

The Division of Advancement

Executive Summary, Priorities & Resource Requests

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:

1. *Giving/Philanthropy: To build a culture of philanthropy throughout our constituency. (1.6, 3.4)*
 - a. **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:** None. To be managed through annual state Advancement budget with supplemental dollars (as needed) from Foundation.
 - b. **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.
 - c. **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)
 - d. **Divisional Priority 4:** Prepare to launch next Comprehensive Campaign in support of numerous priorities established in the Strategic Plan.
 - **Funding Request: Requests for 2018-19:**
 - \$50,000 for a Campaign Consultant
 - \$100,000 for a Feasibility Study
 - \$80,000 for a Campaign Coordinator (annual temporary position for 4-5 years)
 - \$45,000 for an Annual Fund Coordinator (permanent funds)

GOAL 2:

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,*

- a. **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.
- b. **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.
- c. **Divisional Priority 3:** Continue to upgrade the Scholarship process through increased engagement with academic departments and students.
 - **Funding Request:** No new request.

GOAL 3:

- 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)*
 - a. **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.
 - b. **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.
 - c. **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).

GOAL 4:

- 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)*
 - a. **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.