

## **The Division of Advancement**

### *Executive Summary, Divisional Goals*

Aligned with the “Building a Better Brockport: A Strategic Plan for the Future 2017-2022”

This document provides an overview of the Division of Advancement (EMSA) goals, priorities and funding requests aligned with the College’s Strategic Plan 2017-2022. For the current year, it also includes plans in preparation for the next Comprehensive Campaign for the College.

**Mission:** In the Division of Advancement, we build a culture of philanthropy and engagement for The College at Brockport.

In support of this mission, all members of the division collaborate with our numerous constituents – alumni, faculty, staff, emeriti, students, parents, friends, organizations – to achieve the following goals:

**GOAL 1:** *Giving/Philanthropy: To build a culture of philanthropy throughout our constituency. (1.6, 3.4)*

**GOAL 2:** *Data Management: To effectively manage our constituent database and financial assets/records. (1.1, 1.4, 1.5, 1.6, 2.1, 2.7, 3.5, 4.1, 4.3, 4.6,*

**GOAL 3:** *Alumni Engagement: To foster alumni connectedness through meaningful volunteer opportunities, involvement, and programs. (1.7, 1.8, 2.1, 2.4, 2.7, 4.1)*

**GOAL 4:** *External Engagement: To provide opportunities for the greater community, encompassing emeriti/retirees, corporations, organizations and friends, to become more engaged in the life of the College. (2.1, 2.3, 2.6, 3.2, 4.4)*