



	Objectives	Strategy	Initiatives	Measures
Access	<b>Opportunity</b> Provide educational opportunities for low-income students.	Secure additional private funding for low-income scholarships.	Increase Dream Weber program private scholarship support.	The number of Dream Weber private scholarships awarded will increase by 10 percent.
	<b>Opportunity</b> Expand WSU facilities and locations to meet the growing demand for WSU programs.	Secure legislative and private funding for WSU state and non-state funded building priorities by 2020.	Cooperate with Administrative Services to obtain necessary funding from the legislature and donors.	Yes/No
	<b>Opportunity</b> Recruit and retain students through strategic enrollment plan (SEP).	Develop fundraising (private & public), marketing, and communication plans that promote enrollment, persistence, and graduation.	<ul style="list-style-type: none"> <li>• Execute SEP scholarship model.</li> <li>• Pursue state appropriations for completion, student growth, workforce, and performance.</li> <li>• Coordinate key messages with campus stakeholders.</li> <li>• Implement message campaign to prospective/current students.</li> </ul>	<ul style="list-style-type: none"> <li>• Enrollment trend to 30,000.</li> <li>• 1<sup>st</sup> year retention.</li> <li>• Degrees per 100 FTE students.</li> </ul>
	<b>Opportunity</b> Improve the reputation of WSU.	Coordinate marketing and communication activities to leverage impact across UA and WSU.	<ul style="list-style-type: none"> <li>• Traditional and social media placements.</li> <li>• Advertising/marketing initiatives.</li> <li>• Outreach and relationship building to policy and community leaders, donors, and alumni.</li> </ul>	Show a measureable increase in the mean score for the general population's perception of WSU quality in next public opinion survey.
Learning	<b>Student Engagement</b> More WSU students will participate in High Impact Programs.	Secure additional private funds to support student and programmatic costs.	Cooperate with Academic Affairs to raise dedicated private funds for student scholarships and programmatic support.	The proportion of seniors participating in engaged-learning experiences will increase to 90 percent.
	<b>Faculty Support</b> Faculty engage in creative and scholarly activity.	Secure additional private funds to support faculty teaching and scholarly excellence.	Complete match to establish the President's Outstanding Teaching Endowment (POTE).	Raise \$2,000,000 for POTE and secure the \$1,000,000 match by June 30, 2018.
Community	<b>Alumni Relations</b> Deepen the connection and support of WSU alumni.	Development and implementation of WSU Alumni Association strategic plan.	<ul style="list-style-type: none"> <li>• Strengthen Regional Alumni Network (RAN) leaders, events, and social media.</li> <li>• Increase Cat2Cat, Leadership to Legacy (LTL), and Annual Fund (AF) /Membership participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of RAN leaders, networks, &amp; engagements.</li> <li>• Cat2Cat donors.</li> <li>• LTL participants.</li> <li>• AF/Membership participants.</li> </ul>
Support	<b>Development</b> Prepare for next comprehensive campaign through meaningful engagement initiatives.	Broad-based effort to cultivate future philanthropic engagement from alumni and constituents for WSU's next, to-be-determined campaign.	Implement (a) lecture series, (b) advisory councils, (c) guest lecturer, (d) e-newsletter, (e) RAN, and (f) scholarship programs.	Track involvement by unit for each initiative.