

## **Long-Term Ideas**

1. Redouble efforts on the Capital Campaign and development beyond 2011
2. Build synergy between development office and alumni services; e.g. identify and promote projects that encourage alumni giving.
3. Eliminate FERPing.
4. Reconsider general education offerings, without regard to politics.
5. Central coordination of common and basic computer tech support. Certain units do have specific computational needs that should be sustained; e.g. computer-interfaced research equipment.
6. Increased used of green technologies to increase sustainability of the campus. Improvements to campus infrastructure; e.g. insulation, to maximize energy conservation.
7. Ask our President to review Chancellor level mandates. Explore the cost/benefit from certain aspects of regulation of the chancellor's office. We recognize some mandates are burdensome, redundant and bureaucratic (i.e. set temperatures in the buildings & energy savings).
8. Have more discussions like the one we did today. Through continued dialogues we may share additional university budget information for a better understanding of university wide costs. This will allow us to review the budgets closely for administrative positions, CETL, and other costly groups. We should also seek a broader perspective of how other CSU's and other campuses nation wide are handling cutbacks.
9. More centralized branding and marketing materials. As a public institution, we need to market ourselves as a public good, existing for the benefit of California; demonstrate we are a good investment. Have auxiliary services support, to a greater degree the specific academic mission of the campus and its student population.
10. Look to reorganize and consolidate functions when attrition occurs.
11. Challenge policies that create bureaucracy non-value added steps to streamline processes.
12. Increase revenue by massive increase with Extended Education courses in Fresno and through the state.
13. Consolidate all license fees for technology and look for partners in the CSU and Fresno Unified.
14. Eliminate the "undeclared" classification. Have students declare their major upon enrollment. Make student advising mandatory. Reduce GE requirements.
15. Move the University Farm to cheaper land: Gives the campus room to expand, provides more space for parking and provides opportunity to raise money by selling parts of the farm.

16. We have a lot of empty classrooms in the afternoon and evening. Why not offer campus space to Fresno City College to teach the remedial courses on our campus.
17. Create a Regional Services Center (Fresno State, Stanislaus State, and Bakersfield State) where administrative processes and services could be consolidated.
18. Cap Auxiliary Services profits to a certain percent (30 %?) and give what's left to the University.
19. Encourage sharing of resources across the CSU--such as the System wide Online Initiative that allows students to take classes online at a different CSU with the advantage that we would keep the FTES
20. Change fee structure: Offer a full-time student a base fee plus a per unit fee. Offer a part-time student a base fee plus a per unit fee. Seven units pay the same as 20 (or more).
21. Change our accreditation from WASC and reduce GE requirements from 52 to 40 units.
22. The campus should go totally green. Campus should recycle waste products (as we are doing much of now), conserve energy as well as use solar energy. The comment was made in our group about the lights being on at the football stadium while not in use (nobody around). This is just one such example but seems to be the common theme. Also faculty/staff also leave computer, printers, lights and other devices on at night. As Dick Smith always says, he can reduce energy consumption if he could control the switches.
23. Move more toward our goal of being a research campus. Bringing in more research will bring campus more prestige as well as keep the campus on the cutting edge. At the same time if we increase our indirect yield increasing grant activity can produce more income for the university. It is understood that to increase grant activity will require up front seed funding for faculty to develop grants.
24. Re-evaluate the Level a process.
25. Be open to all new ideas for enhancing revenues such as selling ad space on campus website, or further renting campus facilities, unless the new idea is expressly prohibited by some state statute. If a restriction is based merely on a Chancellor's office regulation or a State manual, question it.
26. Question all assumptions about how we schedule classes as the primary mission of the university. For example there appears to be an institute called the National Center for Academic Transformation. They may have several different models to study in terms of altering how classes are delivered. Our campus should experiment more in this area.