### VISION
An engaged worldwide network of diverse alumni leveraging combined time, talents, and treasure to advance George Mason University.

### CORE VALUES
We value the...

- **Diverse alumni** of George Mason University and are committed to strengthening the relations between alumni and the university through accessible and inclusive programs and services.
- **Interdependent partnership** between the Alumni Association and the Office of Alumni Affairs.
- **Faculty, staff, and administration** of the university and their work in preparing future alumni for meaningful and successful lives.
- **Communication and cultivation** needed to engage alumni in academic, social, and philanthropic activities.
- **Future of George Mason University** and its students—our future alumni.
- **Legacy** we create at George Mason University.
- **Our stewardship** of the Alumni Association.

To strengthen George Mason University by engaging alumni through fellowship, programs, and services which encourage active participation in the university community.

### MISSION
A Lifelong Connection

### GOALS
#### Pride and Reputation
- Elevate pride in alma mater in order to build loyalty and reputation and tell Mason's collective story

#### Engagement and Affiliation
- Motivate the alumni community to invest in the success of Mason

#### Support
- Develop a culture of alumni philanthropy and service that is built on pride and affiliation

### OBJECTIVES
**Pride and Reputation**
- Tap into and reflect the determination, resilience, ingenuity, initiative and originality of alumni and Mason
- Leverage university milestones and successes and promote achievements of alumni, students and faculty
- Maximize networks to identify alumni making a positive impact in their profession, community, and society
- Help increase Mason’s visibility and influence through legislative advocacy and student recruitment
- Support efforts to build university brand and reputation and create climate for increased school spirit

**Engagement and Affiliation**
- Facilitate volunteer opportunities that bring students and alumni together and engage alumni in meaningful service
- Engage alumni in a dialogue and convey the value of their contributions to the university’s history and future
- Create alumni/student interaction and raise awareness of university involvement opportunities after graduation
- Host events that promote the university, build pride, increase alumni engagement and philanthropy
- Expand outreach to include a broad range of affiliation and affinity

**Support**
- Contribute to the philanthropic goals of the university by providing support to students through scholarships
- Steward Alumni Association donors and cultivate new alumni donors
- Ensure continued GMUAA leadership support through personal investment in the university with annual and campaign gifts
- Serve as advocates for university fundraising initiatives within the greater alumni community

### INITIATIVES
**Pride and Reputation**
- Increase the number of alumni profiles in Alumni Communications
- Increase alumni expressing pride in alma mater
- Increase LinkedIn group by 10% per year
- Increase alumni participation in Mason Lobbies Day by 10% per year
- Encourage volunteers to model school spirit by wearing Mason Gear

**Engagement and Affiliation**
- Increase number of alumni volunteer in admissions, career, and academic unit programs by 10% per year
- Increase alumni connectedness to and sense of belonging with the university
- Increase awareness of the benefits of the Association by the time the students graduate
- Increase pride, affiliation, and support as an outcome events
- Target messages, materials and invitations to engage constituents by interest, profession and location
- Expand industry roundtables and professional development activities

**Support**
- Increase scholarship support
- Demonstrate value of alumni giving back to the university through scholarships
- Model philanthropy with personal giving
- Develop informed alumni leaders who can articulate the need for support, impact of gifts and encourage giving

### INITIATIVES
**Leadership**
- Lead through personal action and strategic outreach to ensure that the GMUAA goals are accomplished
- Develop and steward resources to ensure a sustained and dynamic association
- Develop Alumni Admissions program that engages alumni volunteers in the student recruitment process
- Support efforts to build university brand and reputation and create climate for increased school spirit
- Increase alumni feedback related to impact of story on pride and affiliation
- Increase alumni feedback related to impact of story on pride and affiliation
- Increase percentage of alumni giving

As the Alumni Association Board, serve as the official voice of alumni, in matters mutually related to the university and its alumni

**Mission**
- Cultivate highly engaged board leadership that is focused on priorities and committed to service
- Manage an efficient and effective organization that is benchmarking progress toward stated goals and priorities
- Develop and steward resources to ensure a sustained and dynamic association
- Demonstrate alumni presence and commitment through participation in all major university events
- Foster a representative alumni organization that engages alumni with the university and the university with alumni