



CSU Fullerton Auxiliary Services Corporation
"Helping Titans Reach Higher"
2020-2025 Strategic Plan



Mission

Vision

Goal 1

Goal 2

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:

- Accountable
- Balanced among education, business and campus needs
- Creative
- Customer service oriented
- Diverse employer
- Efficient
- Entrepreneurial
- Flexible
- Future focused
- Self-supportive

SERVICE FOR STUDENT SUCCESS

Support and maintain a co-curricular environment that prepares students for participation in a diverse global workforce through service experience (*aligned with University Goals 1 & 2*).

Objectives:

- Provide affordable and timely course materials to support student success
- Maintain service-learning internship program
- Increase student employment and professional development opportunities

Strategies:

- a. Advocate for a fee-based course materials (opt-out) program
- b. Highlight on website student achievement on grants and research
- c. Improve on-campus awareness and outreach of employment opportunities
- d. Offer divisional internships in the following areas:
 - Accounting
 - Sponsored Programs
 - Human Resources
 - Information Technology
 - Retail and Quick Serve Restaurant

SERVICE TO CAMPUS

Enhance and promote instructional and support services not normally provided by the state budget (*aligned with University Goals 1, 2, & 3*).

Objectives:

- Provide a high level of customer service to the campus community

Goal 3

- Develop campus dining master plan by Fall 2021
- Improve the travel reimbursement process
- Create opportunities for increased collaboration with campus partners
- Assist campus to recruit high-quality and diverse faculty and staff
- Provide access to current information, policies, procedures, and forms

Strategies:

- a. Identify and create action items related to Sponsored Programs 2019 survey data and focus groups
- b. Explore opportunities for workforce housing and rental units
- c. Assist campus with exploration of Event Center and P3 efforts
- d. Collaborate with division of Administration and Finance for development and training opportunities

REVENUE AND OPERATIONAL EFFICIENCY

In support of University programs, increase revenue through entrepreneurial activities, property development, grants, and contracts (*aligned with University Goal 4*).

Objectives:

- Develop a growth strategy
- Establish an ASC process to submit grant proposals
- Achieve Board approved budget for Commercial Operations
- Improve corporate cash position and operational reserves
- Improve oversight and reduce risk exposure for campus programs
- Evaluate opportunities to generate rental income without the use of tax-exempt financing

Strategies:

- a. Research and disseminate opportunities for qualified grant proposals
- b. Work to define procedures for creation, renewal, and administration of campus programs
- c. Explore and develop strategies for new and existing auxiliary enterprises to increase revenue and net income
- d. Evaluate the opportunity for a Team/Pro shop in the Student Rec Center
- e. Refund College Park bond as tax-exempt for building and taxable for parking lot
- f. Sell 1 Banting and associated parking parcel
- g. Identify areas for new food/convenience stores
- h. Develop process of workflow for travel authorizations by 2020
- i. Update policies and operational procedures
- j. Review and revise forms as needed, with emphasis on streamlining and automating processes

Notes:

If not specified, strategy completion is expected by 2025. CSUF enrollment is anticipated to remain flat through 2025.