

# 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"**