

Mission, Vision, Values, and Goals

MISSION STATEMENT

“To build enduring relationships that promote advocacy and financial support for UCLA”

VISION STATEMENT

“To be an integrated advancement organization driven by analysis, innovation, discipline and rigor to achieve best-in-class results”

CORE VALUES

1. COLLABORATION

- We foster teamwork and partnering relationships
- We share all relevant information
- We keep people informed who have a need to know (no secrets or surprises)
- We are dedicated to each other's, the organization's, and the campus' success

2. INTEGRITY

- We are candid and straightforward
- We take responsibility for correcting our mistakes
- We give credit where credit is due
- We fulfill our commitments and meet deadlines
- We operate with open agendas, not hidden ones
- We correct false impressions or misinformation
- We maintain confidentiality
- We respect others' privacy and engage in positive communication styles

3. QUALITY AND SERVICE EXCELLENCE

- We set goals that are ambitious but realistic, and results-oriented
- We regularly and systematically measure our progress
- We consistently surpass customers' expectations for courtesy, quality, and timeliness
- We conscientiously communicate with our customers and each other, especially when we cannot deliver services on time.
- We provide cost effective services
- We support and encourage responsible risk-taking, creativity, and flexibility in meeting customer and institutional needs
- We offer solutions, not excuses
- We set policies based on common sense and operating efficiency

4. POSITIVE WORK ENVIRONMENT

- We support equitable and fair treatment of each other
- We give positive, supportive reinforcement
- We value differing perspectives
- We support a workplace that fosters diversity in all its forms
- We encourage and support employee education and training
- We provide an environment that emphasizes safety and workspace ergonomics
- We foster and nurture innovation

STRATEGIC GOALS

1. Accelerate Public and Private Financial Investment in UCLA
 - A. Raise at least \$325 million in gifts and pledges by June 30, 2007
 - B. Continue planning for Campaign III
 - C. Execute campaign stewardship plan
2. Mobilize Alumni For Maximum Impact
 - A. Foster students' and recent graduates' enduring involvement with and commitment to UCLA
 - B. Increase alumni engagement with UCLA through greater exposure to campus opportunities
 - C. Increase number of alumni who give to 40,000, 5% growth
3. Build Understanding and Support of UCLA As a Shared Public Trust
 - A. Enlist internal ambassadors comprising alumni, students, staff, faculty, parents and friends
 - B. Cultivate greater support by key opinion leaders such as mass media, corporate leaders and leadership members of government
 - C. Expand support for UCLA by external audiences such as elected officials, community-based organizations, and civic associations
 - D. Analyze existing data and continue additional research on why and how people become emotionally attached to UCLA
4. Forge a High Performing Advancement Team
 - A. Develop productive, efficient, satisfied employees for External Affairs
 - B. Develop more systematic and analytical approaches to our work
 - C. Energize internal and external partners in meaningful ways