

MISSION STATEMENT

California State University, Fullerton is a highly collaborative and transformative institution dedicated to creating dynamic student pathways for the rigorous pursuit of knowledge. We prepare our students to thrive in an ever-evolving global environment, generating social and economic mobility through scholarship, immersive experiences, and visionary support services. Distinctively diverse and inclusive, we empower all in our Titan community to build productive lives of service, learning, and leadership.

Comments or suggestion for alternative wording for the mission statement:

- 1 - not sure what "dynamic student pathways" really means / - not sure what "visionary support services" really means / - "we prepare our students to thrive in a changing world, and to promote economic mobility" ... / - I would add that our work enhances the social and economic health of California, by helping students develop skills and knowledge / - in other words, the current phrasing suggests our students get equipped to move up through the social/economic structure, but in addition, I think that the outstanding education we provide (at least in the sciences) IMPROVES the social/economic structure. (This manifests in myriad ways, but especially through preparation of K-12 teachers; most of CA teachers are CSU grads)
- 2 The opening sentence is too much. (Did you use words from your "word a day" calendar?) / "Dynamic student pathways" What??
- 3 / It is too wordy and gobbly. Below is suggestion for revised Mission that deletes the fat. / Suggest substituting "learning" for knowledge because we are training HOW to think not WHAT to think. My favorite quote to illustrate: "Experts USED to believe..." We impart knowledge but need students to have tools for critical thinking and learning not of a canon of knowledge, but of information. / / I substituted "World" for environment as a more precise noun. / / California State University, Fullerton is a collaborative and transformative institution dedicated the rigorous pursuit of learning*. We prepare our students to thrive in an ever-evolving global world* by offering immersive experiences and visionary support services. Diverse and inclusive, we empower everyone in our Titan community to build productive lives of service, learning, and leadership. / /
- 4 '- what are visionary support services? / - scholarship or scholarships? --> *needs an adjective* curriculum, academia, / - questions about what an immersive experience is? / - scholarship, immersive experiences, and visionary support services. --> too vague and not clear on what these actually are / - Distinctively diverse and inclusive --> confusing - could be phrased better / - written for a speech not necessarily meant to be read - we, as a distinctly diverse and inclusive campus, / - diverse is current, inclusive is a goal - keep pushing on these initiatives / - /
- 5 "We prepare our students.." / / By saying we prepare and navigate our students we imply of not only we prepare them, we show them to the right path and hold their hands to get to the point that they can stand up by themselves. / / / Instead: " We prepare and navigate our students...."
- 6 (1) The Mission Statement should include information about how we support faculty and research. / (2) Objectives 3.2 and 3.3 must be more specific. / (3) Add objective of supporting faculty in research, which itself will increase research revenue. / (4) What does "to inform ongoing planning" mean in Objective 3.2? / / /
- 7 '... creating dynamic student pathways' can be '... creating dynamic pathways' (omit "students"). / '... service, learning, and leadership' can be 'learning, service, and leadership.' Learning should be the first thing we mention.
- 8 1) I'm not sure what it means to be transformative as an institution. The experiences students have here are transformative, for sure. / 2) I would prefer "fulfilling" or "professional and personal" lives rather than "productive". We are, or should be, more as an institution than a place that generates people who can "produce".
- 9 A place where faculty are involved in academic scholarship and creative activities.
- 10 Add the word "by" after evolving global environment to make it flow better. I.e We prepare our students to thrive in an ever-evolving global environment by generating social and economic mobility through scholarship, immersive experiences, and visionary support services.
- 11 Ambitious, but it's supposed to be. Not sure why the emphasis on highly collaborative appears ahead of transformative -- not sure the words highly collaborative need to appear in a missions statement.

- 12 At CSUF, we must continue to encourage faculty to continue with their research which leads to greater understanding of the subject matter and improved teaching.
