

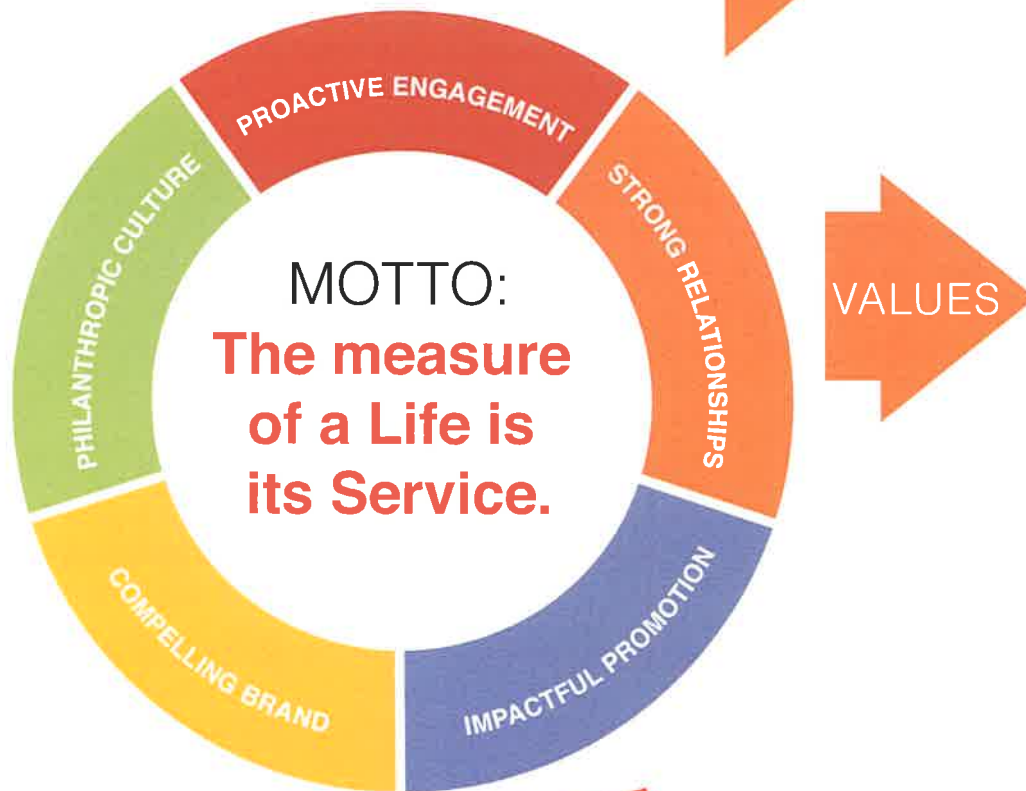
UNIVERSITY ADVANCEMENT SAM HOUSTON STATE UNIVERSITY

MISSION:

Enhance brand and strengthen relationships for the promotion and support of SHSU

VISION:

Be a proactive and effective force that impacts and shapes the university's future



SUPPORTING STRATEGY:



Strong Brand Awareness

Effectively communicate brand using an integrated marketing strategy focused on growing internal and external support of university goals.



Innovative Outreach

Continuously innovate outreach programs and communications that appeal to all constituents.



Integrated External Engagement

Enhance visibility and external constituent relationships through integrated engagement initiatives, innovative programming, and new traditions and events.



Effective Communication

Continually strengthen the integrity of alumni and donor data to improve the effectiveness of communication and relationship-building programs.



Promote Culture & Values

Integrate history, culture and values of university and namesake, Sam Houston, with outreach and communication programs.

