

## University Advancement Strategic Plan 2012-2015

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### **Goal 1 – Increase private sector support to \$40 million/yr by 2017. (1.7; 1.8; 2.3; 5.11; 5.15) (Capital Campaign Complete)**

1. Complete business plan and feasibility study for next Capital Campaign  
(NEW)
2. Increase Development Officers to total of 10 by 2017 with focus on research based initiatives to take advantage of the TRIP funding.
3. Implement a geographic based development organization with specific goals and assigned academic priorities. (Complete)
4. Establish a corporate giving office to increase corporate giving. (Complete)
5. Pilot and evaluate a regional based development plan by hiring a locally based development officer in Houston. (Complete)
6. Redevelop a Planned Giving program to insure future source of philanthropic support for university. (Complete)

### **Goal 2 – Expand overall communications by identifying strategic areas of growth and opportunity in media relations, publications, and advancement communications. (5.11; 5.15; 2.2)**

1. Develop and implement a University Communications Plan. (NEW)
2. Develop social media strategy to support university goals and priorities. (NEW)
3. Develop and implement strategy to increase communication with regional and national media outlets.
4. Develop college specific collateral materials to support university priorities.
5. Re-establish production and distribution of media impressions to broaden awareness of university media coverage.
6. Expand Spanish language media outreach through addition of 1FTE for Hispanic media specialist. (De-prioritized)
4. Develop an iPad and web-based presence for Hillviews. (Complete)

**Goal 3 – Increase alumni participation rates from current 5% to 8% by 2017.  
(3.8, 5.11; 5.15)**

1. Improve amount and accuracy of alumni data by collaborating with campus departments/units and by creating easy ways for alumni to update information.
2. Build student and young alumni engagement with Alumni Association by evaluating current program and addition new programs as needed.
3. Improve communication with alumni with consistent and targeted messaging and an improved on-line presence.
4. Develop a year-round segmented direct mail program with goal of reaching more alumni.
5. Implement a computerized call center to improve phonathon results and build relationships. (Complete)

**Goal 4 - Strengthen and enhance donor retention and growth by adopting best practices in gift acknowledgment, stewardship and endowment compliance. (5.11; 5.15)**

7. Complete a review of stewardship communications and events to identify opportunities for strengthening.
1. Evaluate donor database system and implement a plan to insure the database system supports all university appropriate needs.
2. Enhance current website and social media presence to provide information related to scholarships and university advancement.
3. Integrate all UA donor related services into a cohesive and effective team to provide excellent services to all university departments.
4. Develop a proposal and donor tracking system that allows the development team and management necessary tools to evaluate progress to goals.
5. Develop and implement an Endowment Compliance Reporting System for all university endowments.

**Goal 5 – Insure appropriate university engagement in economic and cultural development of the region with strategic and well-executed community programs. (2.1, 2.2, 3.8, 4.3)**

1. Strengthen and build relationships and programs for San Marcos residents to experience campus activities.
2. Expand community service engagement opportunities for students through broader partnerships.
3. Expand higher education awareness through tours and other programs with local youth with special focus on the San Marcos High School Career Academies.
4. Collaborate with other departments/units to develop semester long volunteer opportunities for students that expand relationships, cultural learning and international experiences. [Possible to collapse with 2?]
5. Evaluate Discover Texas State Day for mission and relevance and utilize data to implement a more effective program. (Complete)