- 13 big improvement over current version, but the goal of one sentences ballooned to three; seems like we're sticking in words just to goose it up: "rigorous" "visionary" "dynamic"
- 14 By diverse and inclusive, what exactly do you mean? It sounds another cool buzzword phrase, but I see everyone using those kinds of words now that it's literally lost its meaning. I think CSUF needs to take a stand that emphasizes "challenging each student" to achieve their highest potential as they are exposed to a wide variety of opposing viewpoints and concepts. / / Reword the last sentence to say this: / / By challenging our diverse student body to achieve their highest potential, we empower each unique member of our community of Titans to build productive lives of service, learning, and leadership that will change the community and the world. / / In essence, I think the current mission statement, as is, is a little dull. There needs to be more wording that emphasizes "challenging students to do great things", "thinking big and beyond themselves", "changing the world", "the competitive edge", etc, if you get what I mean. I know it's a state school but I feel like the school could do a better job of encouraging students to achieve their full potential. /
- 15 California State University, Fullerton is a highly collaborative and transformative institution dedicated to creating dynamic student pathways for the rigorous pursuit of knowledge and to disrupting processes of education that have been used to deny access and opportunity to so many. We prepare our students to be engaged citizens both in their local communities and in an ever-evolving global environment, generating social and economic mobility through scholarship, immersive experiences, and visionary support services. Distinctively diverse and inclusive, we empower all in our Titan family to build productive lives of service, learning, and leadership and to open pathways into higher education for future generations.
- 16 California State University, Fullerton is a highly collaborative and transformative institution dedicated to creating dynamic student pathways for the rigorous pursuit of knowledge. We prepare our students to thrive in an ever-evolving global environment, generating social and economic mobility through scholarship, immersive experiences, and visionary support services. Distinctively diverse and inclusive, we empower all in our Titan community to build productive lives of service, learning, and leadership.
- 17 California State University, Fullerton is a highly collaborative and transformative institution dedicated to creating dynamic student solutions for the rigorous pursuit of knowledge. We prepare our students to thrive in an ever-evolving global environment, generating social and economic mobility through scholarship, immersive experience, and dedicated support services. Distinctively diverse and inclusive, we empower all in our Titan community to build productive lives of service, learning, and leadership.
- 18 California State University, Fullerton is a highly collaborative, transformative institution dedicated to creating dynamic pathways for student success. We prepare our students to thrive, generating social and economic mobility through scholarship, immersive experiences, and uniquely effective support services. We empower and support our distinctively diverse and inclusive Titan community to build and sustain productive lives of service, learning, and leadership.
- 19 California State University, Fullerton, encourages collaborative approaches to creating dynamic student pathways for the rigorous pursuit of knowledge. We prepare our students to thrive in an ever-evolving global environment, generating social and economic mobility through scholarship, immersive experiences, and visionary support services. Distinctively diverse and inclusive, we empower all in our Titan community to build productive lives of service, learning, and leadership. / / First sentence is unclear. I have tried to fix it above, but it still isn't great. It's a minor issue, but you need a comma after "Fullerton." / / I am also assuming that this statement is aspiration. I am currently on the University GE Task Force and we are working diligently to encourage cross-college collaboration in our plan, but we worry that the institutions are not in place to allow this sort of collaboration. I was very happy to see collaboration stated in the first sentence, though I hope that the University does not think we have mastered this value yet.
- 20 Can we change the first sentence into two sentences? It is then less obfuscating. / / California State University, Fullerton prides itself in being a collaborative and transformative institution. It aspires to creating dynamic student pathways for the rigorous pursuit of knowledge. / / Similarly with the third sentence. Can we be simpler? / / We prepare our students to thrive in an ever-evolving global environment. We generate social and economic mobility in three ways: through scholarship, through immersive experiences, and through visionary support services. / /

21	Clarification: We create conditions that enable students to empower themselves. Conditions include programs, the curriculum, services, etc. Individuals do not have the power to empower others. Doing so takes agency away from students. Ultimately they decide their actions and destinations for themselves. / / Access is vital to our work. While pathways may imply access, we need clarity. / / We are a regional university with a global outlook. Emphasize region. / / Explicitly include 'teaching' / / Students are the university. The mission conveys that they are consumers. They are and drive the curriculum, programs, faculty recruit,met, etc.
