

FULLERTON FORWARD: 2024-29 STRATEGIC PLAN

Highlights from campus conversations upon REVIEW of the 2018-23 strategic plan progress (February 2023) and VISIONING for the future of CSUF (March 2023).



Campus feedback regarding the major areas of celebration in the 2018-23 Strategic Plan period.



COMMITMENT TO STUDENT SUCCESS

The campus community commends CSUF for its increase in graduation rates. Many attribute the success to quality academic services and programs. CSUF is also committed to supporting students' overall health and well-being, which was critical during and post-pandemic.



COMMITMENT TO A DIVERSE & INCLUSIVE COMMUNITY

CSUF has increased its diversity in faculty and staff through initiatives such as Diversity, Equity, and Inclusion (DEI) training, employee support, and inclusive and equitable recruitment efforts. Students also appreciate the many resources provided, as well as the campuswide efforts to build a sense of community.



PHYSICAL/FINANCIAL GROWTH & OUTREACH

CSUF has been successful in securing funding through philanthropic efforts and research grants, with the highlight being the "It Takes a Titan" campaign. CSUF is also commended for renovating and beautifying the campus, and for increasing its outreach and visibility in local communities and beyond.



ADAPTATION TO CHANGE

CSUF demonstrated its adaptability to change during the COVID-19 pandemic. Faculty, staff, and administrators were applauded not only for successfully pivoting in all capacities, but also for helping students adjust to an online environment.



AREAS FOR IMPROVEMENT

Campus feedback regarding the major areas for improvement in the 2018-23 Strategic Plan period.



CONTINUE TO SUPPORT STUDENT LEARNING & SUCCESS

Student success is at CSUF's core. Efforts must be made to redefine student success, in addition to promoting timely graduation. This in turn helps establish the support needed for students to develop critical skills to succeed in the job market and to contribute to the greater community.



STRENGTHEN DEI & EMPLOYEE WELL-BEING

CSUF must continue to build a diverse and inclusive environment for all. Strategies must be implemented to strengthen faculty and staff recruitment and retention, and to support their success through professional development and career advancement opportunities.



IMPROVE PHYSICAL/ FINANCIAL CAPACITY & OUTREACH

CSUF must continue campus renovation and modernization, as well as financial capacity growth. Funds must be distributed to ensure support for student success. Outreach efforts should be strengthened to connect CSUF with alumni, local communities and beyond.



BUILD INNOVATIVE PROCESSES FOR IMPROVEMENT

Faculty and staff recognize the importance of data and desire greater involvement in decision-making. CSUF must build institutional processes that facilitate innovation, promote continuous improvement, minimize administrative barriers, and integrate stable IT infrastructure.





QUALITY EDUCATION AND SUPPORT FOR DIVERSE LEARNERS

CSUF should be recognized for providing a variety of exceptional yet affordable educational programs, as well as comprehensive support services, that meet the needs of diverse and changing learner populations to foster their development, both personally and professionally.



A CAMPUS COMMITTED TO DEI & EMPLOYEE WELL-BEING

CSUF should be known as a diverse and inclusive community wherein campus members are retained, supported, and engaged to collectively work toward not only student success but also employee well-being and fulfillment.



ENHANCED PHYSICAL, FINANCIAL & OUTREACH CAPACITY

CSUF should offer state-ofthe-art physical and technological facilities to meet the changing needs of the learner population, increase funding and fiscal capacity, and expand and strengthen connections to alumni, feeder institutions, and local communities and beyond.



AN INSTITUTION READY FOR INNOVATION & CHANGE

CSUF should be recognized as a place of innovation, where a more cohesive and streamlined set of institutional processes centered on student success and the needs of all stakeholders is in place to prepare the university to adapt to emerging issues and changes.



Campus feedback regarding the major challenges faced by the university.



RESOURCE CHALLENGES AT THE INSTITUTIONAL LEVEL

Institutional challenges such as insufficient state funding or other financial resources, as well as limited ability to modernize and expand the campus physical space, could negatively impact the experiences, satisfaction, and success of students and employees.



RESOURCE CHALLENGES AT THE INDIVIDUAL LEVEL

The financial difficulties faced by students and employees, among which is the rising cost of living in California, could negatively influence students' and employees' decision to learn or work at CSUF



INTERNAL CULTURAL AND STRUCTURAL CHALLENGES

Outdated practices, changeaverse mindsets, a lack of trust or collaboration between silos, and the heavy workload for faculty and staff could prevent CSUF from creating an open environment in which all campus members engage in institutional decision-making.



EXTERNAL SOCIETAL OR ENVIRONMENTAL CHALLENGES

The rapidly shifting demographics, critical sociopolitical and environmental issues, narratives against higher education, and increasing competition for students and employees could constrain CSUF's ability to achieve and sustain student, employee, and institutional success.