University Advancement Mission Statement
To engage and serve students, alumni, community stakeholders and University constituents through innovative and collaborative programs which will support, generate revenue, and increase philanthropic investment in CSUCI.

University Advancement Vision Statement
To build an exceptional advancement enterprise that’s committed to student success and that works in support of the University's strategic initiatives.

University Advancement Values
Stewardship: to build and strengthen relationships among all our constituents
Teamwork: communicate with mutual respect towards a common goal
Responsibility: to be accountable and responsible for our decisions, actions and outcomes
Integrity: to adhere to the ethical standards as articulated by our various professional affiliations
Diversity: to accept and respect individual differences, perspectives and experiences
Excellence: to demonstrate a commitment to quality and approach challenges and opportunities with optimism

University Advancement Initiatives

Increase Philanthropy
* (4.4 / 4.6 / 4.7)
1. Build an Institutional Culture of Philanthropy
2. Implement Strategic Plan for Philanthropy
3. Create Communication Plan for Philanthropy
4. Strengthen Divisional Infrastructure for Philanthropy

Strengthen Conferences & Event’s Support to Campus and Increase Revenue
(4.10 / 4.11 / 4.13)
1. Develop an Infrastructure for Effective Event Planning
2. Create a Comprehensive Plan for Revenue Generating Events

Improve University Communication and Strengthen our Brand
(4.5)
1. Promote University Initiatives and Strategies
2. Evaluate our Brand
3. Strengthen our Integrated Marketing and Communication Plan
4. Improve Operational Communication Structures

Strengthen Career Development and Alumni Engagement
(2.13 / 4.4)
1. Facilitate Career Education
2. Strengthen Alumni Engagement
3. Collaborate with Academic Affairs
4. Establish Sustainable Partnerships with Industry

Strengthen Administrative Support and Financial Services for the Division
1. Assess Internal Operations for Efficiencies
2. Improve Policies and Procedures
3. Implement Systems that Result in Proactive Administrative Support

* The numbers listed with each University Advancement initiative indicate a direct tie to the University’s strategic actions. Please reference the University’s Strategic Initiatives 2018-2023 document. Evidence based decision-making and a commitment to long-range planning are key elements to the implementation of University Advancement’s initiatives.