



2023-2029

Strategic Plan | Priorities, Goals and Objectives

Divisional Mission: Our mission is to connect all students with their full potential.

Five overarching priorities will guide us to meeting our mission every day.

PRIORITY ONE

Expand recruitment and outreach efforts to promote the Fresno State brand as the university of choice in the Central Valley and beyond with emphasis on closing opportunity-gaps for underrepresented students.

GOAL #1

Increase the percentage of students from underrepresented backgrounds.

GOAL #2

Expand outreach efforts to high schools and community colleges.

GOAL #3

Expand outreach efforts to returning students.

GOAL #4

Enhance digital marketing strategies to reach more potential students.

PRIORITY TWO

Inspire students to build meaningful connections, connect with community, and participate in co-curricular and experiential learning.

GOAL #1

Improve student support services to increase student success rates.

GOAL #2

Increase student engagement, academic advising, academic support and career counseling.

GOAL #3

Develop targeted programs to support first-generation college students.

PRIORITY THREE

Propel students towards developing durable skills attributing to a culture of well-being and lifelong learning.

GOAL #1

Increase the four-year graduation rate.

GOAL #2

Develop/enhance programs to support students who are struggling to complete their degree.

GOAL #3

Expand high-impact practices proven to increase course completion and retention rates.

GOAL #4

Expand internship, mentorship, and job placement programs to help students transition to the workforce.

PRIORITY FOUR

Motivate staff to engage in ongoing professional development to improve the divisional climate.

GOAL #1

Deploy a division-wide campaign that focuses on creating a more collegial work environment that reduces incidences of harassment, bullying, and discrimination.

GOAL #2

Expand divisional committees to provide more opportunities for staff to inform the decision-making process.

GOAL #3

Develop and implement a divisional leadership cohort focusing on early and mid-career team members professional development.

PRIORITY FIVE

Activate a comprehensive development plan to increase philanthropic support

GOAL #1

Devise a divisional development plan in collaboration with Development Directors to guide cultivation of relationships with donors.

GOAL #2

Recognize the historic impact of current and past donors through intentional communication.

GOAL #3

Augment the efforts of Development Directors with a Development Task Force to assist with the overarching strategy for engagement with donors.