

# Paths with Purpose Flowchart

**Enrollment  
Growth &  
Revenue  
Generation**

**1. Prepare Undergrads for  
Postbaccalaureate**

**"Paths with Purpose"**

**Strengthen Existing  
Programs and Practices**

**"Grow Our Own" and other Outreach**

**2. Develop Outreach  
and Recruitment**

**Strategic Recruitment to Diversify Students**

**Establish Long-Term Alumni Relationships/  
Alumni-generated Scholarships**

**Additional Funding Programs**

**Print & Electronic Communication Campaigns**

**Redefine STEM Majors to Attract Applicants**

**3. Remove Barriers**

**Refine Admissions Requirements**

**Increase Use of Existing Excess Units Policy**

**Increase International University Partnerships**

**Develop more 4+1 Programs**

**Reassess Course Scheduling & Delivery to Attract  
Non-traditional Students and Professionals**

**4. Implement New or  
Updated Programs**

**Develop or Refine Programs/Options to Align  
with Highest Enrollment Majors**

**Pilot New Programs through  
Interdisciplinary Studies**

**Revise or Develop Programs/Options aligning  
with Market/Industry/Society Demands**

**Develop New or Existing Programs in  
Self-Support or New Delivery Modes**

**Revitalize High Potential Programs**

**Assess Trends in Demand and Develop New  
Programs in Promising Areas**

**Strategic Use of Self-Support Funds**

**Create Collaborative Partnerships**