Strategic Plan
2015-2020

AFFINITY | CIVILITY & RESPECT
COURAGE | EXCELLENCE | HONOR
The vision of the Columbia College Alumni Association is to be the model alumni association.

{ MISSION }

Columbia College Alumni Association proudly guides the future by fostering lasting relationships with students, alumni and friends worldwide.

We are committed to the purposeful development of our students, alumni and friends as volunteers, advocates, leaders and contributors.

With respect for lifelong learning, we strive to support the college and sustain traditions enjoyed today as well as those created by generations to come.
Core Values

AFFINITY
Affinity is the positive feeling of knowing who you are and what you value. It is appreciating that you are a part of something great.

The CCAA believes our affinity embraces the depth of our rich history, the significance of our enduring traditions and the success of our achievements.

CIVILITY & RESPECT
Civility and respect are character traits exemplified through integrity, dignity and compassion.

The CCAA believes that civility and respect require a commitment to diversity, leadership and common courtesy.

COURAGE
Courage is the mental and moral fortitude to stand up to, persevere through and overcome challenges.

The CCAA believes courage requires dedication, the ability to adapt to change and the desire to succeed.

EXCELLENCE
Excellence is striving to succeed and achieving it through integrity, self-determination and drive while never fearing the risk of failure.

The CCAA believes that excellence is within the reach of everyone with the courage and willingness to live it.

HONOR
Honor is a reflection of honesty, fairness and integrity. It is the basis for the continued execution of civility and respect, courage, excellence and affinity.

The CCAA believes honor is earned through trust and ethical conduct.
Thank you to the CCAA Board of Directors 2015-2016 for its hard work and dedication in guiding the strategic planning process.

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