

**GOAL
1**

Engage AASCU members in accelerated institutional transformation that optimizes their respective missions and student success goals.



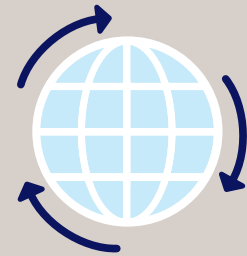
SHARE PROMISING PRACTICES

Serve as a catalyst and facilitator for sharing promising student success practices leading to deep institutional transformation through peer learning networks, programming, services, and convenings.



SUPPORT EQUITY AND INCLUSIVITY

Continue to support and serve AASCU institutions in making student success equitable and inclusive, including first-generation students, low-income students, and students of color.



FACILITATE INTERNATIONALIZATION

Assist member institutions in strengthening the internationalization of their campuses in order to fulfill their mission to prepare engaged global citizens through high quality programming and services.



DEVELOP ENGAGED CITIZENS

Assist member institutions in preparing graduates who are informed and engaged citizens instilled with a sense of agency and prepared to live by the values of a just and inclusive society.

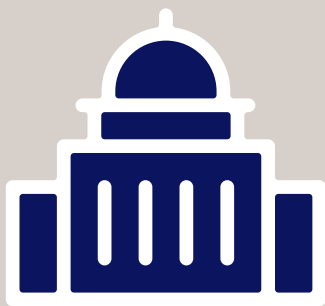


ADVANCE TEACHER EDUCATION

Advance teacher education as a key component of social mobility and national vitality in creating an inclusive pipeline of students who are prepared to succeed in college and beyond.

GOAL
2

Advance the mission of AASCU institutions through national and state policy.



PROMOTE THE PUBLIC POLICY AGENDA

In partnership with member institutions, develop, refine, and promote AASCU's annual *Public Policy Agenda*.



BUILD RELATIONSHIPS WITH POLICYMAKERS

Strengthen and build upon relationships with federal and state policymakers.



ENHANCE UNDERSTANDING

Build the public and policymaker knowledge, understanding and appreciation of the role AASCU members play in national and state progress among policymakers and the public.

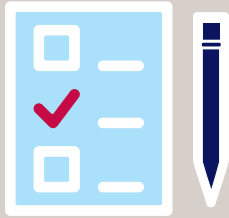


PROMOTE THE VALUE OF OUR INSTITUTIONS

Create a comprehensive communications plan to educate policymakers about AASCU's public policy agenda, to help articulate what distinguishes comprehensive state colleges and universities, and to inform the public about the value of AASCU institutions.

**GOAL
3**

Collect, analyze, and disseminate data to inform policy and practice.



IMPROVE DATA-GATHERING CAPABILITIES

Improve AASCU's data-gathering, research, and analysis capabilities so that AASCU is considered an authoritative source of data for members and policymakers.



ENHANCE EFFECTIVENESS IN SERVING MEMBERS

Enhance AASCU's ability to use data and analysis to improve its effectiveness in serving member needs.

**GOAL
4**

Elevate AASCU's organizational capacity, long-term impact, influence and leadership.



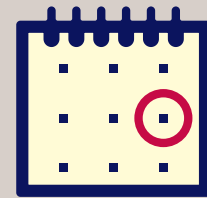
MAXIMIZE RESOURCES

Grow and diversify resources available to AASCU.



BUILD MEMBERSHIP

Build AASCU membership and engagement.



PLAN FOR THE FUTURE

Develop comprehensive and measurable communications plans that, among other outcomes, highlight AASCU's impact, key policy goals, and signature initiatives.