

Focus	Priority	Goal	Strategy	Action	Notes	Baseline 2012-2013 (Or Fall 2012)	Year 1 2013-2014 (Fall 2013)	Year 2 2014-2015 (Fall 2014)	Year 3 2015-2016 (Fall 2015)
Strategic Focus 1: Becoming a "First Choice" Institution	Priority 1: Attract a higher percentage of students with the motivation and preparation to complete a degree	Goal 1: Improve CSU's name recognition, academic reputation, and ranking	Goal 1/Strategy 1. Market our value, location, creative instruction...	a. Increase public awareness of CSU among...		50.9			
				b. Increase US News Best Colleges Peer Assessment Score and number of survey completers (Regional Rating)		2.6			
				South Rating		91	98	103	
			Average Peer Assessment Score, scale of 1 to 5		2.6				
			G1/S2. Sustain a diverse student body	a. Recruit diverse students to CSU		44.0	46.6	47.3	
				b. Support a diverse student population (Measured by budget of ACE, Military Services, Diversity Services, etc.)		\$ 532,781.00	\$ 720,794.00	\$ 601,054.00	\$ 514,921.00
			G1/S3. Increase funding, support for faculty, student research and creative endeavors that bring regional, national, and international attention to CSU	a. Increased support for faculty research	University Grants	\$39,235	\$45,410		
				b. Create a database of all faculty publications	Faculty Center Budget	\$13,850	\$8,650	\$18,600	
				c. Offer increased number of opportunities for faculty to discuss research progress	Opportunities Provided	7	7		
				Number of Attendees		12	8	10	
		G1/S4. Ensure consistency in program admission across all CSU programs	d. Increased support for student research/Graduate Assistants	Terry Mosier		\$ 586,713.00	\$ 567,678.00	\$ 472,606.00	
				This went away due to DN3 sundowning					
		Goal 1/Strategy 5. Raise entering test scores to match aspirant schools ***data based on First Time Freshmen, does not include Basic Studies	CSU SAT CR		504	504	511		
			AVERAGE ASPIRANT SCHOOLS SAT CR	***Most aspirants report ACT only, prior year data buried					
			CSU SAT M		492	495	499		
			AVERAGE ASPIRANT SCHOOLS SAT M						
			CSU ACT C		21	21	21		
			AVERAGE ASPIRANT SCHOOLS ACT C				23.25		
		Goal 2: Increase the number of student scholars	Goal 2/Strategy 1 Build on-campus Honors housing and increase Honors programming and scholarships	a. Enroll more honors students			228	270	287
				b. Increase in the number of honors scholarships	(Scholarship budget has NOT increased with enrollment growth from FA14 to FA15)		\$190,863.00	\$215,750.00	\$213,505.00
				c. Build Honors Housing		Presently, no Honors Housing is being built			
			G2/S2 Recruit more Hope-eligible students	Increase N/% of incoming students that are HOPE eligible	FTFT GA freshmen with HOPE/ZELL		54.23% (551)	62%(514)	
			G2/S3 Introduce more DE programs	a. Increase N of dual enrollment programs	source--J McElveen	1	2		
				b. Increase N of dual enrollment students			272	277	
			G2/S4 Increase internatl student enrollment	Increase international enrollment	source--K Williams	107	127	123	126
			G2/S5 Raise scholarship funding to achieve a distribution of funds based on program demand...	a. Increase scholarship funding for all programs	Average Scholarship amount (Russ Romandini)	\$ 1,833.60	\$ 2,142.97	\$ 2,275.90	
				b. Develop relationships with potential donors in community	Number of donors (unduplicated, spouses get soft credit) each year pledged or given to an endowed scholarship or current use scholarship. Community interpreted as alumni and friends within a 30-mile radius. Source: C Hicks	101	153	199	
			Goal 3: Continue to offer a best value educational experience	G3/S1 Continually evaluate competitiveness...tuition and fees	a. Track tuition/fees of comparator institutions	Source: Tuition and fees websites			
		b. Education re: fees (use of pool, shuttle, gym, etc.)			# of students with Rec Center membership (additional examples can be seen in F1P3G3S2)	5369	5644	6138	
		G3/S2 Increase FA opptys, esp for work/study		a. Track comparative data on W/S and GAs at peer institutions		No information has been collected			
b. Measure CSU increases of WS jobs and dollars	1. # of FWS plus FWS Comm Svc employees			82	82	72			
2. Total \$ earned	\$159,474			\$198,355	\$176,267				
c. Implement a Grad School scholarship program	request out to Alan Medders?	We currently do not have a graduate scholarship program							
G3/S3. Increase the value of degree...resources	Secure alumni support (financial and career opportunities)	Job and Grad School rates/alumni emp data (Based on data provided by Alumni Office. We have data on only 29% of all alum)	87%	86%	83%				