22	Comment: / This mission statement doesn't feel like it speaks to the external community. What is our role specifically and why should they also care? From the lens of Government & Community Relations (my lens), we ought to be mindful of external stakeholders that impact us, including policymakers/legislators because they need to be convinced of why they should invest in the CSU through our State BUdget, for example. / / Suggestion: / "...and visionary support services to XYZ..." the "XYZ can be something like to strengthen our communities, to power our economy, etc..."
23	Consider removing "highly" from the first sentence as it sounds a bit too insistent. / At this point, also, the statement sounds rather generic. One could apply this statement to many universities around the country as there's nothing that is yet distinctive about it. What is absolutely CSUF and nowhere else? The statement hasn't reached that level of specificity yet and it probably should if it's a mission statement for CSUF.
24	continuation from prematurely submitted comments
25	Delete the first sentence It's much better
26	Dense and wordy, feels generic, lots of buzzwords, yet overall message is positive and ambitious
27	Excellent!
28	Excellent!
29	For me, shorter is preferred. An example is: / Distinctively diverse and inclusive, we empower all in our CSUF Titan community to build productive lives of service, learning and leadership by providing students pathways for the rigorous pursuit of knowledge. /
30	get the closet neo nazis, far right racist and white powerful hate groups off campus. they are around.
31	Good /
32	How about including the word "education"? It is not in the mission statement.
33	How CSUF strives to make college affordable. WE care about not increasing tuition for students and not giving the president and other rich higher administrators wage increases.
34	I am highly supportive of the first objective 1.1, and hope that the administration is planning to commit continuing funding (as opposed to one-time funding) to departments to achieve this goal. In NSM, wet bench research is one of the great immersive experiences, but small class sizes (~12) and some funding are required for these experiences. / / Objective 1.3: does it have be a new interdisciplinary experience? Maybe it could be either an expansion to more students of an existing experience as well? If it needs to be new, I think a smaller number (~2?) would be best to allow the new experiences to grow organically out of faculty & student interest.
35	I am not sure that "highly collaborative" is truly reflected across the entire campus. This is something we can strive for, but the reality is that faculty tend to be insulated within their colleges. / / What is a "dynamic pathway"? Why not be responsive to students's interests while also introducing students to new fields of inquiry and perspectives? I'm concerned that pathways can too easily become ruts. / / What about support for faculty and staff? Shouldn't the mission include consideration for those who dedicate their lives to the mission?
36	I believe it would be great too include a statement pertaining to promoting student confidence. / Building productive lives of service, learning , and leadership is great but I think (as a student myself) what seems to lack within my fellow peers is confidence in themselves. / / Jobs are evolving rapidly; thus creating a more competitive environment. That shouldn't cause us to self doubt our capabilities. We should encourage confidence and promote self-development.
37	I don't believe you can write this any better than what it is.

38	I don't think that being a "transformative institution" is anything we should take pride in. All universities are transformative in the sense that students will change through the process. Also, the mission is too long and the message is lost in the lengthy mission. Diversity and achievement should be listed in the first couple of sentences. In addition to knowledge, skills should be added.
39	I feel this mission statement is missing a statement about students of all backgrounds achieving their academics goals (i.e., a statement about student diversity). I also think you should change the word "thrive" to the word "succeed." I am not sure what the statement means by social and economic mobility - I feel that this type of wording is vague or empty. We are are a research institution and a statement should reflect that. Overall, I feel that the statement is wordy and could be written with more precision.
40	I know you want words, but the Mission Statement should drive the strategic plan, not the other way around. What's wrong with our current MS? This says very little.
