



2016-2021

STRATEGIC PLAN Priorities, Goals and Objectives

PRIORITY ONE

Enhance teaching and learning through best practices, innovative programs, and high impact experiences that attract talented and diverse students and contribute to retention, extraordinary learning, the development of the whole student, and lifelong success

GOAL #1

Create and design services and programs utilizing best practices to educate and empower students for success

- Objective 1:** Establish new enhanced services through Cross Cultural and Gender Center (CCGC), Leadership Center and Off-Campus Student Program
- Objective 2:** Create a centralized online one-stop shop concept for on campus student employment
- Objective 3:** Continue to develop the campus implementation of the new shared advising model, student success team action plans and other student success initiatives
- Objective 4:** Strengthen a culture of academic integrity on campus
- Objective 5:** Roll out campus-wide student tool, My Degree Plan (u.direct)

GOAL #2

Develop and implement comprehensive strategic plans to increase enrollment, retention, and degree completion of our highest-risk students

- Objective 1:** Establish strategic plans for Native American, African American and students who are parents
- Objective 2:** Provide supportive services for the growing number of undocumented students at Fresno State through the Dream Outreach and Success Centers
- Objective 3:** Examine the American College Health Association Top 10 List of Academic Impacts to address and implement strategies for student success

GOAL #3

Create proactive communication and programs to meet the unique personal, social, and financial needs of our students

- Objective 1:** Roll out campus-wide Project H.O.P.E. (Health, Opportunity, Prosperity, & Education), to provide students assistance with special support and resources
- Objective 2:** Promote wellness as a core value by enhancing collaboration with key University stakeholders
- Objective 3:** Redesign a communication plan to attract, recruit and enroll students
- Objective 4:** Develop enhanced communication and education for financial awareness and literacy

PRIORITY TWO

Invest in a dynamic environment to attract, develop, and retain talented and diverse faculty and staff

GOAL #1

Provide opportunities for growth to maximize skills for career development

Objective 1: Offer a variety of professional staff/faculty development opportunities through Division of Student Affairs and Enrollment Management (DOSAEM) and University

Objective 2: Encourage participation in professional staff/faculty development opportunities

GOAL #2

Work with Fresno State graduate programs to attract interns and graduate assistants to the Division of Student Affairs and Enrollment Management

Objective 1: Establish a pipeline with graduate programs by developing opportunities for hands on experience

GOAL #3

Strengthen cultural competency among DOSAEM staff and faculty

Objective 1: Increase participation in cultural awareness activities and provide opportunities and training

GOAL #4

Recruit and retain diverse staff and faculty

Objective 1: Actively advertise and recruit in diverse professional publications and organizations

Objective 2: Support staff and faculty by recognizing the value of their contributions to the division and the university mission

PRIORITY THREE

Align our physical and technological infrastructure to support a sustainable and welcoming campus environment

GOAL #1

Evaluate and enhance current and future facilities to better serve our students

Objective 1: Pass referendum to build a new student union and faculty center

Objective 2: Update/remodel student service spaces to make them safer and more welcoming to students

Objective 3: Fund and build new Career Development Center

GOAL #2

Identify and develop the technology infrastructure to increase productivity and efficiency

Objective 1: Leverage technology to automate and streamline processes

PRIORITY FOUR

Grow and develop collaborative and engaged community partnerships to increase support for students and the University

GOAL #1

Develop and enhance collaborative campus and community partnerships to further student access, college readiness, student involvement and engagement

Objective 1: Collaborate with campus and community partners to assist the division in providing services and programming to students

Objective 2: Develop a community partner communication plan

Objective 3: Increase major donor base to support Bold New Union and Center for Leadership as large part of University Comprehensive Campaign

Objective 4: Collaborate with University Advancement marketing department to develop overall "Student Life Brand" in support of comprehensive approach to wellness encompassing initiatives from the Health and Counseling Center, the Rec Center and Student Involvement in the area of intramural sports

Objective 5: Increase development team to increase capacity for resource development along with ensuring sufficient administrative support

Objective 6: Build support and partnerships around Central Valley Promise to increase giving for scholarships

Objective 7: Build relationships and support for the identified fundraising priorities