

University Advancement 2011-2013 Initiatives

I. Execute Comprehensive Campaign

- Continuous improvement of business processes
- Streamlined communications, internal and external, with campaign branding in prominent use
- Strong donor-relations program
- Increased transparency with constituents using emerging technologies
- Well-established, cross-campus involvement and partnerships
- Off-campus partnerships well-honed
- Productive volunteer program

II. Broad constituent engagement

- University-wide platform to involve constituents in the life of the University and to bring them to campus
- Programming that helps students connect with alumni through mentoring and career networking
- Real-time interactions with alumni and donors
- Use of new technologies to deliver alumni programming in a virtual-interactive space