41	I like it as is.
42	I like it.
43	I like this! Great job. A couple thoughts... / / 1) / What is a "dynamic" student pathway? I like the sound of it, but let's make sure we are not using buzzwords merely for the sake of using buzzwords. What does dynamic mean here, and should we clarify it? / / 2) / "the rigorous pursuit of knowledge" sounds nice on its surface, but the goal is not merely the pursuit of knowledge, it is the acquisition of knowledge. And even that does not go far enough, because the goal is not merely the acquisition of knowledge, but the understanding of how to apply that knowledge in life- and world-transforming ways. I believe incorporating the word "understanding" or the phrase "practical understanding" to our mission statement wil bring it all home. / / I acknowledge I'm bringing no solution to the first issue I raised, and suggesting only a partial solution to the second, but I hope even this imperfect attempt at feedback might give wiser minds than mine some additional fodder for consideration. / / Scott Sorrell / Marketing
44	I love the student centered approach of this mission statement
45	I love this!!!
46	I noticed that this draft mission statement doesn't say anything about the role of faculty, research, etc. I agree that the mission should be student-focused, but we are a teaching-research balanced school in my view, and our teacher-scholars are an immensely important part of the overall equation.
47	I suggest precision re. the use of the following terms, keeping in mind the connotations and access to the language, that reaches beyond the academic community. / / "generating social and economic mobility..." (Could imply success is measured in straight-line upward mobility.) / "build productive lives..." ("Production" is a heavy term, that should be approached with mindfulness of the nuanced meaning of this term, especially in light of the history of "production" in terms of labor and capital among the diverse communities of our campus and surrounding communities and industries.) / "...Distinctively diverse and inclusive....." (Possible alt. "...distinctively cultivates a learning environment of inclusivity that builds on the diversity of our campus community and the communities served by the University." / / I do like emphases on: / / "transformative" / "dynamic" / "empower" / /
48	I think the word "highly" is redundant and overstates the case. recommending deleting. / / also, visionary seems like an odd term to pair with support services... consider changing that word to dynamic, all-encompassing, broad. / / instead of "We empower all in" i recommend saying "We empower each member of" our Titan Community - it speaks to the individualistic humanity of the community, rather than the collective body. / / Overall, a great mission statement, and one that resonates.
49	I think there needs to be something in there about making it not only an educational experience for all students, but making it an enjoyable and passionate one as well. This institution not only is meant teach students, but to light a fire within them to be the best that they can be and to live a life they are proud of, which no doubt includes a good deal of enjoyment of and passion for that life.
50	I think this is actually very nicely written. Nothing to add.
51	I would add the word "research before scholarship: "research and scholarship"
52	I would delete "highly". You "produce" you don't create. Create means new matter...their existing people, we didn't create them. Visionary support services?? What's that? Just say we're diverse and inclusive, there's no measure that we're distinct.

53	I would like to see research receive a greater emphasis in the mission statement.
54	I'd like to see something that centers the preparation of students to be transformative leaders, ready to promote social, educational, and economic equity within and beyond Orange County.
55	Improve technology infrastructure to support instrusion
56	Instead of --We prepare our students to thrive... Students are prepared to thrive... This is a stronger statement. / / California State University, Fullerton is a highly collaborative and transformative institution dedicated to creating dynamic student pathways for the rigorous pursuit of knowledge. Students are prepared to thrive in an ever-evolving global environment, generating social and economic mobility through scholarship, immersive experiences, and visionary support services. Distinctively diverse and inclusive, our Titan community is empowered to build productive lives of service, learning, and leadership.
57	Is this for the university or for the SP? I strongly feel it is INAPPROPRIATE for the SP to rewrite the university mission.
58	It appears that the statement does not include the aspects of faculty development and the importance of their research and creative activity to CSUF.
59	It has been brought to my attention that the new strategic plan has a lesser emphasis on faculty research and creative activity than the prior strategic plan. I believe this is a rather egregious oversight that I would like to see improved.
60	It is clear and succinct / It looks good / It is long
61	It looks great
62	It sounds great. But if you asked one of our students to read it, would they know what it means? Not to say our students don't have a good vocabulary, but when you break it down, it is quite vague.
63	Its doesn't state that we value diversity. Saying we are inclusive because we empower our students is not the same as valuing diversity. / / Just as it states that the institution is dedicated to creating dynamic student pathways, it should state that the institution is dedicated to empowering its diversity, or dedicated to diversity.
