



Strategic Goals 2021-22

Finance and Business Strategy (FBS) is CU Boulder’s go-to resource for decision-making and business planning. FBS staff provide operational support at all levels to advance the university’s mission. FBS is led by the campus chief financial officer and is comprised of three primary areas:

Budget & Finance

Budget & Fiscal Planning
Campus Controller’s Office

Business Strategy

Business Strategy Office
Auxiliary Services

Data Analytics

Office of Data Analytics

Finance and Business Strategy provides **creative, outside-of-the-box** ways to ensure the University of Colorado Boulder has a **strategic, systematic, and comprehensive** approach to all areas of resource planning and management.

Our **core values** capture the essence of the services we offer and the role we perform.

CREDIBLE

Our word is impeccable.

CREATIVE

We bring forward unconventional ideas and solutions.

COMMITTED

We have a strong sense of purpose and always start with “why.”

CUSTOMER FOCUSED

We anticipate and exceed our customers’ expectations.

COURAGEOUS

We are comfortable challenging the status quo and engaging in creative disruption.

CONNECTIVE

We take a holistic campus approach in all that we do.

Mission Statement: Through collaboration, we connect ideas, resources, and decisions that drive CU Boulder’s success. We do this through community engagement, stewardship of financial resources, and data-supported decision making.

Campus Strategic Imperatives

1: Shape Tomorrow’s Leaders

Finance and Business Strategy is committed to developing staff and leaders who provide unparalleled customer service, responsiveness, and high-quality solutions integral to the success and advancement of CU Boulder’s mission.

2: Be the Top University for Innovation

Finance and Business Strategy aims to be nationally recognized for creating innovative solutions that have strategic impact. We provide useful insights, tools, and services to help academic and administrative units make informed and effective decisions. Through collaboration, community engagement, and intelligent analysis, we work to make CU Boulder the higher education leader in innovation.

3: Positively Impact Humanity

Finance and Business Strategy intentionally seeks opportunities within our spans of control and spheres of influence to actively understand and remove barriers to potential growth, success, and inclusion. We see ourselves as active—not passive—contributors in addressing the humanitarian issues of our time.

Strategic Goals 2021 – 2022



Invest in and cultivate our employees

Create and develop teams that will provide unparalleled customer service, responsiveness, and high-quality solutions.

Diversity, equity and inclusion

Activate FBS staff to serve as leaders of structured dialogues centered on topics of racism

In partnership with Human Resources, implement actions to increase diversity of staff

Provide campus partners with the data, analysis, and thought-partnership needed to address structural and systemic issues of diversity, equity, and inclusion

Future of work

Convene Future of Work task force to develop and deploy a survey of FBS staff related to return-to-work attitudes and needs

Analyze survey results and implement future of work strategies and tools based on data collected

Assess and share outcomes with campus community and provide opportunities for improved FBS administrative support

FBS employee cultivation

Attract, develop, and retain talented, mission-motivated team members that value diligence, collaborative relationships, and pursuit of mastery in their respective fields

Offer intentional networking and development for FBS staff via the FBS Fellows program and other professional development opportunities



Create innovative solutions that have significant impact

Be nationally recognized for producing innovative and solutions that have a significant and strategic impact.

Campus budget model redesign

CU Boulder Enterprise Corporation

Conference center and hotel

Buff Fund

CU South development

Campus business intelligence

Performance metrics and management process

Integrated database of student well-being (CU Student Survey Plan)

Innovation Buffs

Provide CU Boulder staff with opportunities and support to uncover, develop, and test innovative ideas

Human-centered design workshop series



Be the “go-to” resource for campus

Provide useful insights, tools, and services to support campus decisions and become the “go-to” resource around decision-making and business planning.

FY22 budget planning

Financial management and reporting

Carryforward and reserves, executive reporting, cash management and cash flow projections, CARES funding, P-card

Data governance

Formalize management of campus data resources, improve access, usability, and security of data

Data at CU website

Make “data at CU” a website to create visibility into campus operations and performance through and integrated system of dashboard and reports

Develop models and data products to drive efficient utilization of campus resources