Unit Name: University Advancement—
Development, Alumni Relations,
Advancement Services

Long term focus which supports the University of Idaho Strategic Plan:

(narrative including which university goal(s) will be central to the unit's activities over the next nine years and a brief description of anticipated tactics deployed to meet goal(s))

University Advancement exists to support and advance the University of Idaho. We do this through the work of our three units-Development, Alumni Relations and Advancement Services. In regards to development, we employ a hybrid central/decentralized fund-raising structure with central services for annual giving, corporate/foundation relations and estate, gift planning and trust services and decentralized fund-raising staffs in the colleges and specific units. We work in partnership with the University of Idaho Foundation who receives, invests and distributes the gift income to identified designees.

We work to engage our alumni and friends in advancing the University of Idaho, leading to their investment of time, talent and/or resources to further the goals of the university. Our efforts are targeted in support of the strategic directions of the University. Over the next nine years, we hope to accomplish these goals by increasing our outreach and engagement of alumni, increasing their level of financial support and launching and successfully completing the largest fund-raising campaign in Idaho's history.

Mapping and assessing long-term activities with respect to the strategic plan goals and priority institutional metrics (page 6 of university strategic plan):

University Strategic Goal	Focus for unit? (Y or N)	Unit's high priority activities to support and advance this goal	Unit Target for 2025	Corresponding measure of success (metrics and / or milestones)
Innovate (especially terminal degrees)	Y	Raise funds for academic programs and faculty including targeted chairs, professorships; graduate & undergraduate research fellowships Develop high-impact, interdisciplinary campaign priorities		Milestone--Priority fundraising target for College & Unit Fundraising plans, 2017-2019. All FY Annual Fundraising Plans will incorporate this goal. Metric--Dollars raised and funded projects will determine success. More support for faculty research and academic programs.
Engage (especially Go-on rates)	Y	Raise funds for university priorities that impact Idaho economy and communities (CAFÉ), Engage alumni more actively in support of the university		Metrics--Dollars raised for specific initiatives that serve Idaho. (CAFÉ as an example.) Metric – Increase the number and quality of alumni chapters and other mechanisms for alumni engagement Metric—Increase alumni participation rate in giving Metric – Increase the number of alumni engaged in activities supporting university strategic goals especially enrollment Metric – Increase the number of alumni engaged in career mentorship for current students

Transform (especially Enrollment and Retention)	Y	Raise funds for scholarships. Engage alumni in recruiting students with focus on legacies. Build alumni career network to enhance student retention		Metric--Increase the number and size of scholarships, both need and merit-based Metric--Increase the number of alumni legacies and enrollment in general. Metric – Increase the number of alumni engaging with current students regarding career development, internships, and mentoring
Cultivate (especially Work Environment and Inclusivity)	Y	Increase support for faculty and staff through alumni engagement and fund-raising—more resources=greater morale, better work place		Metric and Milestone--A clear illustration of the impact of development on the University of Idaho—show return on investment to university community Launch and progress toward campaign, funding priority initiatives

Waypoint 1 goal(s) and objective(s), institutional metric(s) (from page 6) and tactics (short narrative description):

Key tactics described here in narrative form, as a numbered list. Include a cross referencing to strategic plan goals and objectives where possible.

1. Successful conversion to a new database system. Develop strategic plan to populate database with key information that will assist fund-raising, alumni engagement and other university activities. Enhanced prospect research efforts and discovery efforts will enable the Advancement team to engage more alumni and friends.

2. Complete fund-raising efforts for Idaho Arena, WWAMI building. Develop plans and begin fund-raising for other key university priorities such as UI CAFÉ, Rock Creek Ranch and similar projects.

3. Work with colleges and units to achieve their annual fund-raising goals with special emphasis on university-wide directives such as scholarships and support for undergraduate research.

4. Begin plans for a comprehensive campaign comprised of "Big Ideas" from the strategic plan. Examples could include initiatives involving CAFÉ, cybersecurity, enhanced research activity and educating Idaho citizens (Go On rate).   Develop campaign infrastructure—budget, staff, professional development program, etc.—to maximize fund-raising and engagement effectiveness.

5. Rebuild Alumni Chapter system to grow alumni engagement in support of the University of Idaho, particularly enrollment and career services. Enhance alumni participation rate in giving.

6. Partner with UCM to create and implement university-wide branding campaign to enhance UI reputation throughout the state with key constituents.

Waypoint 1 Metric Targets for Unit:

For each numbered tactic on the prior page, please link to the appropriate strategic plan goal/objective and suggest a means of measuring progress over the course of the next three years (e.g. completion dates for milestones, specific measures of progress unique to your unit).

Initiative Number	Strategic plan goal and objective supported	Proposed means to assess progress	Progress by July 2017	Progress by July 2018	Progress by July 2019	Comments
1 Database system	Innovate	Installation complete and progress with data segments for alumni donors and friends	Implement	Successful launch of new system	Increase the quantity, quality and usability of data	University wide resource, improved usability
2-3 Fundraising	Transform/Innovate	Dollars raised to goal Funded projects	Projects identified, case statements complete, fundraising begins	Ongoing fundraising with leadership gifts completed	Projects funded and others underway	Key University fundraising goals

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4 Campaign	Cultivate/Transform	Dollars raised Funded projects	Planning process underway— campaign feasibility completed and goal finalized	Implement	Ongoing	7-year campaign
5 Alumni Engagement	Engage/participate	Number of viable alumni chapters, % and # of alumni engaged, alumni giving rate	Establish a baseline # of engaged alumni – currently 9 percent give	5% growth in engaged alumni 10%	5% growth in engaged alumni 12%	Continued increase each FY— alumni engagement score in process
6 UI Reputation-Brand development	Transform/Cultivate	On-going marketing to enhance UI brand				Key to advancement success. We support UCM with this goal