In the Space Below, Indicate the Primary Mission of Your Division.

University Advancement’s mission is to assist Humboldt State University in the fulfillment of its mission, values, and vision as articulated in the Strategic Plan for the University. Accordingly, we seek to be aware and understanding of the lives of our alumni, benefactors, future students, and others associated with the University, while also seeking to increase their awareness and understanding of, and involvement with, the people, programs and vision of Humboldt State University, in order to provide primarily financial, but also social and individual resources for advancing the University and to help attract and retain qualified students.

In the Space Below, Indicate the Major Responsibilities of Your Division.

In brief, the major responsibilities of the division are alumni relation, which includes alumni events, the alumni association, affinity and dues programs, and a variety of alumni communications; development, which includes annual giving programs, major and planned gifts, gift receipting and acknowledgement, and corporate and foundation relations; marketing and communications, which includes news and information, high events, graphic and print services, and general marketing and promotion; and management of the HSU Advancement Foundation which oversees the University’s endowment.