



University Advancement Committee
Tuesday, September 27, 2022
12:00 pm
Chancellor's Boardroom, Mossman Building

Discussion Item

UAC – 3 University Advancement and Campaign Update
 3.1 – University Advancement Strategic Plan

Background Information

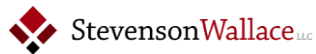
Vice Chancellor Beth Fischer will give an update on University Advancement and the *Light the Way* Campaign. Ms. Fischer will discuss the *Light the Way* Campaign FY23 strategy, the Foundation Board, and the FY23 - FY25 UA Strategic Plan.

A handwritten signature in blue ink that reads "Beth Fischer".

Beth Fischer
Vice Chancellor, University Advancement



Final Goals, Strategies and Principles: FY23 through FY25



GUIDING PRINCIPLES

As a donor-centric team that is essential to achieving the University's strategic priorities, we will:

- Embrace and embed diversity, equity and inclusion in everything we do
- Increase the customization and personalization of our relationships, communication and giving opportunities
- Build the Division's sustainability and continuity through clear processes and procedures
- Encourage and empower team members to break down silos through collaboration

GOAL PILLARS

- Exceeding the comprehensive campaign goal
- Increasing engagement with our external stakeholders
- Investing in the engagement, development and retention of the staff team

GOALS AND STRATEGIES

- **GOAL 1: Exceeding the comprehensive campaign goal**
 - *Strategies:*
 - Expand pipeline of leadership and major donors for future campaigns
 - Strengthen and expand annual giving platforms and methods
 - Maximize donor retention through customized and strategic donor stewardship
 - Increase use of volunteers in campaign visibility, gift solicitation and stewardship
 - Celebrate milestone successes through strategic communication
- **GOAL 2: Increasing engagement with our external stakeholders**
 - *Strategies:*
 - Activate faculty, staff and students to build a campus culture of philanthropy

- Design donor recognition methods that apply systematic approaches to donor cultivation and communication
 - Expand depth and breadth of volunteer engagement with boards, committees and unique opportunities
 - Improve data acquisition and management for donors, alumni and volunteers
- **GOAL 3: Investing in the engagement, development and retention of the staff team**
 - *Strategies:*
 - Expand opportunities for internal promotion, professional growth and cross-training
 - Increase staff utilization of new and existing professional development opportunities
 - Create an internal fellowship program with annual cohorts
 - Create shared language, understanding and comfort with DEI principles
 - Write and launch a multi-year action plan based on DEI staff surveys and focus groups