64	It's good.
65	line 1: remove first instance of "and transformative", else remove "highly." / / line 3: make "scholarship" a plural noun, else make "experiences" and "services" single nouns. / / line 4: change "distinctively" to "distinctly." /
66	Look, this whole thing excluded ANY focus on faculty. / / We must address tenure density. It is crucial to student success. / / We must address class size. It is crucial to student success. / / We have limited resources. We must avoid squandering them on artificial and groundless graduation goals
67	Maybe use uniquely rather than distinctively / /
68	Missing the word technology. The word teach is not in this mission statement. / / This sounds very generic. / This lacks substance. / / The concepts presented be specific, concrete, and limited to three or four core values. / / Attempting that you say too much information.Keep it simple straightforward. / Access. Transformation. / / suggestion review the CSU mission / / Access to students who will transform the university as it transforms them /
69	Mission doesn't state who we serve. Need to tease out the "distinctively diverse and inclusive." What about: "We strive to put just, equitable and inclusive education at the forefront of the Titan Community." Immersive needs to be defined, maybe immersive learning opportunities. / / Instead of visionary support services, maybe " support services that ensure students can develop, learn and engage in a safe space." / /
70	Mission statement is too long - should be crisp and to the point, for example: / / We empower our students to build productive lives of service, learning and leadership in order to thrive in an ever changing global environment.

71	Mission statements tend to be a bunch of empty words, many of which are ambiguous jargon. I honestly think it is a waste of time to create and evaluate a mission statement when that time could otherwise be devoted to engaging in some sort of concrete educational activity that directly benefits students, rather than fostering a bunch of lofty-sounding empty promises.
72	More information for diversity of graduates.
73	My recommendation is that the panel should clearly understand who the target audience is for this document. / / That decision determines the type of language used to communicate the message. / / If several different groups are the target audience, then the language and style needs to be user friendly to the least sophisticated group without ignoring the importance of communicating key issues to the academic and political groups. / / Clearly, the number of disparate groups targeted increases the difficulty of drafting a document that will deliver an impactful message to each target group. / /
74	My understanding of mission statements is that they are supposed to be concise and easy to remember. I wonder if there is another way to communicate all of these things but in a different way. Perhaps a concise mission statement with a section on the website that also communicates "How Cal State Fullerton lives out its mission statement." / / EXAMPLE: / California State University, Fullerton is a distinctly diverse, inclusive, highly collaborative, and transformative institution dedicated to creating dynamic student pathways for the rigorous pursuit of knowledge and empowering everyone in our Titan community to build productive lives of service, learning, and leadership. / / HOW WE LIVE THIS OUT: / 1. We prepare our students to thrive in an ever-evolving global environment. / EXAMPLES / 2. We generate social and economic mobility through scholarship. / EXAMPLES / 3. We develop immersive experiences. / EXAMPLES / 4. We value and provide visionary support services. / EXAMPLES
75	n/a
76	n/a
77	Need to clarify the meaning of transformative institution.
78	None
79	Nothing about faculty / Faculty are instrumental in bringing these changes. So they should be included.
80	Omit "generating social and economic mobility", or put in separate thought. Too wordy. Delete superlative adjectives.
81	one sentence for the faculty???
82	Only two of the four goals link back the mission statement. Also, I was surprised in the campus wide session that affordability was never mentioned as a roadblock to student success - wellness, academic achievement, and timely graduation. Bemoaning the lack of state funding is a cop out. I believe there are financial solutions to make tuition and housing more manageable.
83	Perfect
84	Please add in Education and faculty.
85	Please offer the "College Promise" for Orange County high school attendees. In Long Beach, CSULB offers "The College Promise" to LBUSD HS students who meet the minimum GPA and scores for entrance (and first year free at LBCC). This year marks the 10th anniversary of the Long Beach College Promise. However, the program left out charter and private school students. I'd like to see CSUF offer "THE COLLEGE PROMISE" to all orange county high school attendees. I attended Orange County High School of the Arts and although asked for early action, didn't year back from either CSULB or CSUF until shortly before May 1st. Since I was an OCSA student, I should have been first to receive a yes. Schools that are college prep should have CSUF College Promise and hear from admissions first thing! We students that receive education in the OC are your biggest assets and future advocates. I have two little sisters at OCSA, whom, when they apply in 2020 and 2022, I'd like to see them receive that early action - YES! / / visionary starts with education from elementary school, middle school, and high school into CSUF.

