

Division of Advancement

Mike Andriatch, Vice President
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The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Divisional Mission

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:



Divisional Goal 1

Advancement Goal 1:

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

Divisional Priority 1: Secure \$140,000 from the Faculty/Staff Campaign, increase “Fund for Brockport” dollars raised to \$290,000, and Secure 2,850 alumni donors to the Brockport Foundation.

Funding Request: No new request. To be managed through annual state Advancement budget with supplemental dollars (as needed) from Foundation.



Divisional Goal 1

Advancement Goal 1:

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

Divisional Priority 2: Increase staffing levels in the Major Gift Officer (MGO) area.

Funding Request: \$150,000 in new (permanent) state funds for two MGOs. Hope to have three new MGOs on board for next Comprehensive Campaign. One (replacement) was recently filled and funding is for two new positions.



Divisional Goal 1

Advancement Goal 1:

Giving/Philanthropy: To build a culture of philanthropy throughout our constituency. (1.6, 2.2, 3.4)

Divisional Priority 3: Contract with Reeher Platform for new Customer Relationship Management (CRM) and donor wealth software. This program will include support of campus coordination of external relationships.

Funding Request: No new request. \$45,000 per year to be funded through current state allocation to Advancement.
(Permanent)



Divisional Goal 1

Advancement Goal 1 (cont'd):

Divisional Priority 4: Prepare to launch next Comprehensive Campaign in support of numerous priorities established in the Strategic Plan. Major funding priorities are expected to be:

1. Endowment for General/Extraordinary Scholarship
2. Funds for International Ed./Center for Global Educ. & Engagement
3. Funds for Internships/Experiential Education
4. Additional funding for all Undergraduate Research
(Summer and Year-round)
5. The Fund for Brockport

Funding Request: Requests for 2018-19:

1. \$50,000 for a Campaign Consultant
2. \$100,000 for a Feasibility Study
3. \$80,000 for a Campaign Coordinator (annual temporary position for 4-5 years)
4. \$45,000 for an Annual Fund Coordinator (permanent funds)



Divisional Goal 2

Advancement 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,

Divisional Priority 1: Provide accurate and timely reporting for the Brockport Foundation financials and maintain/enhance integrity of overall database through strategic collection and clean up. Contract with a third-party provider to survey the entire alumni database for updated demographic information and engagement opportunities.

Funding Request: No new request. \$15,000 will be funded through state budget.



Divisional Goal 2

Advancement 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,

Divisional Priority 2: Conduct an RFP (as mandated by our contract with SUNY; need to do once every five years) for an outside auditor for the Brockport Foundation during 2017-18 (to be ready for audit in summer 2018 for FY 2017-18 books).

Funding Request: No new request. Financially managed through the Brockport Foundation.



Divisional Goal 2

Advancement 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,

Divisional Priority 3: Continue to upgrade the Scholarship process through increased engagement with academic departments and students.

Funding Request: No new request.



Divisional Goal 3

Advancement 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)

Divisional Priority 1: Create and build a sense of “Bport Pride” with alumni, students, and friends through events, programs, and campus traditions. Strengthen ongoing relationships with alumni and friends through volunteer involvement. Use alumni engagement score to measure growth in program objectives.

Funding Request: No new request. Managed through state and Foundation/Alumni Association budgets.



Divisional Goal 3

Advancement 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)

Divisional Priority 2: Continue to grow presence of *The Port* for communication and outreach.

Funding Request: No new request. Shared cost with College Communications through state budgets.



Divisional Goal 3

Advancement 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)

Divisional Priority 3: Create opportunities for alumni to connect with students and other alumni regarding career connections, networking, and mentoring.

Funding Request: Manage majority through state and Alumni budget, as well as private sponsorships, with \$5,000 annual support from Academic Affairs (for NYC Excursion trip).



Divisional Goal 4

Advancement 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)

Divisional Priority 1: Strengthen community partnerships through support of the Winter Gala, growth in the Lifelong Learning Series (LLS), and engagement with community partners in Brockport, Rochester, and beyond. The LLS was initiated 2-3 years ago and is currently “supported” by Advancement.

Funding Request: \$17,000. Of this, \$15,000 would be for a part-time person (housed in Social Work or Advancement) to support Jason Dauenhauer (Director of Multigenerational Engagement), and \$2,000 is for LLS program marketing and advertising.



Cost Saving Efforts

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Cost Savings Effort	Estimated Savings
OA1 Position held	\$30,000

Questions?



Thank you!

Division of Advancement

Brockport Foundation & Brockport Alumni Association

