TRUE NORTH 101: What is it and why is it important?

The FAS True North is our compass of how Financial and Administrative Services (FAS) connects to the mission and values of UCSF. The five pillars define how we deliver on FAS’ purpose of providing operational strength to UCSF. These pillars are relatively constant, and some version of these words have been the focus of FAS for over 20 years. The pillars provide a common language to show that our FAS Village is rowing in the same direction, much like our PRIDE Values unite us in how we conduct ourselves to create a collaborative culture.

While True North represents what we are aiming for, our priorities show how we will get there. Identifying priorities is a deliberate process to direct resources and attention to what is most important to address operational challenges or advance in a new direction.