86	PLEASE, PLEASE drop the endless rhetoric! "Highly collaborative, transformative, dynamic, immersive, visionary." Good God! It's pathetic! Is there a simple, direct way to describe CSUF's intentions?
87	Possibly adding "rigorous and exciting pursuit of knowledge."
88	Reads well
89	Remove "highly" in first sentence.
90	remove the word "highly" /
91	Second sentence: "We prepare our students to thrive in ever-evolving local and global environments through scholarship, immersive experiences, and visionary support services". / / Third sentence: Delete "Distinctively"
92	should "scholarship" be "scholarships" to match "experiences" and "services"? / /
93	Since I did not see a place for general comments for the entire strategic plan draft, here are mine: / / - I want to see us develop a core set of values that underlie our mission. These values should NOT be related to specific outcomes, but things such as diversity, student engagement, academic quality, etc. / / - I think the draft goals are not inspiring - I strongly suggest looking at CSULA's goals on 1) engagement, service and the public good, 2) student success, 3) welcoming and inclusive campus, and 4) academic distinction. / / - I don't see any staff-related objectives - shouldn't we be investing in the advancement of our staff (including ASAs all the way through MPPs) to enrich CSUF programs and services? / / - Please do not include faculty research under fundraising as this belittles our efforts and links them only to resources. Some of the best research can happen with no extramural funds, and I think it wiser to promote teacher-scholar models that are linked to academic distinction.
94	Sounds good
95	Sounds good.
96	Sounds very lofty.
97	Sounds very poetic, which in theory is not a bad thing. However, we can definitely change the syntax in the mission statement to make sure we are being more clear with what the mission statement is actually stating. Too wordy, in short. I think faculty and staff should be specifically mentioned as well. / / I think claiming that we distinctively diverse is true but inclusive is still a work in progress. "Diversity is being invited to the dance and inclusivity is being asked to dance." I think mentioning that we want to attain higher levels of inclusivity and recognizing that we should improve, is much better than claiming it as true when it might not be.
98	Suggestioin to add high-impact after immersive and before experiences.....
99	The current wording could make CSUF ineligible for certain federal grants (e.g. NIH) that focus on increasing diversity. Why not include "diversity" and "under-served" student population.
100	The intensifying adjectives are superfluous. / / Too long. / / Make it much simpler.
101	The language in this statement seems a bit overblown at times. For example, "highly collaborative" might be best worded as "collaborative", given the ongoing concerns of many faculty regarding the administration's repeated lack of transparency in decision making and hiring/ firing, as well as the loading of the faculty senate with faculty members in administrative appointments. Other examples include "dynamic student pathways" (recommend eliminating the word "dynamic"), "visionary support services" (recommend eliminating "visionary"), and "distinctively diverse and inclusive" (recommend eliminating "distinctively"). Overall, I would suggest wording our Mission Statement to reflect what we can realistically achieve- which is substantial.

102	The mission statement in its current form misses the boat on research and scholarly and creative activities. These activities are required of all tenured/tenure-track faculty who are hired at CSUF and they are know to contribute to student retention and student success. In many cases scholarship would not be possible without students assisting faculty members. As Cal State Fullerton claims to be a transformative institution, a priority should be for CSUF to become a leader in undergraduate and master's level research, scholarly, and creative activities (RSCA). It is important to do so for several reasons, including: / (1) RSCA must be a core component of any institution of higher learning or comprehensive university; / (2) being active in RSCA is the primary way faculty maintain currency in the field, which is critical for educating our students effectively; teaching and RSCA should go hand-in-hand and feed off one another; / (3) a strong culture for RSCA has positive effects on faculty recruitment and retention, faculty morale, and external funding; / (4) students' participation in authentic research and creative activities enhances learning and develops critical skills required for success in jobs and graduate and professional schools; / (5) RSCA is a proven high-impact practice (HIP) and known to be highly effective in improving student retention and graduation rates.
