College/Division Name: ___University Advancement____
2-year Review of 2012-2017 Plan

College/Division Mission:

University Advancement will build and maintain relationships with loyalty and integrity to raise funds and foster communication by sustaining tradition and advancing Texas State University

College/Division Goals:

1. Increase private sector support to $40 million per year by 2017
2. Expand overall communications by identifying strategic areas of growth and opportunity in media relations, publications, and advancement communications
3. Increase alumni participation rates from current 5% to 8% by 2017
4. Strengthen and enhance donor retention and growth by adopting best practices in gift acknowledgment, stewardship and endowment compliance
5. Insure appropriate university engagement in economic and cultural development of the region with strategic and well-executed community programs

Top Five 2012-2017 Strategic Priorities for Remainder of Planning Cycle:

1. Complete business plan and feasibility study for next Capital Campaign

2. Develop and implement a University Communications Plan

3. Build student and young alumni engagement with Alumni Association by evaluating current program and addition new programs as needed

4. Complete a review of stewardship communications and events to identify opportunities for strengthening
5. Expand community service engagement opportunities for students through community partnerships