

University Advancement Plan 2012-2015

March 6, 2012 draft

| | University Advancement Highest Priority Objectives <i>What is the objective?</i> | University Advancement Strategy <i>How will it be achieved?</i> | Initiatives <i>Through what activities?</i> | Measures <i>How is success defined?</i> |
|------------|--|--|--|---|
| ACCESS | 1. Opportunity - Provide educational opportunities for low-income students. | Secure additional private funding for scholarships targeted at low-income students. | Cooperate with Academic Affairs to increase the income threshold for the Dream Weber program to \$27K and cover both tuition and fees. | The number of Dream Weber students enrolled will increase by 20 percent. |
| | 2. Opportunity - Expand WSU facilities and locations to meet the growing demand for our programs. | Secure combination of legislative and private funding for top 3 WSU building priorities by 2014. | Cooperate with Administrative Services to obtain necessary funding from the legislature and donors. | Yes/No |
| | 3. Opportunity - Improve the reputation of WSU. | Coordinate activities of University Communications, Alumni Relations, University Development, and Government Relations to deliver university messages. | Promote WSU via traditional and social media placements. Promote WSU via advertising/marketing initiatives. Outreach and relationship building to policymakers, community leaders, donors, and alumni. | Community perceptions of WSU quality trend higher. |
| LEARNING | 4. Engagement - More WSU students will participate in engaging learning experiences (Service Learning, Internship, Capstone, Undergraduate Research and Study Abroad) | Secure additional private funds to support student and programmatic costs for engaged learning experiences. | Cooperate with Academic Affairs to raise dedicated private funds for student scholarships and programmatic support. | The proportion of seniors participating in engaged learning experience will increase to 90 percent. |
| SUPPORTING | 5. Development - Progress toward fulfilling fundraising goals of university's 125th Anniversary Campaign. | Broad-based effort for major gift support through quiet phase of campaign and launching the public phase in 2014. | Coordinate and deploy efforts of campaign colleges and units to engage volunteers and identify, cultivate, solicit, and steward past and potential donors. | By 2015, maintain on-target progress of the university toward the goal of raising \$125 M for the 125 th Anniversary Campaign. |
| | 6. Alumni Relations - Deepen the connection and support of WSU alumni. | Development and implementation of WSU Alumni Association strategic plan. | Target communications, events, and engagement activities to connect alumni with their alma mater and strengthen ties to and appreciation for WSU. | The number of alumni association members will increase by 5 percent. TBD through finalization of WSUAA Strategic Plan (Spring 2012). |