



To secure recurring financial support for the campuses of the Southern University System and its greater community

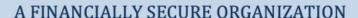
AN ORGANIZATION THAT EXECUTES BEST PRACTICES

Maintain attractive brand

Expand technology eco-system

Leverage capital assets for campuses

Enhance strategic partnerships



Increase Unrestricted annual giving

STRATEGY MAP

Increase scholarship & student need based giving

Increase campus & unit giving

Increase endowment giving Manage operational costs Display highest standards of stewardship/transparency

AN ORGANIZATION OF HIGH INTEGRITY AND EXCELLENCE IN LEADERSHIP

Recruit, develop, reward & retain talented staff

Engage, develop, reward & retain talented alumni and volunteers

Model leadership by the SUSF Board of Directors

Enable the values and culture of the Southern University System Foundation