<table>
<thead>
<tr>
<th>Mission Elements</th>
<th>Campus Priorities</th>
<th>Expenses may include those related to:</th>
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</thead>
</table>
| Attracting and Retaining Students            | Access, Recruiting, Onboarding, Retention                  | • Recruiting  
• Academic scholarships  
• Ease of onboarding  
  (application, financial aid, transfer pathways, registration)  
• Quality, timely, accurate advising  
• Attention to cost of instructional materials |
| Educating Students                           | Teaching and Learning                                      | • 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                                            | • 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                       | • 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 | • Professional development support for faculty and staff  
• Competitive compensation and benefits  
• Support of faculty and staff civic engagement |