	Objectives	Strategy	Initiatives	Measures
A c c e s s	**Opportunity** Provide educational opportunities for low-income students.	Secure additional private funding for need-based, completion scholarships.	Establish 'CATapult Scholarship through private donations.	Raise $10M by July 1, 2021
	Opportunity Improve the reputation of WSU.	Coordinate marketing and communication activities to leverage impact across UA and WSU.	● Traditional and social media placements. ● Advertising/marketing initiatives, including launch of "Ever Upward" campaign during spring 2020. ● Outreach and relationship building to policy and community leaders, donors, and alumni. ● Create videos for social media that showcase student success, #LouderandProuder examples ● Shoot fresh photographs of WSU that tell the WSU story/experience in compelling way ● Promote new Environmental Sciences degree for COS	Show a measurable increase in the mean score for the general population's perception of WSU quality in next public opinion survey. Track social media engagements, followers and specific hashtags, most notably #LouderandProuder messaging Track web analytics on "Ever Upward" campaign landing page Track number of students enrolling in new ES degree program for fall 2020
L e a r n i n g	**Student Engagement** More WSU students will participate in High Impact Programs.	Secure additional private funds to support student and programmatic costs.	Cooperate with Academic Affairs to raise dedicated private funds for student scholarships and programmatic support.	The proportion of seniors participating in engaged-learning experiences will increase to 90 percent.
	Faculty Support Faculty engage in creative and scholarly activity.	Secure additional private funds to support faculty teaching and scholarly excellence.	Complete match to establish the President's Outstanding Teaching Endowment (POTE).	Raise remaining $632,000 to fully endow POTE by June 30, 2021.

WEBER STATE UNIVERSITY
University Advancement

C o m m u n i t y	**Alumni Relations** Provide diverse opportunities through philanthropic giving, interactive communication, rewarding volunteer engagement, and meaningful experiences.	Implementation of WSU Alumni Association strategies within the four pillars: *Volunteer, Experiential, Philanthropy,* and *Communication.*	● Act as influencers & ambassadors for WSU & WSUAA. ● Provide alumni and students with experiences tied to WSU ● Create a culture and tradition of giving. ● Inform and influence alumni to increase engagement.	● Conduct *volunteer* assessment. ● Connect students and alumni with *experiential* opportunities. ● Through *philanthropic* participation identify segmentation of giving groups ● *Communicate* with alumni about services and programs that support their interests.
	Economic Development - Proactive and recognized partner in the economic development of Northern Utah. The 'go to' resource for individuals, companies, and local community leaders for learning, sharing, and networking	Lead and convene regional leaders and policy makers regarding community and economic development. Support initiatives developed by other local and regional policy makers. Connect WSU leaders & resources with private industry and public offices	● Regional Workforce Development Planning ● Development of Community and Economic Directors ● Entrepreneurial Ecosystem Development ● Develop year to year strategies and metrics.	● Workforce Development Planning Milestones ● Workshops/Roundtables ● E-ecosystem milestones
S u p p o r t	**Development** Prepare for next comprehensive campaign.	Broad-based effort to cultivate future philanthropic engagement from alumni and constituents for WSU's next, to-be-determined campaign.	Hire campaign consultant Review staffing needs Focus on Major Gift Fund Raising	Begin consulting engagement Feb. 2020 Continued assessment of staffing needs for campaign Increase number of major gift asks and gifts closed by 25%