Mission
Be an indispensable part of Oregon State University by engaging alumni and friends in the life, promotion and advancement of the university.

Vision
Enrich the lives of alumni and friends by helping them establish lifelong, meaningful and valued relationships with OSU and with each other.

Aspiration
To become known by every Oregon Stater as the gateway to OSU and the alumni community and to meaningfully engage more alumni in membership, programs, and services every year.

Business Plan Objectives
1. Engage more alumni through program innovation
2. Use talented and skilled alumni volunteers in more impactful ways
3. Build more dynamic communications and marketing operations
4. Rigorously grow revenues to serve a growing alumni constituency and meet critical OSU needs

Brand Promise
- **Support OSU students** – the alumni association supports OSU students, giving the next generation of Beavers a terrific start on their lives and welcoming them into the Beaver family.
- **Grow your network** – the OSUAA supports alumni throughout their careers by connecting Beavers with each other, with OSU-affiliated businesses and enterprises, and with career-development opportunities.
- **Build distinction and pride in OSU** – the OSUAA keeps alumni informed about and connected to the progress of OSU and gives them opportunities to share OSU’s outstanding programs and points of distinction statewide and worldwide.
- **Keep learning** – Beavers are life-long learners, and the OSUAA keeps alumni connected with numerous opportunities for personal enrichment and continuing education through OSU’s world-class programs.