

**East Tennessee State University (ETSU)**  
**University Advancement**  
**8/22/2016**

**Vision**

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The University Advancement Office will engage stakeholders in meaningful ways, fostering pride, advocacy, and private funding in support of ETSU's vision of becoming the best regional university in the nation.

**Mission**

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We increase private giving to East Tennessee State University by delivering an integrated program of communications, marketing, face-to-face engagement, and stewardship, thereby building deep and long-term relationships with alumni, friends, and potential partners that will ensure ever-increasing support for today and for the future.

**Values**

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We are guided by strong ethics, a high level of accountability, and the pursuit of excellence. We are committed to upholding ETSU's Core Values:

- PEOPLE come first, are treated with dignity and respect, and are encouraged to achieve their full potential
- RELATIONSHIPS are built on honesty, integrity, and trust
- DIVERSITY of people and thought is respected
- EXCELLENCE is achieved through teamwork, leadership, creativity, and a strong work ethic
- EFFICIENCY is achieved through wise use of human and financial resources
- COMMITMENT to intellectual achievement is embraced.

Annual Review by the Advancement Policy Group and the VP for Advancement  
- 9/29/2017  
- 8/31/2018