

CHOOSING PRIORITIES EXERCISE (What Participants Filled Out)

Instructions: These lists describe activities that our campus could engage in and include both revenue-generating priorities and expense-related priorities. These priorities dictate budget, time, and energy spent towards achieving each goal. Your job is to decide what, if any, of these activities our campus should be engaged in, first from the revenue generating side and then from the expense side. Your job is to put yourself in the role of campus leader and make decisions about campus priorities. You can decide to do nothing, do a few things or engage in a lot of activity.

First, decide which activities you would like to engage in from the "Revenue Generating" list on the left. Remember, there is a cost to revenue-generating items, particularly in human time and energy. Once you have decided which revenue generating items to engage in, calculate the points earned and write the number in the box below the column. Next, based on how many points you decided to accumulate through revenue generating activities, you can "spend" the points you have earned. In the "Costs" column, select your priorities for campus spending by allocating the points you've earned. Calculate the points you spent and write the number in the box below the column. The total points for both columns must be equal; you can only spend the revenue you have generated. Please note that not all items are worth the same number of points. Good luck!

REVENUE-GENERATING

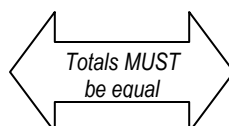
- Grow enrollment at off-site locations (20)
- Grow enrollment at main campus (20)
- Access for all CSU-qualified students in our service area (20)
- Access for all CSU-qualified students outside our service area (20)
- Increase on-campus student housing (20)
- Prestige of being the largest CSU (10)
- Increase external support –fundraising (10)
- Increase grant activity (10)
- Recruit additional international students (10)
- Recruit additional graduate students (10)
- Develop new graduate programs (10)
- Develop new online programs (10)

COSTS

- Lower student-faculty ratio (20)
- Increase staff numbers to reflect campus size (20)
- Reduce class size (20)
- Reduce teaching load for faculty (20)
- Increase support for infrastructure/maintenance projects (20)
- Upgrade classrooms and laboratories (20)
- Increase tenure-track faculty hiring (20)
- Increase information and communication technologies (20)
- Expand student advising (10)
- Increase public relations efforts (10)
- Increase support for creative and scholarly activity (10)
- Increase professional development – faculty (10)
- Increase professional development – staff (10)
- Strengthen off-campus community-centered programs and activities (10)
- Increase opportunities for students in out-of-classroom activities (10)
- Invest more in academic programs (10)
- Invest more in the library (10)
- Invest more in office space (10)
- Invest more in research facilities (10)

add points from the "REVENUE GENERATING" list and place here

TOTAL POINTS



add points from the "COSTS" list and place here

TOTAL POINTS