

California State University, East Bay  
Possible Goal Categories  
(DRAFT as of 10/27/2021)

- Students First – Retention and Graduation Rates – Closing Equity Gaps
- Embrace our Diversity – Culture of Equity and Inclusion- Belonging
- Organizational/Operational Excellence – Innovation – Continuous Improvement
- Innovative, Impactful Connections with the Region Based on Research
- Enhance Reputation and Engagement