



CORE VALUES

CSU Bakersfield places student success and academic excellence at the center of all we do. We are guided by a set of core values that shapes our work with students, with each other, and with the region we serve. These core values include the following commitments:

- Developing the intellectual and personal potential of every student
- Supporting the intellectual and professional development of all faculty and staff
- Nurturing a collegial campus environment that values innovation, learning, and the pluralism of persons and ideas
- Collaborating with one another with respect, trustworthiness, ethical behavior, and self-reflection
- Promoting active and informed engagement in shared governance of students, faculty, and staff
- Engaging with alumni and the community to achieve the vision, mission, and goals of the university
- Contributing to the growth and well-being of the region.

VISION

CSU Bakersfield will be a model for supporting and educating students to become knowledgeable, engaged, innovative, and ethical leaders in the regional and global community.

MISSION

CSU Bakersfield is a comprehensive public university offering excellent undergraduate and graduate programs that advance the intellectual and personal development of its students. We emphasize student learning through our commitment to scholarship, ethical behavior, diversity, service, global awareness and life-long learning. The University collaborates with partners in the community to increase the region's overall educational attainment, enhance its quality of life, and support its economic development.

GOALS

- Strengthen and Inspire Student Success and Lifelong Learning
- Advance Faculty and Staff Success
- Develop and Sustain High-Quality and Innovative Academic Programs and Support Services
- Recognize and Address Regional Needs in Collaboration with Our Community
- Diversify, Enhance, and Responsibly Steward Our Campus Resources

GOALS AND STRATEGIES

Goal 1 | Strengthen and Inspire Student Success and Lifelong Learning

- Strategy 1 Increase Student Well-Being
- Strategy 2 Increase Retention and Graduation
- Strategy 3 Develop and Enhance Advising
- Strategy 4 Enhance Career Preparation and Success
- Strategy 5 Increase Student Engagement

Goal 2 | Advance Faculty and Staff Success

- Strategy 1 Support Faculty and Staff Recruitment, Retention, Promotion, and Engagement
- Strategy 2 Monitor and Enhance Faculty and Staff Satisfaction

Goal 3 | Develop and Sustain High-Quality and Innovative Academic Programs and Support Services

- Strategy 1 Develop Programs that Make CSU Bakersfield a Leader in Scholarly, Creative Activity and Knowledge Creation
- Strategy 2 Foster Adaptive and Transformational Leadership Among the Faculty, Staff and Students
- Strategy 3 Develop and Implement a Set of Coordinated, Multifaceted High-Impact Practices so that CSU Bakersfield Becomes a Leader in Pedagogy and Student Learning
- Strategy 4 Use Community Feedback to Develop and Enhance Academic Programs that are Anchored in the Community
- Strategy 5 Encourage and Support the Development of Academic Programs that Enhance Student Employability
- Strategy 6 Reorganize the Academic Administration and Portfolio to Support Becoming a Metropolitan University
- Strategy 7 Develop Rigorous Internal and External Assessment System for All Degree Granting Programs
- Strategy 8 Increase Tenure Density

Goal 4 | Recognize and Address Regional Needs in Collaboration with Our Community

- Strategy 1 Create a Community Ambassador Group to Oversee a Comprehensive and Coordinated Effort to Review and Identify Regional Needs
- Strategy 2 Implement Data Collection Processes to Assess University Responses to Regional Needs
- Strategy 3 Systematically Address Prioritized Regional Needs that have been Identified by the Community Ambassador Group

Goal 5 | Diversify, Enhance, and Responsibly Steward Our Campus Resources

- Strategy 1 Develop a Comprehensive Program to Increase Grant and Contract Activity to Include such Elements as Mentoring, Workshops, School Level Grant Writers, Partnerships with Other Institutions, Fostering Multidisciplinary Research and Using Indirect Cost Recovery Funds to Incentivize Research
- Strategy 2 Develop a Comprehensive Program to Increase Fundraising Revenues to Include such Elements as Growing the Number of Donors and Individual Donors, Participation from Alumni and Foundation Board Members, and Identifying Key Elements for a Comprehensive Campaign, Including Growing the Endowments Corpus
- Strategy 3 Develop a Comprehensive Program to Enhance the Space Experience and Simultaneously Improve the Utilization Percentages of such Space, and to Build New Facilities as Identified
- Strategy 4 Develop and Implement Plan to Restore and Grow the University's Reserves for Strategic Allocation
- Strategy 5 Formulate and Implement a Multifaceted Program to Increase CSU Bakersfield's Non-State Revenues Generated by the Division of Extended Education and Global Outreach Including On-Ground, On-line, and/or Hybrid Degree Programs Including Additional Students (Non-Resident, i.e., International, Non-California Resident, and Graduate); Sessions Offered (Summer and Winter), and Non-degree Programs (Open University).
- Strategy 6 Enhance Information Technology