GOAL 1 | A curricular and co-curricular environment that prepares students for participation in a global society and is responsive to workforce needs.

ASSESSMENT
In 2015-16, CSUF saw 99% participation across its five divisions in assessment reporting of degree programs, co-curricular activities and business practices — a 20% increase over the previous year. The assessment is designed to improve student success and institutional effectiveness.

ADVISING
The Academic Advising Center reported:
• 100% of all students had declared a major by the time they reached junior standing (fall 2016)
• More than 50% of undergraduates had at least one advising interaction note on record (spring 2017)
• More than 21,000 office visits and 12,566 phone calls (16-17)

STUDY ABROAD
Student participation in study-abroad programs has increased by 97% over a three-year period.

GOAL 2 | Improve student persistence, increase graduation rates universitywide, and narrow the achievement gap for underrepresented students.

GRADUATION RATE
Our graduation rate rose to 62% in 2016 — the highest in Cal State Fullerton history.

ACHIEVEMENT GAP
As of August 2016, the opportunity gap in six-year graduation rates has been reduced from 12.4 to 6.9 for first-time freshmen over the past three years. The University has eliminated the opportunity gap for transfer students.

HIPS PARTICIPATION
During 2016-17, 6,469 students participated in 57 HIPs courses (235 sections) from all eight colleges. Among these students, 343 participated in two or more of these HIPs courses.
GOAL 3 | Recruit and retain a high-quality and diverse faculty and staff.

STAFF DIVERSITY

- NEWLY HIRED STAFF 2016
  - 5.5% Multi-ethnic
  - 0% Native American
  - 19.5% Asian/Pacific Islander
  - 2% African-American
  - 32.5% Hispanic
  - 5% Unknown
  - 61% Caucasian
  - 39% Women
  - 35% Men

- NEWLY HIRED STAFF 11-12
  - 1% Multi-ethnic
  - 1% Native American
  - 14% Asian/Pacific Islander
  - 12% African-American
  - 25% Hispanic
  - 7% Unknown
  - 40% Caucasian
  - 35% Women

Since 2013, 225 new tenure or tenure-track faculty members have been hired, meaning one out of every four faculty members was hired in the last four years.

DIVERSITY OF FACULTY (TENURE/TENURE-TRACK)

- FACULTY 11-12
  - 1.75% Multi-ethnic
  - 1.75% Native American
  - 36% Asian/Pacific Islander
  - 9% African-American
  - 9% Hispanic
  - 0% Unknown
  - 64% Caucasian
  - 50% Women
  - 50% Men

- FACULTY 2016
  - 1.75% Multi-ethnic
  - 1.75% Native American
  - 36% Asian/Pacific Islander
  - 9% African-American
  - 9% Hispanic
  - 0% Unknown
  - 64% Caucasian
  - 50% Women
  - 50% Men

GOAL 4 | Increase revenue through fundraising, entrepreneurial activities*, grants, and contracts.

- PHILANTHROPIC GIVING
  - The University has exceeded the strategic plan goal of raising $15 million annually. Total gift commitments have nearly tripled since FY 2011-12.

- MARKETING
  - Instances of earned media coverage:
    - FY 2011-12 baseline: 337
    - FY 2012-13 actual: 573
    - FY 2013-14 actual: 638
    - FY 2014-15 actual: 691
    - FY 2015-16 actual: 1,193
    - FY 2016-17: 831

- GRANTS AND CONTRACTS
  - FY 2012-13: $19,257,917
  - FY 2013-14: $21,513,515
  - FY 2014-15: $22,715,524
  - FY 2015-16: $21,370,325
  - FY 2016-17: $26,201,772

*No baseline was established, thus making it difficult to determine the strategy’s success.