Create proactive communication and programs to meet the unique personal, social, and financial needs of our students

Objective 1: Roll out campus-wide Project H.O.P.E. (Health, Opportunity, Prosperity, & Education), to provide students assistance with special support and resources
Objective 2: Promote wellness as a core value by enhancing collaboration with key University stakeholders
Objective 3: Redesign a communication plan to attract, recruit and enroll students
Objective 4: Develop enhanced communication and education for financial awareness and literacy
**PRIORITY TWO**

**GOAL #1**
Provide opportunities for growth to maximize skills for career development

*Objective 1:* Offer a variety of professional staff/faculty development opportunities through Division of Student Affairs and Enrollment Management (DOSAEM) and University

*Objective 2:* Encourage participation in professional staff/faculty development opportunities

**GOAL #2**
Work with Fresno State graduate programs to attract interns and graduate assistants to the Division of Student Affairs and Enrollment Management

*Objective 1:* Establish a pipeline with graduate programs by developing opportunities for hands on experience

**GOAL #3**
Strengthen cultural competency among DOSAEM staff and faculty

*Objective 1:* Increase participation in cultural awareness activities and provide opportunities and training

**GOAL #4**
Recruit and retain diverse staff and faculty

*Objective 1:* Actively advertise and recruit in diverse professional publications and organizations

*Objective 2:* Support staff and faculty by recognizing the value of their contributions to the division and the university mission

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**PRIORITY THREE**

**GOAL #1**
Evaluate and enhance current and future facilities to better serve our students

*Objective 1:* Pass referendum to build a new student union and faculty center

*Objective 2:* Update/remodel student service spaces to make them safer and more welcoming to students

*Objective 3:* Fund and build new Career Development Center

**GOAL #2**
Identify and develop the technology infrastructure to increase productivity and efficiency

*Objective 1:* Leverage technology to automate and streamline processes

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**PRIORITY FOUR**

**GOAL #1**
Grow and develop collaborative and engaged community partnerships to increase support for students and the University

Develop and enhance collaborative campus and community partnerships to further student access, college readiness, student involvement and engagement

*Objective 1:* Collaborate with campus and community partners to assist the division in providing services and programming to students

*Objective 2:* Develop a community partner communication plan

*Objective 3:* Increase major donor base to support Bold New Union and Center for Leadership as large part of University Comprehensive Campaign

*Objective 4:* Collaborate with University Advancement marketing department to develop overall “Student Life Brand” in support of comprehensive approach to wellness encompassing initiatives from the Health and Counseling Center, the Rec Center and Student Involvement in the area of intramural sports

*Objective 5:* Increase development team to increase capacity for resource development along with ensuring sufficient administrative support

*Objective 6:* Build support and partnerships around Central Valley Promise to increase giving for scholarships

*Objective 7:* Build relationships and support for the identified fundraising priorities

Updated 11/21/16