

Strategy Map for 2015-2020

Mission Statement: Support Cal State Fullerton’s investment in its future by providing innovative services while keeping revenues on campus.

Vision Statement

To be a creative and supportive partner of the University and its service community by being:

Entrepreneurial
Efficient and Flexible
Accountable

Customer Service Oriented
Creative

Future Focused
Self-supportive

Diverse Employer
Balanced Among Education, Business
and Community Needs

Goals

Goal 1
Service to Students

Goal 2
Service to Campus

Goal 3
Revenue Growth

Goal 4
Increase Space

Defined Goals

2015 - 2020

Support and maintain a co-curricular environment that prepares students for participation in a global workforce through service experience.

Aligned with University Goals 1 & 2

2015 - 2020

Enhance instructional and support services not normally provided by the state budget.

Aligned with University Goals 1 & 2

2015 - 2020

In support of University programs, increase revenue through entrepreneurial activities, property development, grants, and contracts.

Aligned with University Goal 4

2015 - 2020

Leverage a strong sense of space on behalf of the University defined through campus expansion, restoration, beautification, and maintenance.

Aligned with University Goals 3 & 4

Core Value Statement: "Helping Titans Reach Higher"