



A student from the College of Education and Integrative Studies works with her students at Kingsley Elementary School in Pomona where she is doing her student teaching.

## STRENGTHEN OUR ECONOMIC VITALITY AND IMPACT

- ### OUTCOMES
- ▶ The university expands a unified and strengthened external presence that conveys the distinct advantages of an inclusive polytechnic education
  - ▶ The university has a stable and diverse base of resources to advance the academic mission
  - ▶ The external community recognizes Cal Poly Pomona as a strategic partner for advancing mutually beneficial civic, educational, economic, cultural and social opportunities
  - ▶ The university uses an intentional collaborative process to redesign, renovate and maintain our campus physical resources

GOALS  
OBJECTIVES

### 1 ELEVATE

our reputation and showcase our unique polytechnic identity

- a Implement a comprehensive branding campaign that differentiates the unique value proposition of our polytechnic approach to education through a variety of multimedia and PR initiatives
- b Advance the university's position among select national rankings relative to peer and aspirant institutions
- c Position and promote faculty and staff as recognized experts on a broad range of topics in the local and national media

### 4 IMPLEMENT

long-range, systemic approaches to maximize our physical resources (i.e. space, land, water)

- a Produce a new campus master plan that maximizes the use of university facilities, including innovative approaches to instructional space, aligning facilities with strategic priorities
- b Secure external funding by leveraging CSU system wide debt capacity for major capital projects, raising private donations, and partnering with third-party entities to fund new facilities
- c Collaborate with the master developer for the former Lanterman site to identify funding opportunities for the long-term development of the site that meets campus needs, provides a work/live/learn/play environment and supports regional economic and social growth and development

#### How we will measure our progress

- Grant submissions and awards for research and sponsored programs
- New academic programs, certificates and online programs in the College of the Extended University
- Proportion of state appropriations to total revenue
- Proportion of philanthropic gifts to total revenue
- K-12, community college and community partnerships

### 2 GENERATE

diverse revenue streams that enable the university to increase tenure density, expand and enhance programs and invest in research and development opportunities

- a Implement a strategic enrollment management plan to expand access, capacity and revenue
- b Promote and support cross-disciplinary and collaborative research to increase grant funding and private-public partnerships
- c Engage the Philanthropic Board of Directors to design and implement a comprehensive fundraising campaign
- d Develop and implement an auxiliary foundation strategic plan to generate additional diverse revenue streams in support of the university's mission
- e Develop and offer new academic programs, certificates and online education programs in the College of the Extended University to address workforce needs

### 3 IMPROVE

the economic and social well-being of our communities by connecting our talent, knowledge and educational resources with local, national and global partners

- a Secure state and federal resources for initiatives that build on our polytechnic identity and address regional workforce and economic development needs
- b Enhance K-12, community college, and community-based partnership that increase students' competencies and build pathways to the university, especially from underrepresented and underserved groups and communities
- c Strengthen partnerships with the public and private sectors for joint research, technology development and transfer, and fostering entrepreneurship