



Objectives	Strategy	Initiatives	Measures
<p><b>Opportunity</b> Provide educational opportunities for low-income students.</p>	<p>Secure additional private funding for low-income scholarships.</p>	<p>Increase Dream Weber program private scholarship support.</p>	<p>The number of Dream Weber private scholarships awarded will increase by 10 percent.</p>
<p><b>Opportunity</b> Expand WSU facilities and locations to meet the growing demand for WSU programs.</p>	<p>Secure legislative and private funding for WSU state and non-state funded building priorities by 2020.</p>	<p>Cooperate with Administrative Services to obtain necessary funding from the legislature and donors.</p>	<p>Yes/No</p>
<p><b>Opportunity</b> Recruit and retain students through strategic enrollment plan (SEP).</p>	<p>Develop fundraising, marketing, and communication plans that promote enrollment, retention, &amp; graduation.</p>	<ul style="list-style-type: none"> <li>• Execute SEP scholarship model.</li> <li>• Pursue appropriations for student success initiatives.</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>
<p><b>Opportunity</b> Improve the reputation of WSU.</p>	<p>Coordinate marketing and communication activities to leverage impact across UA and WSU.</p>	<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>	<p>Show a measurable increase in the mean score for the general population's perception of WSU quality in next public opinion survey.</p>
<p><b>Student Engagement</b> More WSU students will participate in High Impact Programs.</p>	<p>Secure additional private funds to support student and programmatic costs.</p>	<p>Cooperate with Academic Affairs to raise dedicated private funds for student scholarships and programmatic support.</p>	<p>The proportion of seniors participating in engaged-learning experiences will increase to 90 percent.</p>
<p><b>Faculty Support</b> Faculty engage in creative and scholarly activity.</p>	<p>Secure additional private funds to support faculty teaching and scholarly excellence.</p>	<p>Complete match to establish the President's Outstanding Teaching Endowment (POTE).</p>	<p>Raise remaining \$650,000 to fully endow POTE by June 30, 2019.</p>
<p><b>Alumni Relations</b> Deepen the connection and support of WSU alumni.</p>	<p>Development and implementation of WSU Alumni Association strategic plan's four pillars: Volunteer, Experiential, Philanthropy, and Communication.</p>	<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>• Alumni experiential engagement.</li> <li>• Cat2Cat/AF/Membership donors.</li> <li>• LTL participants.</li> </ul>
<p><b>Economic Development</b> Fulfill WSU mission of "being an economic leader for the region".</p>	<p>Development and implementation of regional economic partnership strategy, convening public and private partners in the region.</p>	<ul style="list-style-type: none"> <li>• Institutional and community assessment of opportunities, partners, and projects.</li> <li>• Develop year to year strategies and metrics.</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
<p><b>Suppo</b> <b>Development</b> Prepare for next comprehensive campaign through meaningful engagement initiatives.</p>	<p>Broad-based effort to cultivate future philanthropic engagement from alumni and constituents for WSU's next, to-be-determined campaign.</p>	<p>Implement (a) lecture series, (b) advisory councils, (c) guest lecturer, (d) e-newsletter, (e) RAN, and (f) scholarship programs.</p>	<p>Track involvement by unit for each initiative.</p>