



STRATEGIC PILLARS

Pillar 1:

Increase **RECRUITMENT** and Enrollment Efforts

- **Recruitment Goal 1:**
Increase student recruitment and enrollment efforts to enrich the campus community.
- **Recruitment Goal 2:**
Strengthen student onboarding and advising efforts to provide user-friendly navigation and support.
- **Recruitment Goal 3:**
Expand CSUB partnerships and presence with K-12 school districts and community colleges.
- **Recruitment Goal 4:**
Match recruitment efforts of faculty to align with student, program and regional demands.
- **Recruitment Goal 5:**
Improve faculty early career support and development.
- **Recruitment Goal 6:**
Match recruitment efforts of staff to align with student demands as they intersect with university operations.

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