

# Annual Goals for Advancement Area

## 2010-2011

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<b>Title:</b>	FULLY ENGAGING CONSTITUENCY GROUPS
<b>Description:</b>	Explore with each UNA Board of Trustee member the opportunities available in the areas of financially supporting UNA. Seek further funding for the Professor Funding Scholarships in Retirement (PRFSR) program. Conduct Campaign Readiness Study.
<b>Budget:</b>	0.00
<b>University Goals:</b>	4,5
<b>Strategic Goals:</b>	
<b>Responsibility:</b>	Vice President
<b>Participation:</b>	Vice President, Dr. Jason McNeal, GGTS Consultant, Director of Planned Giving
<b>Results:</b>	(a)A strategy has been developed for each Board of Trustee member. (b) Nine endowments were created through the PRSFR Program.
<b>Actions:</b>	Board of Trustee members will continually be engaged in a campaign strategy. Literature and other campaign materials are being developed.
<b>Improvements:</b>	

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<b>Title:</b>	LIAISONS BETWEEN ADVANCEMENT AND COLLEGE DEANS
<b>Description:</b>	Meet quarterly with College Deans
<b>Budget:</b>	0.00
<b>University Goals:</b>	4,5
<b>Strategic Goals:</b>	
<b>Responsibility:</b>	Vice President
<b>Participation:</b>	Vice President, Directors in the Advancement Area
<b>Results:</b>	Each Fundraiser continues to meet quarterly with the assigned Dean/Liaison

to identify programs within each College that need to be funded and to identify prospective donors

**Actions:** Deans will continually be engaged in campaign strategy to fully explore program needs.

**Improvements:**

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**Title:** ALUMNI RELATIONS/ ALUMNI CHAPTER DEVELOPMENT

**Description:** Continue to increase visibility and involvement of the Alumni Board of Directors through new club development and events.

**Budget:** 0.00

**University Goals:** 4,5

**Strategic Goals:**

**Responsibility:** Vice President

**Participation:** Vice President, Director of Alumni Relations

**Results:** The Alumni Board continues to meet monthly to identify new opportunities to increase visibility and involvement of Alumni with the University.

**Actions:** The Alumni Summit will be an annual event. Alumni Clubs have been empowered at the local level to host events in order to support local students through scholarship and promote UNA programs in their area.

**Improvements:**

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**Title:** FUNDRAISING

**Description:** Add 500 new donors. Work with Athletic Director and Director of Sportsman's club to increase fundraising for corporate sponsorships, and online giving options. Implement fundraising plan capital projects. Secure 20 new endowed scholarship. Increase total giving to \$3,000,000.

**Budget:** 0.00

**University Goals:** 4,5

**Strategic Goals:**

**Responsibility:** Vice President

**Participation:** Vice President, Directors in the Advancement Area

**Results:** There were more than 4,000 donors during this period. The goal of new donors was exceeded by 1,500. Fundraising for Athletic Corporate Sponsors has risen from \$360,000 to \$670,000 including gift in kind. The ground breaking ceremony for the Black Box Theatre was held in February 2011.

**Actions:**

**Improvements:**

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**Title:** MARKETING AND BRANDING

**Description:** Complete the implementation of the new University Webpage (b) Increase external presence in the community and state Continue to enhance the look and usage of the University Webpage and move University Website to an external host and web content management system. (b) Continue the marketing and branding strategy through the state and region with television and media. (c) Work with the Athletic Department to continue and enhance Purple Reign Week in the Shoals.

**Budget:** \$ 90,000.00

**University Goals:** 4,5

**Strategic Goals:**

**Responsibility:** Vice President

**Participation:** Vice President, Director of University Communications

**Results:** The web content management system is now in place. SunTrust and Hampton Inn hosted the pep rally for the Purple Reign Week. Numerous downtown business members participated in painting lion paws downtown Court Street. Thirty-three local businesses participated in decorating office through town for the week. Implemented strategy for a fall and spring commercial campaign during the nine week Athletic sweep season during fall 2010 and spring 2011. Distributed content to all media outlets in North Alabama.

**Actions:** Web content management systems will continue to be monitored. The Web Master will host seminars to train each department on web content management. We will continue to engage North Alabama media and television outlets.

**Improvements:**