Financial resources will be strategically and consistently managed to ensure the viability and vitality of the university for generations of students to come.

**GOAL V STRENGTHEN FINANCIAL POSITION**

**Objective 5a.** Invest in market-responsive academic program development to satisfy the demand of prospective students and thereby fuel strategic enrollment growth.

**Objective 5b.** Manage university financial resources consistent with a disciplined financial plan to ensure the university’s long-term financial viability and vitality.

**Objective 5c.** Increase gift income to support student financial aid, academic programs and facilities construction.

**Objective 5d.** Restructure the university’s resource allocation system to fund strategic enrollment growth and reward financial performance.