

Six Guiding Principles

Provide **a great work environment** and treat each other with respect and dignity

Embrace diversity as an essential component in the way we do business

Apply **the highest standards of excellence** in the identification, cultivation, solicitation and retention of our donors

Develop enthusiastically **satisfied donors** and volunteers all the time

Contribute positively to the Kean University community by promoting, advocating and attending various events on campus

Recognize that **profitability is essential** to the success of our current and future students — no money = no mission