

# Strategic Plan

## VISION

All UFV alumni will proudly identify as active and integral parts of the UFV community and be meaningfully connected with each other and their communities.

## VALUES

### SERVICE:

We have much to offer and gratefully offer it; we advocate for our alumni and serve their best interests.

### EQUITABLE AND INCLUSIVE:

We recognize, respect, and celebrate all our alumni from all generations, geographies, cultures, and identities, for who they are and what they offer.

### COLLABORATION:

We work openly and transparently with UFV, alumni, students, and their communities while remaining accountable to our alumni.

### EXCELLENCE:

We celebrate excellence and commit to continuous growth; we believe that if something is worth doing, it is worth doing well.

## MISSION

The UFVAA will empower alumni to:

- › Mentor and connect with other alumni through social and professional relationships.
- › Collaborate with UFVAA, UFV, other alumni, and the communities in which they reside.
- › Celebrate the diversity of UFV alumni.
- › Champion alumni successes and the value of the UFV alumni status.
- › Access personal, professional, and academic resources through UFVAA partnerships, programs, and events.
- › Support fellow alumni, future alumni, and UFV, with time, treasure, and talent.

## STRATEGIC PILLARS

### ENGAGEMENT

To create space for alumni and students to connect, contribute, and grow. Programming, opportunities, experiences, and storytelling that incorporate shared wisdom from alumni, intentional discussion-based engagement, and the potential for long-term connections.

### ADVOCACY

To activate alumni as advocates, incorporating one-time participation as well as long-term opportunities for alumni to engage municipal, provincial, and federal levels of government on behalf of UFV and its alumni.

### PHILANTHROPY

To enable alumni to contribute their time, talent, and treasure to UFV and its students, recognizing that there are many ways alumni can give back to UFV and make a difference in the lives of others. To leverage the strength of alumni and partners to grow UFVAA endowments.

### GOVERNANCE

To strengthen the Board of Directors and Executive Director, as well as key partners, by creating a robust governance model that empowers team members to engage effectively in their roles. To incorporate a continuous cycle of strategic planning into the fabric of our organization, allowing us to be nimble and agile as we face evolving circumstances.

### ALUMNI STEWARDSHIP

To enhance and foster alumni stewardship and engagement across UFV. By collaborating and co-creating with our university partners, we can ensure that we are coordinating outreach to alumni in a way that is intentional and can result in a broader reach. This ensures that all alumni have opportunities to benefit from quality programs, interact with graduates from their faculties, and tap into a vast network of alumni. We can also ensure that we are tapping into the full potential of our existing partnerships.



Learn more at [alumni.ufv.ca](http://alumni.ufv.ca)

