1. GOAL Increase enrollment by 5% per year over the next five years.
   PRU Enrollment Management & Retention
   PRSU Colleges, Marketing Communications, CTIS, Institutional Research, University College, Alumni Relations, Summer Camps, TRIO, Off-Campus Locations, Student Assessment, Residential Learning & Living

2. GOAL Become a Hispanic Serving Institution (HSI) by reaching 25% Hispanic student enrollment in three years.
   PRU Enrollment Management & Retention
   PRSU Colleges, Undergraduate and Graduate Admissions, Orientation, International Student Services, Marketing Communications, Alumni Relations, Teacher Certification, Financial Aid & Scholarships, Counseling, Career Development

3. GOAL Increase enrollment of military veterans and active duty personnel by a total of 10% in next three years.
   PRU Enrollment Management & Retention
   PRSU Colleges, Veterans Affairs Representative, Career Services, Counseling, TRIO, Disability Services, Residential Learning & Living, Sponsored Research, Undergraduate and Graduate Admissions, Marketing Communications, Financial Aid & Scholarships

4. GOAL Develop a carefully crafted advising system that focuses upon individualized service, student success, and personal development.
   PRU University College
   PRSU Colleges & Academic Departments, Provost, Student Access & Success, Success Coaches

5. GOAL Improve Financial Aid and Scholarship Service to students.
   PRU Financial Aid & Scholarships
   PRSU Colleges, Marketing Communications, CTIS, Registrar, Academic Departments, Success Coaches, Institutional Research, Budget & Reporting

6. GOAL Establish and maintain a personal, user-friendly communication system.
   PRU CTIS
   PRSU Instructional Technology & Distance Education, Colleges, Academic Departments

7. GOAL Continue upgrade of campus technology with focus on upgrading multi-media classrooms and wireless internet for residence halls.
   PRU CTIS
   PRSU Instructional Technology & Distance Education, Colleges, Academic Departments, Residential Learning & Living, Student Government Association

8. GOAL Establish an ongoing process to analyze economic environmental changes, examine undergraduate and graduate student enrollment patterns by academic major, and identify under/over-subscribed programs. Based on data analysis, (a) adapt student recruitment and retention emphases, (b) recommend for consideration new academic programs, and (c) appropriately modify or discontinue existing programs.
   PRU Provost, Colleges (suggest creating a faculty advisory committee)
   PRSU N/A

PRU = Primary Responsible Unit / PRSU = Primary Responsible Subunit