



EAST TENNESSEE STATE UNIVERSITY

FROM THE OFFICE OF UNIVERSITY ADVANCEMENT

August 2022

Vision

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

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

Values

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