

# STRATEGIC

## *Vision*

2023-2027

## MISSION

- Support and grow MSUB through philanthropy, stewardship, and engagement.

## VISION

- Champion higher education for a better tomorrow.

## CORE Values

EXCELLENCE • INTEGRITY • PRIDE • TRUST • HOPE • INCLUSION

### EXCELLENCE

*We strengthen MSUB's pursuit of excellence, attained through high standards, continuous improvement and surpassed expectations.*

### INTEGRITY

*We are guided by making honorable decisions with sincerity, transparency, and fairness.*

### PRIDE

*We foster a sense of belonging and community.*

### TRUST

*We act in a consistent, responsible, and ethical manner.*

### HOPE

*We instill a belief in the potential for positive change.*

### INCLUSION

*We create an inclusive environment ensuring each individual feels valued, respected, and empowered.*

# STRATEGIC *Priorities*

1

## Double giving by 2027

Motivate supporters to sustain their contributions, implement strategies to attract and engage new donors, and encourage a cycle of ongoing and heightened giving through **Pride** in being a part of championing MSUB.

2

## Demonstrate exceptional stewardship of donor contributions and intentions.

Be transparent and genuine in our interactions, communications, and expressions of gratitude, fostering **Trust** and meaningful connections with supporters.

3

## Collaborate with MSUB to build excitement and **Hope** for the potential of positive change.

Strengthen the culture of philanthropy among the MSUB community, volunteers, alumni, partners, and supporters around the globe.

4

## Foster the values of **Excellence** and **Inclusion** that empower the MSUB Foundation Team to exemplify **Integrity, Pride, Trust, and Hope.**

Communicate the meaning and purpose of the team's work; encourage their innovation; ensure they have all the resources to be efficient and effective; and celebrate their successes.