

Salisbury University's Investment Priorities

Beginning in Fiscal Year 2025 (FY25), SU developed a set of investment priorities to ensure that resources are directed towards initiatives that offer the highest potential returns.

The performance of these initiatives are assessed and resources are allocated to high functioning activities.

The investment priorities are:

- Invest in initiatives that indicate a strong return on investment by attracting, recruiting and retaining first year, graduate and transfer students, including but not limited to high-impact practices, high-quality teaching, and new academic programs that educate students in areas with high workforce needs.
- Invest in initiatives that close the graduation gaps for students eligible for need-based financial aid, as well as students from underrepresented backgrounds.
- Invest in equity, access and inclusion initiatives that create a greater sense of welcome and belonging for all students and employees.
- Invest in comprehensive student support services, including but not limited to advising, counseling, career development and tutoring programs.
- Invest in attracting prospective students by using leading digital and social media marketing strategies to highlight what makes SU unique.
- Invest in the recruitment, retention and recognition of SU's hard-working faculty and staff; improving our communication strategies; and streamline our processes and procedures.
- Invest in initiatives that will strengthen our institutional identity, further engage our alumni network and increase our fundraising abilities.