



DRAFT CSUSB Strategic Plan 2015

Vision Statement

CSUSB will be the region's premier comprehensive university of choice.

Mission Statement

CSUSB is committed to ensuring student learning and success; to conducting research, scholarly and creative activities, and to being actively engaged in the vitality of our region. These principles endure in the University's commitment to the value of diversity and intercultural competence, in its tradition and standards of excellence and in its dynamic engagement in our region and in California. We pursue our mission while cultivating the professional, ethical, and intellectual development of our students, faculty and staff to thrive in a globally connected society.

Core Values

Learning

Inclusivity and Diversity

Social Justice and Equity

Transparency

Respect

Integrity

Sustainability

Wellness and Safety

Innovation

Strategic Priorities and Goal Statements

1. **Student Success:** Provide learning experiences to promote student success, achievement and academic excellence and prepare students to contribute to a dynamic society.
2. **Faculty and Staff Success:** Foster Innovation, Scholarship, and Discovery for Faculty and Staff Success.
3. **Resource Sustainability and Expansion:** Steward Resources for Sustainability, and Acquire New Sources of Funding.
4. **Community Engagement and Partnerships:** Serve and engage communities (local, regional/state, national, global) to enhance social, economic and cultural well-being.
5. **Identity:** Build an identity that celebrates the uniqueness of our campus, promotes our accomplishments, and inspires involvement.