

University Advancement Strategic Plan 2025 Goals

Strategic Plan Priority	UA Goal Priorities	Goal Descriptions
Transformative Impact	<u>Goal 1</u>	Explore and implement structure to support leadership phase of future comprehensive campaign.
Leadership Cultivation	<u>Goal 2</u>	Establish a culture of philanthropy creating opportunities to engage with our mission in meaningful ways.
Academic Excellence & Innovation	<u>Goal 3</u>	Successfully achieve annual fundraising goal consistent with Academic Affairs and Student Affairs strategic plan goals (\$9.5M in 18/19).
Transformative Impact	<u>Goal 4</u>	Transition the SSU Foundation to a philanthropic organization supporting advancement efforts to complement its asset and endowment management functions.
Leadership Cultivation	<u>Goal 5</u>	Position the Alumni Association as a vibrant and robust community that engages alumni in meaningful ways and prepares students to become engaged alumni.

Webpage for University Advancement DRAFT Strategic Plan, including tactics supporting the above goals:

<http://strategicplan.sonoma.edu/implementation-progress/university-advancement>