1. **Budget**: Operating margin consistent with the Board Approved Budget of 0%, as measured by financial results for the fiscal year.

2. **Student Success**: Develop a campus-wide program of student success initiatives designed to significantly improve retention (and ultimately graduation), including increasing first year retention of freshman students by 3-5%.

3. **Online**: Increase online substantially via UMass Online, reorganized CAPS, and/or expansion of campus online programs. Target is $21 million.

4. **Residence Halls**: Ensure successful opening of residence halls and our shift to a 24/7 campus, including development of student life programming (co-curricular, athletics, RA sponsored) and a carefully managed transition plan for sophomore housing.

5. **Fundraising**: Increase donor visits, principal gifts, endowment. Target minimum $12 million.

6. **University Relations**: Contribute to the enhancement of the university's public position.

7. **Faculty and staff**: Enhance our ability to attract and retain a diverse and highly qualified faculty and staff.

8. **Capital projects**: Work with the system office to proceed with substructure and Bayside projects.

9. **Planning**: Develop coherent and integrated plans (including Strategic Plan, Academic Master Plan, Capital Master Plan) to provide a roadmap for the future of the University. Ensure that research excellence is central to the planning process.

10. **Excellence in leadership/management**: Focus on quality across the board for all of us, reinforce an “accountability culture,” and participate robustly in UMPO “shared services” initiative.