



PROPOSED

2024-2025 Presidential and System Annual Objectives

PRESIDENTIAL OBJECTIVES

Objective 1: Stabilize total undergraduate student enrollment and grow new student enrollment.

- Leads: Kirk Schulz, Chris Riley-Tillman, Saichi Oba
- Aligns to:
 - System Strategic Plan Goal 2: Student Experience
 - Strategic Areas of Focus: OneWSU and Reputational Strength

Objective 2: Expand outreach and engagement efforts, broaden WSU's donor base, and maximize private philanthropic support.

- Leads: Kirk Schulz, Mike Connell
- Aligns to:
 - System Strategic Plan Goal 4: Institutional Effectiveness and Infrastructure
 - Strategic Areas of Focus: OneWSU and Fiscal Transparency

Objective 3: Continue efforts to secure a strong conference affiliation for Cougar Athletics that charts a clear and promising path forward.

- Leads: Kirk Schulz, Anne McCoy
- Aligns to:
 - System Strategic Plan Goal 2: Student Experience
 - Strategic Area of Focus: Stabilizing Athletics

SYSTEM OBJECTIVES

Objective 1: Advance the OneWSU System approach through a series of strategies that will leverage the strength of the system.

- Leads: Chris Riley-Tillman, Leslie Brunelli
- Aligns to:
 - System Strategic Plan Goal 2: Student Experience
 - System Strategic Plan Goal 4: Institutional Effectiveness and Infrastructure
 - Strategic Area of Focus: OneWSU

Objective 2: Improve the recognition of WSU's brand and enhance its reputation on a national level by continuing to implement a sustainable marketing program.

- Lead: Phil Weiler
- Aligns to:
 - System Strategic Plan Goal 4: Institutional Effectiveness and Infrastructure
 - Strategic Area of Focus: Reputational Strength

Objective 3: Decrease undergraduate retention gap between the overall university student population and first-generation, low-income, and people of color.

- Leads: Chris Riley-Tillman, Bill Davis
- Aligns to:
 - System Strategic Plan Goal 2: Student Experience
 - Strategic Areas of Focus: OneWSU and Reputational Strength



Objective 4: Increase research competitiveness and national standing.

- Leads: Mike Wolcott, Kim Christen
- Aligns to:
 - System Strategic Plan Goal 1: Research, Innovation, and Creativity
 - Strategic Areas of Focus: OneWSU and Reputational Strength

Objective 5: Build and strengthen WSU's systems and processes to support WSU's application and recognition as a Carnegie Classified Community-Engaged Institution for the 2026 Cycle

- Leads: Chris Riley-Tillman, Doug Call
- Aligns to:
 - System Strategic Plan Goal 3: Outreach, Extension, Service, and Engagement
 - Strategic Areas of Focus: OneWSU and Reputational Strength

Objective 6: Institutionalize equity-minded recruitment and retention processes to improve diversity among WSU's faculty.

- Leads: Chris Riley-Tillman, Lisa Guerrero
- Aligns to:
 - System Strategic Plan Goal 2: Student Experience
 - System Strategic Plan Goal 4: Institutional Effectiveness and Infrastructure
 - Strategic Area of Focus: OneWSU

Objective 7: Support the advancement of a stable fiscal future by continuing to develop system-wide budget planning processes and improved fiscal transparency across the WSU system.

- Lead: Leslie Brunelli
- Aligns to:
 - System Strategic Plan Goal 4: Institutional Effectiveness and Infrastructure
 - Strategic Area of Focus: Fiscal Transparency

Objective 8: Develop a long-term strategy for maintaining a balanced budget for Intercollegiate Athletics.

- Leads: Anne McCoy, Leslie Brunelli
- Aligns to:
 - System Strategic Plan Goal 4: Institutional Effectiveness and Infrastructure
 - Strategic Areas of Focus: Fiscal Transparency and Stabilizing Athletics

Objective 9: Increase access to actionable data that empowers WSU staff to gain valuable insights and make informed and timely decision-making.

- Lead: Chris Hoyt
- Aligns to:
 - System Strategic Plan Goal 4: Institutional Effectiveness and Infrastructure
 - Strategic Area of Focus: OneWSU

Note: Once these have been approved by the Board of Regents, specific strategies and metrics will be added to each of these proposed objectives.