



	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 Dec. 31, 2021
	Opportunity Improve the reputation of WSU.	Coordinate marketing and communication activities to leverage impact across UA and WSU.	<ul style="list-style-type: none"> • Traditional and social media placements. • Advertising/marketing initiatives, building on launch of "Ever Upward" campaign. • Collect and share #EverUpwardatWeber stories 2x/month spotlighting student stories of determination and perseverance • Outreach and relationship building to policy and community leaders, donors, and alumni. • Create videos for social media that showcase student success, determination#EverUpwardatWeber and #LouderandProuder examples • Translate EverUpward commercial into Spanish, launch campaign on Telemundo to attract more Hispanic/Latinx audiences • Promote Environmental Sciences degree for COS to grow second year cohort 	<p>Show a measurable increase in the mean score for the general population's perception of WSU quality in next public opinion survey.</p> <p>Track social media engagements, followers and specific hashtags, most notably #EverUpwardatWeber messaging</p> <p>Track web analytics on "Ever Upward" campaign landing page</p> <p>Track number of students enrolling in ES degree program for fall 2021</p>
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.		Complete match to establish the President's Outstanding Teaching Endowment (POTE).	Raise remaining \$632,000 to fully endow POTE by Dec. 31, 2021.



n g		Secure additional private funds to support faculty teaching and scholarly excellence.		
C o m m u n i t y	<p>Alumni Relations Provide diverse opportunities through philanthropic giving, interactive communication, rewarding volunteer engagement, and meaningful experiences.</p>	Implementation of WSU Alumni Association strategies within the four pillars: <i>Volunteer, Experiential, Philanthropy, and Communication.</i>	<ul style="list-style-type: none"> ● 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. 	<ul style="list-style-type: none"> ● Conduct <i>volunteer</i> assessment. ● Connect students and alumni with <i>experiential</i> opportunities. ● Through <i>philanthropic</i> participation identify segmentation of giving groups ● <i>Communicate</i> with alumni about services and programs that support their interests.
	<p>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</p>	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	<ul style="list-style-type: none"> ● Regional Workforce Development Planning ● Development of Community and Economic Directors ● Entrepreneurial Ecosystem Development ● Develop year to year strategies and metrics. 	<ul style="list-style-type: none"> ● Workforce Development Planning Milestones ● Workshops/Roundtables ● E-ecosystem milestones
S u p p o r t	<p>Development Prepare for next comprehensive campaign.</p>	Broad-based effort to cultivate future philanthropic engagement from alumni and constituents for WSU's next, to-be-determined campaign.	Focus on Major Gift Fund Raising Review staffing needs Utilize EverTrue to identify new prospects	Increase number of major gift asks and gifts closed by 25% Hire new Development staff based on staffing needs assessment