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# **University Advancement Strategic Plan: 2008-2013**

University Advancement generates support and engages alumni, parents, and friends to strengthen and fulfill the University's Vision, Mission, and Strategic Priorities. To accomplish these goals, University Advancement serves the campus by telling the story of our institution and allowing our stakeholders to discover, explore, and enhance the Chico State experience.

This document outlines University Advancement's Mission, Values, and Strategic Priorities that guide our work. We have a distinctive and impactful story to share.

## **Our Mission and Values**

The Mission of University Advancement is to encourage and promote the involvement and support of others, and to advance the University in creating high-quality educational experiences for our students.

In University Advancement, everything we do for our constituents is rooted in our values: Integrity, Service, and Impact.

## **University Advancement Strategic Goals**

### **Goal 1: Enhance and support high-quality learning environments both inside and outside the classroom**

- Support, promote, and enhance the retention, success, and graduation of high-quality students.
- Support and promote superior learning experiences and programs that foster success inside and outside the classroom.
- Support and promote the renovation and construction of facilities.
- Preserve and enhance the integrity and beauty of our campus.

**Goal 2: Support faculty and staff and their role in institutional success**

- Support the recruitment, reward, and retention of a diverse and highly qualified faculty and staff.
- Engage stakeholders to support and promote diverse forms of scholarship and research.
- Seek and celebrate collaborative partnerships that encourage student involvement in scholarly, creative, and research activities.
- Celebrate and promote the professional achievements of our faculty and staff.

**Goal 3: Support and enhance the technological needs of the campus**

- Identify and seek support to address current information and technology needs of the institution.

**Goal 4: Connect and engage our service area in the Chico Experience**

- Raise support and awareness for the university mission to serve the community of Chico and the North State as a center for intellectual growth, cultural and artistic opportunities, athletic competition, and life-long learning.
- Engage internal and external constituencies to support learning environments beyond the classroom.
- Establish partnerships that enable the University to meet critical regional and state workforce needs.
- Serve and engage alumni, parents, and other stakeholders in the life of the institution.

**Goal 5: Ensure organizational accountability to all our constituents**

- Foster a philanthropic culture characterized by bold initiatives and engagement of stakeholders.
- Partner with all university entities to promote and support the attainment of their priorities.
- Employ the highest ethical standards and best practices in the stewardship of financial resources.
- Ensure advancement services are grounded in best business practices.

**Goal 6: Enhance the institution's sustainability efforts and initiatives**

- Support, promote, and enhance university initiatives that integrate sustainability and environmental awareness.
- Seek to position the University as a global leader in environmental education, research, policy, studies, and stewardship.