**Mission Statement**

To promote the excellence, distinction and uniqueness of the University of Wyoming to the people of the state, the nation, and the world and to foster a spirit of loyalty and community among its alumni, students, and friends today, tomorrow, and forever.

**Vision Statement**

To be a recognized leader in alumni engagement and advocacy by establishing relevant and values-based lifelong connections between alumni, students, and friends of UW and, in turn, strengthen the University’s historic land grant mission of teaching, research, and public service.

**Cornerstone Values**

- **Engagement Relationships**
  - *We go the extra mile*

- **Loyalty**
  - *Ride for the Brand*

- **Innovation**
  - *Always improving & embracing change*

- ** Tradition**
  - *UW Pride: Today, Tomorrow & Forever*

- **Ethical Service**
  - *Honorable and Accountable*

**2015-2020 Strategic Plan**

<table>
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<th>Strategic Goals</th>
<th>Objectives</th>
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<td>what we need to do to reach our vision</td>
<td>specific areas where efforts will be directed</td>
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1. **Foster a culture of passionate advocates and ambassadors that advance a lifelong relationship with UW through UWAA.**
   - A. Communicate and Strengthen the identity and value of the UWAA.
   - B. Provide relevant and inspiring programs to grow alumni engagement.
   - C. Engage and recognize volunteer service.

2. **Educate, engage, and mobilize alumni and friends to be effective leaders.**
   - A. Provide networks for alumni to interact with each other and the university.
   - B. Develop and energize quality leadership.
   - C. Recruit and support students that will excel at UW and are committed to furthering UW through UWAA.

3. **Enrich the UW experience**
   - A. Provide student scholarships.
   - B. Offer student leadership opportunities through Wyo-Gold Student Alumni Association.
   - C. Be a partner in promoting career networking and career assistance for students and alumni.

4. **Create opportunities for Alumni to maximize growth, stability and generosity**
   - A. Cultivate, inspire, and leverage the experiences, capabilities, and dedication of all alumni to the benefit of UWAA and UW.
   - B. Expand strategic partnerships.
   - C. Position UWAA as a giving opportunity.