





In our pursuit of ever greater goals, we can look to the enduring symbol of the University of Georgia, the Arch, for inspiration.

## The Arch

This iconic architecture embodies not just the University of Georgia, but the idea of accomplishing a great goal. Students avoid passing beneath the Arch until they've earned their degree, and they celebrate under the Arch once they've achieved their goal — we will do the same. Our Arch is growing the culture of philanthropy among our alumni and friends to new heights and achieving a \$300 million three-year rolling average.

## The Pillars

Just as the Arch could not stand without its pillars, our grand goal cannot be achieved without three core concepts creating a strong foundation for success. Our Pillars are important principles that inform the work of every staff member, alumni leader and volunteer.

### Leadership

We are all leaders. Our careers allow us to effect positive change and encourage Bulldogs around the world to join us. We recognize this opportunity and responsibility, and we work hard every day to be worthy of it.

### Collaboration

Leveraging our individual strengths for a collective effort produces far greater results than working alone. We are all one UGA, so we will work as one UGA — our success depends on it.

### Impact

What we do matters. Our work can get a student into their dream school, it can fuel discoveries that save lives, it can empower entire communities. The ability to create a better future for Georgia, for generations, is at the heart of all we do.

## The Steps

The steps leading to the Arch turn it from a symbol into a milestone and tradition. It takes a small action to traverse each step, but every one brings you closer to the goal. Our Steps are the practices that inform the decisions we make from day to day — the actions that bring our Pillars to life and, eventually, take us across the threshold of our goal.

- We manage the resources of the University with special care and concern.
- We lend a helping hand whenever we can.
- We do what we say we are going to do.
- We maintain a positive and professional attitude.
- We face situations head on and with a solution-oriented mindset.
- We seek to learn and grow in our roles.
- We take time to celebrate with one another.
- We continually assess the effectiveness of our work to make improvements.
- We treat each other with respect and dignity in all dealings.
- We provide clear expectations and the “why” for our work.