



DEFINITION

WHO WE ARE

WSU Advancement focuses the collective efforts of development, alumni relations, and advancement services professionals to make a difference for WSU and those it serves through philanthropic engagement and investment.

PURPOSE

WHERE WE ARE GOING

WSU Advancement exists to create and sustain relationships with those who are inspired by the impact WSU makes on the communities we serve—specifically, we help individuals, families, and partners find ways to meaningfully contribute to WSU's forward trajectory. WSU Advancement puts Cougar spirit into action by engaging in meaningful philanthropic engagement to advance WSU's land-grant mission.

VALUES

HOW WE WILL GET THERE

Communicative
Inclusive and Equitable
Innovative
Respectful
Service-Oriented
Transparent

MISSION

WHO WE ARE

WSU FOUNDATION

The WSU Foundation builds on the enthusiasm, pride and loyalty of the Cougar family to grow philanthropic relationships, broaden the base of alumni and donor engagement, and responsibly manage assets to advance WSU's mission, vision and goals.

VISION

WHERE WE ARE GOING

To engage alumni, donors and volunteers at the highest level through philanthropic investment and advocacy to advance WSU's land-grant teaching, research and service mission.

VALUES

HOW WE WILL GET THERE

Adaptable
Collaborative
Communicative
Inclusive and Equitable
Innovative
Respectful
Service-Oriented

WSU ALUMNI ASSOCIATION

The WSU Alumni Association brings alumni closer to the University and one another, communicates with alumni to inform them of WSU developments, and builds lifelong alumni relationships which foster ongoing support for the University.

The WSU Alumni Association will be known as a dynamic and results-driven organization with a focus on delivering effective and measurable alumni engagement in support of WSU's philanthropic goals.

Cougs
WSU and the WSUAA
Ethics and Integrity
Community
Volunteers
Trust
Teamwork

Communication
Fun
Giving Back
Respect
Kindness
Our Staff