To ABA Staff Professionals:

Early this spring, President Gonzalez announced the launch of a brand new initiative – “Redefine the Possible.” The initiative will influence the University’s direction over the next few years, as the campus community is called upon to work together toward major, transformative change in support of our students.

The values reflected in the initiative characterize the highest standards of today’s leading universities – excellent and accessible, agile and efficient, modern and attractive, and a source of pride. We live in a world of rapid change that continues to create exciting opportunities for us to stretch the boundaries of how we approach and achieve success.

Already, I have begun working with division leadership to discuss ways in which ABA can participate. Our preliminary plan focuses on a few areas where we think innovation and creativity can make the biggest difference. ABA’s foundational goals, which were developed in fall 2011, have been integrated into this plan.

The full plan appears below. Selected actions are those most broadly applicable across the division. Individual ABA families may also elect to implement additional actions pertaining to their operations.

Over the coming months, as plans evolve, I will be sharing more details with you. And I will be looking to you for ideas to help ABA develop and carry out its plans.

If you were unable to attend the President’s Spring address and want to know more about “Redefine the Possible,” please visit http://www.csus.edu/sacstatenews/Video/2012/2012-01-19_SpringAddress.html.

Sincerely,

Ming-Tung “Mike” Lee, Ph.D.
Vice President and CFO (Interim)

ABA AREAS OF FOCUS

1. Workplace Culture: Build a customer-oriented culture* of continuous improvement and innovation in support of the University’s vision and goals, as follows:
   - Sustain continuous high-performing operations
   - Boost process efficiency
   - Strengthen customer service
   - Promote teamwork and pride in ABA

2. Campus Safety: Enhance campus safety through environmental design and security programs.

3. Campus Environmental Design (Master Plan): Renew the University’s master plan with a holistic view that has modernization and aesthetics in mind, as well meaningful connectivity with remote properties.

4. Campus Facility Utilization: Increase the utilization of campus facilities.

5. Campus Transportation and Traffic Flow: Improve accessibility and traffic flow.

6. Alternative Funding: Explore alternative funding sources for capital projects.

* A customer-oriented culture balances the needs of customers with the compliance environment through the development of attitudes and accommodations that help to overcome the barriers inherent in regulatory and bureaucratic systems.