**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 Goal 3 & 4

**Core Value Statement:** “Helping Titans Reach Higher”