

Vision:

Every alum engaged.

Mission:

By the University of the Fraser Valley's 50th anniversary, every Alum will be engaged with the University through time, talent, or treasure.

Strategic Objectives:

Time/Talent

1. Within 3 years, establish a Tier 2¹ event through which alumni will provide academic and/or professional mentorship to current students.
2. Within 3 years, establish a Tier 2² event that facilitates a relationship among alumni, faculty, and students.

Treasure

3. Within 3 years, attain 200 regular, monthly alumni donors to UFV.
4. Within 3 years, grow merchandise sales and royalties from affinity programs by 50%.

Support for 1-3

5. Create an engagement ranking system to measure engagement of our Alumni base in accordance with best practices.

^{1,2} Tier 2 events should be designed in a manner that allows them to scale to Tier 1 events.