

# **Fullerton Forward:** **CSUF 2024-2029 Strategic Plan**

**Academic Affairs/Academic Senate Fall 2023 Retreat**

**October 13, 2023**

**Welcome:**  
**President Sylvia Alva**

# **Introduction:**

**Eileen Walsh, Academic Senate Chair**

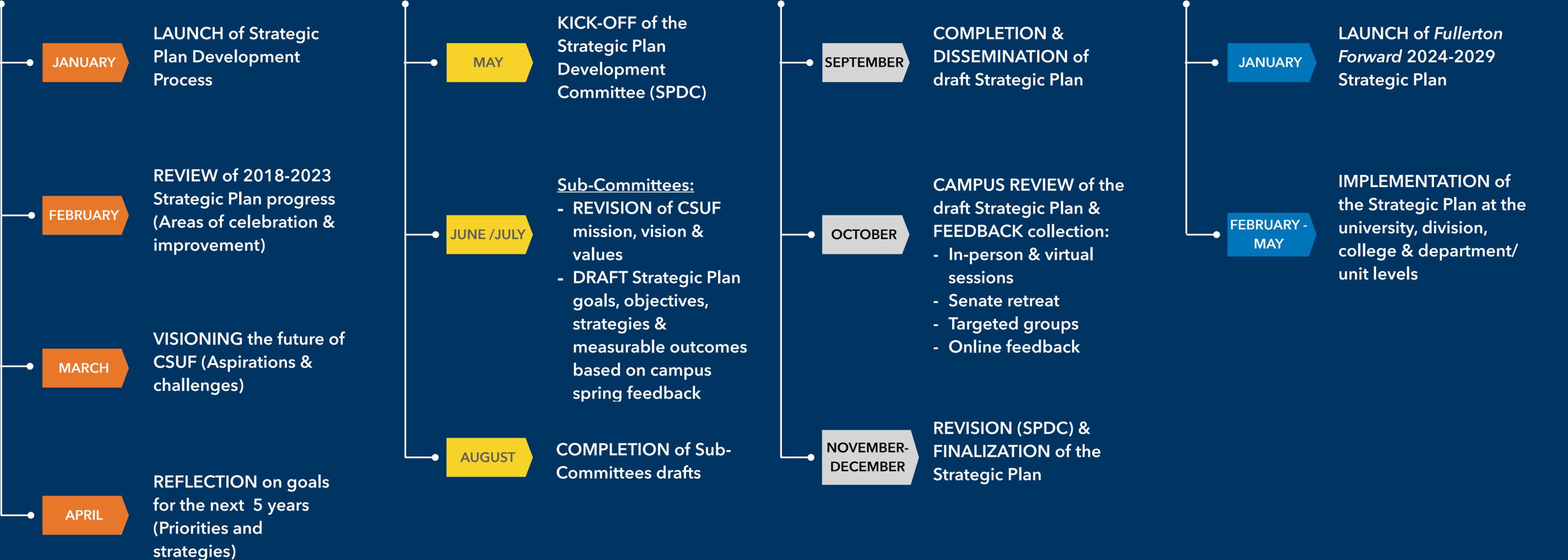
# Fullerton Forward 2024-2029 Strategic Plan Development

Spring 2023

Summer 2023

Fall 2023

Spring 2024



# Strategic Plan Components:

- **PART 1: Mission - Vision - Values**
- **PART 2: Goals - Objectives - Strategies - Progress Indicators**

**\*See details in the draft document: <https://planning.fullerton.edu/>\***

**(CSUF login required)**

# **Session 1:**

# **Mission, Vision, and Values**

# Draft Strategic Plan

## Mission (“who we are”):

Cal State Fullerton is a transformative university that serves as the intellectual, cultural, and economic engine for the region and beyond. Through innovative education and practices, we embolden all students to cultivate lifelong habits of inquiry, critical thinking, and social justice, and empower all Titans to become inclusive and equitable change agents who shape the future.

# Draft Strategic Plan

## **Vision** (“who we want to be”):

Cal State Fullerton will be a nationally recognized public university that prepares diverse future leaders who drive innovation, social mobility, and well-being in their communities.

# Draft Strategic Plan

## Values (“how we do things”):

- **Student Success:** We adopt a holistic and inclusive approach to student success and belonging, educating and elevating our students to become future leaders who adapt to workforce demands, community needs, and social justice challenges.
- **Faculty and Staff Success:** We nurture a culture of care where all Titans are valued and supported to grow personally and professionally.
- **Diversity, Equity, and Inclusion:** We embrace our rich diversity of backgrounds, learn from each other’s perspectives, and build a community that promotes dignity, respect, and equity-minded practices.
- **Scholarly and Creative Innovation:** We cultivate a mindset of discovery and collaborative exchange of ideas to address the challenges communities face through rigorous and innovative scholarly activities, applied research, and creative inquiries.
- **Shared Governance:** We uphold integrity, inclusivity, collaboration, accountability, and transparency in all endeavors to shape our collective future.
- **Civic and Community Engagement:** We expect all Titans to be informed and responsible citizens who advocate for social justice, promote sustainability, and uplift the local and global communities we serve.

# What do You Think? (part 1)

- Decide at your table how you want to prioritize your discussion: **Mission & Vision** or **Values**.
- Discuss with your feedback for:
  - **Mission & Vision:** Does the mission reflect our identity, purpose or reasons for existence? Does it reflect the bold vision and our aspirations for the future?
  - **Values:** Do they reflect our core beliefs?

