



CSFPPF Board of Governors  
Strategic Plan  
2015 – 2018

**Introduction:** In an effort to advance the vision, mission and goals of Cal State Fullerton, the Cal State Fullerton Philanthropic Foundation Board of Governors developed a three-year strategic plan in alignment with the University strategic plan. The strategic plan serves to advance the philanthropic endeavor, close the achievement gap for low-income students, and promote high-impact practices for all students.

### **Vision**

Through a commitment to student success and philanthropic support, the Cal State Philanthropic Foundation Board of Governors is committed to elevating the campus to become the model comprehensive public university in the nation.

### **Values**

- ***Student Centered:*** In alignment with the values of the University, we are committed to student success and the transformational role education plays in their lives and communities.
- ***Excellence:*** We believe in demonstrating excellence in everything we do, respecting the diversity of the communities we serve while ensuring inclusivity of all Board members in reaching our common goals.
- ***Partnership:*** We believe in being an authentic partner, committed to collaborating to advance the academic endeavor and ensuring student success.
- ***Integrity:*** As stewards of the public trust, we adhere to moral and ethical principles to meet our fiduciary responsibility and approach our work with accountability and transparency.
- ***Innovation:*** We empower ourselves to reach beyond current paradigms and find innovative ways to fulfill our mission.

### **Mission**

The CSFPPF Board of Governors serves Cal State Fullerton by building and strengthening relationships with the communities we serve to encourage advocacy, investment and support of the University, its mission, goals and programs by remaining focused on student success and advancing the philanthropic endeavor.

### **Goal 1: Increase student access and eliminate barriers to success**

Improve access, persistence and graduation rates to ensure students are successful in an interdependent global community and contribute to the social and economic vitality of their communities.

#### *Strategies:*

1. Provide resources that increase student participation in activities that link degree, career and community.
2. Increase scholarships to eliminate barriers to student access and success.

**Goal 2: Enhance student success through High-Impact Practices (HIPs)**

Increase participation in new and ongoing efforts that support persistence and achievement of our students through High Impact Practices, also known as experiential learning.

*Strategies:*

1. Develop or expand programs that increase student participation in high-impact practices.
2. Provide opportunities for students to participate in study abroad or study-away programs.

**Goal 3: Strengthen the educational environment through infrastructure improvements**

Enhance the educational environment through investments in the physical environment, system and operational capacity.

*Strategies:*

1. Optimize return on philanthropic investments.
2. Develop and implement a stewardship plan to optimize Board of Governors engagement.
3. Provide support to enhance the long-term sustainability of key priorities (such as *Concert Under the Stars*).
4. Support efforts to advance long-term fundraising priorities.

**Goal 4: Improve alumni and stakeholder engagement**

Increase alumni and stakeholder engagement with the campus to build lifelong connections and cultivate relationships with individuals and organizations in our region.

*Strategies:*

1. Increase alumni participation in philanthropic activity.
2. Leverage relationships to increase stakeholder engagement by connecting the University with the community.
3. Support strategic communications efforts related to marketing strategies and University positioning.