103	The mission statement is too wordy. Should be more direct and less complicated.
104	The most obvious problem with this mission statement is a startling lack of emphasis on research and creative activity. Yes, we are a teaching institution. Research and creative activity, however, is an engine of innovation and motivation for many of our faculty. This mission statement says nothing about research. Research and creative activity absolutely MUST be included as a critical pillar of our institutional mission. Failure to include this pillar would be an affront to our hard working research productive faculty, and the energy and learning environment that research and creative activity brings to this institution.
105	The one thing that I see missing in the mission statement is that our role in enhancing our communities is missing. It is a very inward facing document. / / To address this, I suggest a change to the last sentence so it states... Distinctively diverse and inclusive, we empower all Titans to better their communities through productive lives of service, learning, and leadership. / / This is a slight change, but provides speaks to how our students, alumni, and all members of the CSUF Family will better their communities through their interaction and education with/at Cal State Fullerton.
106	The only suggestion that I have is to think of the online student population. In my experience, the campus students are the main focus and the online students are an afterthought. We need to highly collaborative with our online students and online faculty. Most of the resources and workshops are all geared for those who come to campus, but many have chosen the online path and our resources need to be geared that way too.
107	The printed version of the mission statement we were provided with did not have highly collaborative and it reads better. Sort of a buzz word. Last sentence works well
108	there is nothing in here on scholarship or education
109	This is really, really wordy. It sounds like every VP or Dean-level administrator was required to throw in an adjective in order to justify their jobs. The first sentence, e.g., can be reduced to "CSUF is dedicated to the pursuit of knowledge." The last sentence can be distilled to something like, "We strive to build a diverse community of lifelong leaders and learners." Simplify, simplify. I know new times call for new missions, but there was something really classy and all-encompassing in "Learning is Preeminent." It really did cover everything. And in only 3 words, too.
110	this is very long and wordy. It should be more concise.
111	This mission statement appears to completely undermine the role that faculty play in not just enabling students to achieve their goals but the critical role that academic faculty play in society by creating and enhancing knowledge. Can CSUF exist without its faculty?
112	This mission statement has too much jargon. It is trying to be everything to everyone and uses so many "en vogue" terms that it feels inauthentic. It doesn't seem like a reflection of an institution which has an actual identity but is instead trying to show that it is up to date on all the cool higher ed lingo. / / I think we need to do a deeper dive into our institutional identity before we construct a mission statement.

113	This mission statement is sorely lacking mention the importance of research at CSUF. It is the faculty-led research on this campus that clearly distinguishes us from community colleges. Research must be eminent in the mission statement and strategic plan, just like it was in the second sentence of the current mission statement: "We aspire to combine the best qualities of teaching and research universities where actively engaged, students, faculty and staff work in close collaboration to expand knowledge." The aim to attract extramural grants cannot be successful without making research a priority at CSUF and providing intramural funding and infrastructure for research.
114	This reads like a bunch of buzzwords that everyone's using in higher education these days. It doesn't fit the culture of Cal State Fullerton, and I don't even know what a lot of it means beyond buzzwords.
115	This sentence is not clear as to how CSUF is "creating dynamic student pathways for the rigorous pursuit of knowledge." /
116	This should read as a mission statement versus a definition. Strike first sentence. Group discussion yesterday was how can we have a "rigorous pursuit" while being transformative. they sound mutually exclusive. / / collaborative is implied by transformative / / Another idea would be reword something like this: / We are dedicated to creating dynamic student pathways and being a transformative model institution. As such, we prepare our students to thrive in an ever-evolving global environment, generating social and economic mobility through scholarship, immersive experiences, and visionary support services. Distinctively diverse and inclusive, we empower all in our Titan community to build productive lives of service, learning, and leadership. /
117	This sounds like we are preparing students to be management consultant. Where is the language about producing critical thinkers? Game changers? Individuals who make a difference in the lives of others?
