



AUBURN

UNIVERSITY

OCM

ALUMNI

DEVELOPMENT

# AUBURN ADVANCEMENT



TALENT  
& CULTURE



OPERATIONS  
& STRATEGY



COMMUNICATION  
SERVICES



MARKETING



ENGAGEMENT  
& SUCCESS



PHILANTHROPY



We are not changing **who we are** or **what we do** – we are changing *how we do it*.

**WE**  
**WILL...**

Collect, protect,  
analyze and  
**define** our  
audiences

Protect and  
**project** our  
brand  
**1 TO ALL**

Speak to our  
audience with  
content that is  
*meaningful to them*  
**1 TO MANY**

Build and nurture  
meaningful  
relationships that  
**evolve**  
**1 TO FEW**

Provide a **custom**  
Auburn giving  
experience to  
**change the world**  
**1 TO 1**

