and committed to involvement in the international arena.

We will:

- Enhance recruitment and retention of high quality and diverse faculty, staff, and students
- Increase support for research and creative activities while maintaining our commitment to teaching and service
- Identify opportunities for university-community engagement focused on common needs and interests
- Encourage collaboration that leads to engaged decision making
- Promote global awareness and international experiences

Human Resources, Technology, and Facilities

Human, technological, and physical resources collectively provide the infrastructure essential to being a premier comprehensive university. We create this infrastructure through thoughtful planning designed to support a campus environment that optimizes learning, productivity, collaboration, and communication. We are committed to providing a safe and healthy environment for the campus community.

We will:

- Implement targeted professional development and support activities to maintain vitality, relevancy, and retention of faculty, staff, and administrators
- Invest in effective information and communication technologies to support learning, research and creative activities, and campus operations
- Provide clean, navigable, and accessible campus environments
- Improve existing facilities and identify and accommodate future space needs

Capacity Building

We strive to be the University of choice for current and future generations of students, faculty, and staff. We anticipate and respond to short- and long-term challenges by evaluating and identifying resources necessary for a sustainable university.

We will:

- Advocate for the value, affordability, and accessibility of public higher education
- Identify and implement relevant and sustainable approaches to program and discipline-based goals
- Pursue and manage public and private sources of funds, including external grants
- Develop and implement strategies to increase alumni and community participation and support
- Adopt innovative strategies to improve campus efficiencies and balance environmental, economic, and community needs

Planning and Reporting Processes

University Policy Statement (UPS) 100.201 Planning and Budgeting Process outlines a schedule for ongoing campus review of planning and budgeting priorities. Strategic plan reporting and reviewing shall be integrated into this campus policy as well as the Annual Report process. Fall semester divisional and Chief Financial Officer (CFO) budget reports to the President and Planning, Resource, and Budget Committee (PRBC) shall include priority initiatives, initiative outcomes, and continuous improvement efforts.

Spring semester presentations shall include proposals for priority initiatives aligned with Strategic Plan themes, related actions, responsible persons, anticipated outcomes, resources required, and timeframe for completion for the upcoming academic year. Final planning and budgeting decisions will be made by the President in consultation with the Chancellor, President's Administrative Board (PAB), CFO, Academic Senate, and Associated Students and in consideration of PRBC recommendations.

Annual Reports submitted by all divisions, colleges, departments, and programs shall identify goals for the upcoming academic year including initiatives aligned with Strategic Plan themes, related actions, responsible persons, anticipated outcomes, resources required, and timeframe for completion. Reports shall also include goals from the past academic year, outcomes of strategic planning initiatives, and continuous improvement efforts based on strategic planning outcomes.

The Office of the President shall, on an annual basis, synthesize divisional reports on strategic planning initiatives and outcomes. This reporting enables recognition of opportunities and challenges encountered that may require adjustments to themes and/or initiatives. Further, identification of continuous improvement efforts based on strategic planning outcomes demonstrates our institutional commitment to action based on analysis of outcome data. The Office of the President shall be responsible for ongoing strategic plan activities with PAB, the University Planning Committee (UPC), and the PRBC serving as advisory bodies.

Conclusion

CSUF is committed to educational access, quality, and excellence. The strategic themes outlined here speak to the responsibility that we have to promote learning, create knowledge, and support our region.