118	Thumbs up
119	Too long
120	too long
121	Too long, needs to be simplified /
122	Too long. The last sentence states mission succinctly. Or bullet points. / /
123	Too much focus on "student" ... lacking any inference to faculty population and scholarship
124	Too wordy. It appears to be written by academics for academics.
125	Too wordy. Not thoughtful. Just buzzwords. This tells me nothing about how to distinguish CSUF from 1000 other institutions.
126	Too wordy...Look at possibly reducing to two sentences.
127	Very and unnecessarily lofty language that is not grounded in our reality. What is transformative? What is a dynamic student pathway. Basically, it is meaningless language. What are immersive experiences? What are visionary support services? Are we really distinctively diverse? What does that even mean to be DISTINCTIVELY diverse? Fundamentally, this statement is not true. It might be a vision for the future, but our mission is completely lost. This could as easily be for Cal State LA, Northridge, etc.
128	Very understanding on what the mission statement is. A suggestion is to help push students in pursue their career goals like attending clubs or events. /
129	Very wordy and unclear. What does "creating dynamic student pathways" mean? Why do we have to say rigorous pursuit of knowledge -- isn't that the usual aim of higher education? What are visionary (or conversely non-visionary) support services???
130	We may want to consider what results we are providing to our community such as partnering with our community, businesses and government to provide innovative solutions to today's challenges and to prepare next generation leaders who can ensure a promising future for our society.
131	We prepare our students to thrive...mobility through scholarship, immersive experiences with real-world application, and extensive and flexible support services.
132	We recommend the following: / / Eliminate jargon throughout the statement. / / Add "social empowerment" prior to "social and economic mobility" / / Eliminate the following words and phrases: "student pathways," "visionary support services" / / Add "equity" or "equable" somewhere" / / Eliminate "distinctively" prior to "diverse" (redundant)

133	We want our students to experience positive mobility, but also to make important contributions that change society from the local to the global. We want them to have the skills to address immense issues- peace, equality, the environment.
134	Well-written. No further suggestions.
135	What impact does realizing our mission have externally upon the society served in an outward facing context (e.g., Orange County; state of California, U.S., and/or global impacts of realization of the CSUF mission)?
136	What is "visionary support services"? I think using the term visionary is not necessary. / /
137	While CSUF is capable of providing students with a better position in life, it isn't just about generating social and economic mobility. As an alumni who has returned for a second CSUF degree, I can say that this mission statement "as-is" short-changes the true power of a CSUF education and de-emphasizes some critical areas on which any preeminent institution of higher learning should focus. / / It should mention that CSUF is focused on developing the habits of intellectual inquiry, critical thinking, and personal responsibility in students so that they can become the next generation of intellectual, cultural, and economic leaders who will sustain our region.
138	Wordy and hard to understand. Sounds like a compilation of overly fancy motivational slogans. Simpler wording would be much more powerful.
139	You might want to define CSUF's version of inclusive. I, along with other students, see only certain groups of people that you want to 'reach higher'. If you happen to be a white male, you will feel nothing but exclusion and hatred. It seems as though CSUF only wants what they label as 'minorities' to succeed.
140	YOU SHOULD NOT MENTION HOW GOOD YOUR SUPPORT SERVICES ARE WHEN THE PARKING HERE IS HORRIBLE
141	The one thing that I see missing in the mission statement is that our role in enhancing our communities is missing. It is a very inward facing document. To address this, I suggest a change to the last sentence so it states... Distinctively diverse and inclusive, we empower all Titans to better their communities through productive lives of service, learning, and leadership. This is a slight change, but provides speaks to how our students, alumni, and all members of the CSUF Family will better their communities through their interaction and education with/at Cal State Fullerton.
142	Too lengthy with verbiage
143	Breakdown into more bullet points?
144	Too many adjectives. Cut down to only three maximum
145	Review other companies mission statements as examples
146	Use the first or last sentence of the current mission statement as the full new mission statement. Cut the rest.
147	This draft version is a mix of a mission, vision, and values statements that companies usually highlight separately.
148	Pick two sentences and cut it down significantly