CHOOSING PRIORITIES EXERCISE *RESULTS*
Number of Participants Who Selected Each Item

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

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

COSTS

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

ATTENDEES

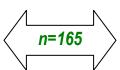|		
Faculty	49	27%
Students	02	01%
Staff	44	24%
Administrator	74	40%
Community	14	08%
Total	183	100%

MEAN = 96.61 **MEDIAN = 100** **MODE = 80**	**n=165**	**MEAN =95.45** **MEDIAN = 90** **MODE =100**