

Mission Elements	Campus Priorities	Expenses may include those related to:
Attracting and Retaining Students	Access, Recruiting, Onboarding, Retention	<ul style="list-style-type: none"> • Recruiting • Academic scholarships <ul style="list-style-type: none"> • Ease of onboarding (application, financial aid, transfer pathways, registration) • Quality, timely, accurate advising • Attention to cost of instructional materials
Educating Students	Teaching and Learning	<ul style="list-style-type: none"> • Excellent instruction informed by research (disciplinary and pedagogical) • Mentored research • Experiential learning • Quality learning spaces • Learning support • Faculty and staff salaries and benefits to support excellent direct instruction
Serving Students	Student Support	<ul style="list-style-type: none"> • Health and safety • Information technology infrastructure • Software • Wellness (physical, mental) • Co- and extra-curricular activities
Preparing Students for Post-Graduation	Career, Civic, and Global Readiness	<ul style="list-style-type: none"> • Internships / externships • Mentored research • Career coaching and development • Study abroad • Fostering marketable skills • Other transformative experiences
Attracting and Retaining Faculty and Staff	Research, Scholarship, and Creative Work Faculty and Staff Recruiting/Retention	<ul style="list-style-type: none"> • Professional development support for faculty and staff • Competitive compensation and benefits • Support of faculty and staff civic engagement