



UTAH HIGHER EDUCATION  
ASSISTANCE AUTHORITY

# Mission, Vision, and Values

## Mission

We are your State not-for-profit partner, committed to guiding Utah students through the financing of their educational pursuits and achieving statewide higher education strategic priorities of access, completion, and affordability.

## Vision

All Utah families, regardless of circumstance, will have the financial tools necessary to access and complete their education. In alignment with the Utah Board of Higher Education, our products and services promote financial success and personal fulfillment.

## Values

Do it right  
Innovative  
Results-driven  
Equity  
Customer focused  
Transparency

# Strategic Priorities



# Strategic Priorities

## Profitability

### Goal

Create and right-size all business lines to achieve profitability within three years in order to reinvest in Utah higher education (e.g. grants, scholarships, financial literacy, and initiatives to help underserved Utah students).

# Strategic Priorities

## Community Partnerships

### Goal

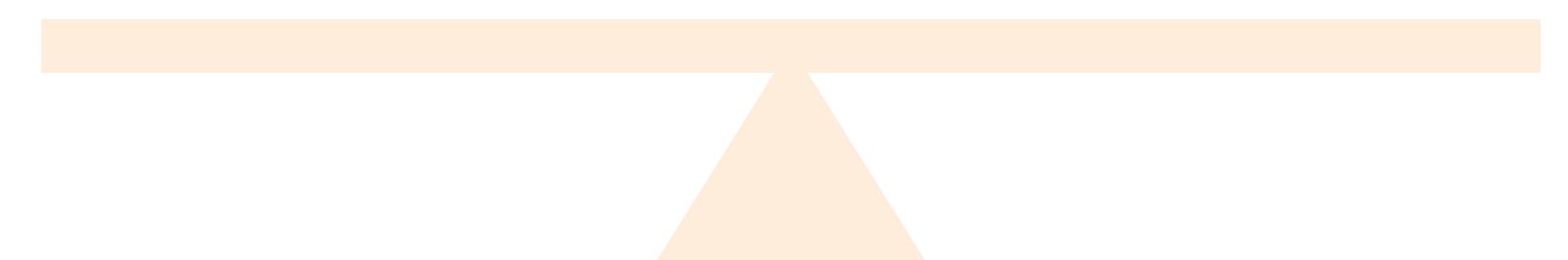
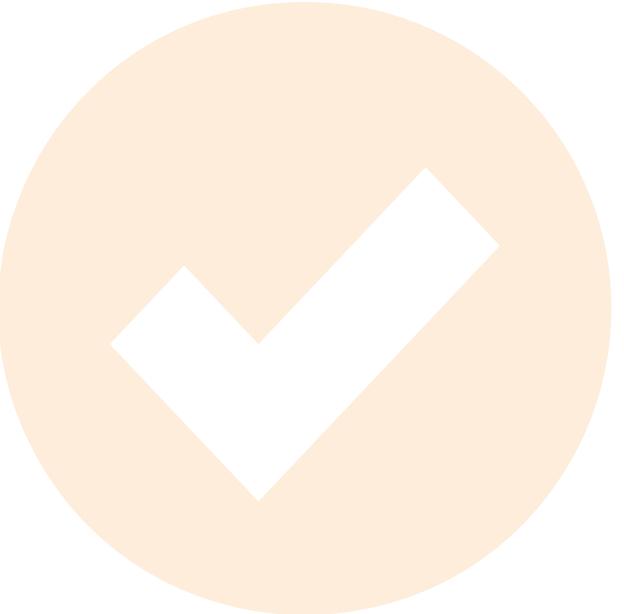
Expand, leverage, and develop partnerships at the local, state, federal, and industry levels to fulfill the UHEAA and Utah Board of Higher Education missions. Measure and report the impact of collaborative efforts to the UHEAA Board of Directors.

# Strategic Priorities

## Culture

### Goal

UHEAA will develop a culture of equity, inclusion, accountability, and excellence, and achieve an employee Net Promoter Score (NPS) of 15 or greater over the next two years. UHEAA will conduct an equity lens analysis and develop a higher education finance equity framework within Fiscal Year 2022.