— No “editor mindset” for now —

- Submit your feedback (group or individual):
  - <https://tinyurl.com/SPFeedbackOne>



# **Session 2:**

# **5 Topics on Goals**

# Goal 1 Subcommittee co-chairs: Sheryl Fontaine & HyeKyeong Sung

## GOAL 1: ENHANCE SUPPORT FOR STUDENT ACCESS, LEARNING, AND ACADEMIC SUCCESS

Expand access to higher education for all learners, enrich learning experiences through diverse and innovative academic offerings, and enhance support services and infrastructure to ensure not only students' timely graduation but also their mastery of the knowledge and skills needed to reach professional and personal goals.

### Objective 1. ACCESS

Expand flexible pathways to reach and attract diverse learners to access our academic offerings.

### Objective 2. LEARNING EXPERIENCES

Provide equitable, engaging, and innovative learning experiences that serve the needs of diverse student populations, close equity gaps, and foster students' ability to apply the knowledge, skills, and cultural awareness gained through their academic programs.

### Objective 3. ACADEMIC SUPPORT

Ensure equitable, innovative, and comprehensive academic support to guide students throughout their academic and career pathways.

# Goal 2 Subcommittee co-chairs: Juye Ji & Vincent Vigil

## **GOAL 2: FOSTER STUDENT ENGAGEMENT AND WELL-BEING**

Enhance the Titan Experience to create an inclusive campus environment, ensure engagement, and foster a sense of belonging for all students of diverse backgrounds, while providing comprehensive resources to support their well-being including mental and physical health as well as financial and basic needs.

### **Objective 1. TITAN IDENTITY AND PRIDE**

Enhance the Titan Experience to increase student engagement and foster school spirit.

### **Objective 2. MENTAL AND PHYSICAL HEALTH**

Strengthen proactive and responsive approaches to address student mental and physical health needs.

### **Objective 3. FINANCIAL AND BASIC NEEDS**

Revitalize financial and basic needs support to enhance student success.

## **Goal 3 Subcommittee co-chairs: Maria Malagon & Phenicia McCullough**

### **GOAL 3: RECRUIT, DEVELOP, AND RETAIN HIGH-QUALITY AND DIVERSE FACULTY AND STAFF**

Uplift the diversity of faculty and staff, and retain the talent by supporting professional and personal growth.

#### **Objective 1. INCLUSION AND BELONGING**

Establish a campus climate that fosters faculty and staff inclusion and belonging.

#### **Objective 2. CULTURE OF CARE AND ACCOUNTABILITY**

Establish a campus climate that is free of discrimination, harassment, retaliation, and other conduct of concern.

#### **Objective 3. RECRUITMENT AND DIVERSITY**

Increase the number and diversity of faculty and staff through effective and equitable recruitment strategies, with concentrated attention to those from historically underrepresented communities.

#### **Objective 4. RETENTION AND PROFESSIONAL GROWTH**

Support faculty and staff growth through strengthened professional development.

# **Goal 4 Subcommittee co-chairs: Elva Rubalcava & Steve Stambough**

## **GOAL 4: EXPAND PHYSICAL AND FINANCIAL CAPACITY AND STRENGTHEN COMMUNITY RELATIONS**

Augment revenue opportunities and philanthropic investment for the university, and create innovative use of our limited physical spaces to best support student learning and the evolving needs of the broader Titan community.

### **Objective 1. CAMPUS BEAUTIFICATION**

Continue campus modernization to build a safe, beautiful, and sustainable campus environment.

### **Objective 2. FINANCIAL CAPACITY AND CULTURE OF PHILANTHROPY**

Enhance financial capacity, budgetary accountability, and philanthropic investment.

### **Objective 3. EXTERNALLY FUNDED RESEARCH AND SCHOLARLY ACTIVITIES**

Increase externally funded research and scholarly activities.

### **Objective 4. ALUMNI AND COMMUNITY RELATIONS**

Strengthen relations with alumni and communities.

# **Goal 5 Subcommittee co-chairs: Nina Garcia & Berhanu Tadesse**

## **GOAL 5: INNOVATE CAMPUS OPERATIONS**

Improve the effectiveness and efficiency of campus operations through adoption of best practices and cultivation of a culture of innovation.

### **Objective 1. TECHNOLOGICAL INNOVATION**

Update technical infrastructure and support to meet the needs of students, faculty, and staff.

### **Objective 2. DATA-INFORMED DECISION MAKING**

Deepen a culture of outcome-oriented assessment and data-informed decision making.

### **Objective 3. PROCESS MODERNIZATION**

Modernize institutional processes to reduce bureaucratic complexity, encourage innovation, and foster collaboration and resource-sharing.

# What do You Think? (part 2)

- Decide at your table which **Goals** you want to focus on first
- Discuss with your feedback for:
  - Do the goals cover the important priorities for the next 5 years?
  - Do the goals promote innovation to help us become future-ready?
  - Anything unreasonable, unrealistic, or unsustainable?

— *No “editor mindset” for now* —

- Submit your feedback (group or individual):
  - <https://tinyurl.com/SPFeedbackTwo>



# Closing Remarks: Provost Amir Dabirian

More feedback can be submitted via the  
Online Feedback Form (by October 20, 2023):  
[planning.fullerton.edu](http://planning.fullerton.edu)