University of California Riverside

Vision and Goals

May 29, 2024

Attain Partners

UC RIVERSIDE

Project Vision

To implement a **modern system** that supports the **growth** and volume of **fundraising** and **engagement** initiatives across the **institution**

What's in a Vision?

A vision statement should:

1. Strengthen the culture of an organization through a unified sense of direction.
2. Enhance cross-functional relationships through a shared understanding of priorities.
3. Improve decision making with clarity about the "North Star".

To challenge the status quo. To think differently.

To give people the power to build community so that we can bring the world closer together.

To empower every person and organization on the planet to achieve more.

To organize the world's information and make it universally accessible and useful.

Deliver experiences that build learner relationships for life.

Activity Time!

1. Envisioning the Future – write on sticky notes what you envision the future for the new advancement system to be
   - Think from the perspective of the overall/wholistic experience as well as tangible experience drivers
   - Consider the perspectives of all stakeholders – advancement team, donors, students, alums, faculty, and staff
   - If you have multiple thoughts, write one thought per sticky note
   - Aim to provide about 2-4 thoughts
2. Organization – as a team, review and group the sticky notes in a as follows:
   - Like/similar ideas or changes should be grouped together
3. With your breakout team, draft a vision statement that incorporates the themes and ideas that were uncovered during the brainstorming session
4. Share your vision statement with the larger group and give feedback on the vision statements that are reviewed
5. Rinse and repeat steps 3-4 until we align on 1 vision statement that we can socialize!