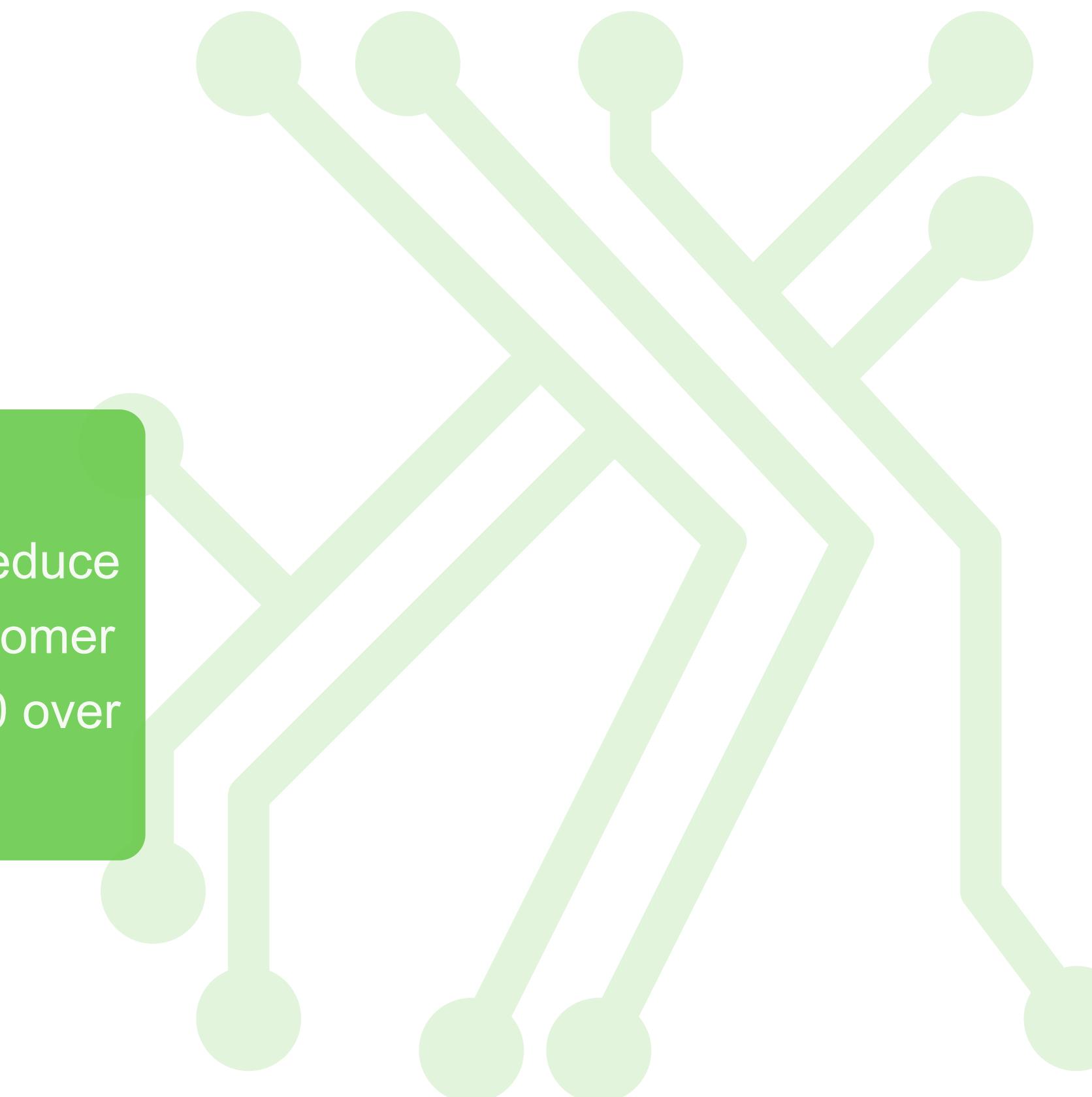


# Strategic Priorities

## Technology

### Goal

Acquire technology to build products and services to reduce costs by at least 10% over five years, and exceed customer expectations by achieving a customer NPS score of 70 over the next five years.



# Strategic Priorities

## Brand Awareness

### Goal

Expand brand awareness of UHEAA products and services to Utah students, families, and customers by achieving the growth projections in the UHEAA business plans presented to the UHEAA Board of Directors.

