The SPARC II team members met with Scott Joyner, Vice President of Advancement to discuss the next phase of our Strategic Plan and how Advancement is implementing the Plan. The information gathered during this meeting provides a progress report to the President and her Cabinet this spring to update action plans, expectations and timelines. In addition to reporting to the President, this information will be reported to Faculty Senate, SAC, SGA, GSCC.

The Office of Advancement was asked to discuss their current initiatives to address the Plan as well as activities that support the directives of the Plan and the timelines associated with each, and challenges of meeting initiatives. The goals, initiatives, outcomes, and measurement are listed below.

Advancement’s current initiatives and directives are aligned primarily with Strategic Goal 4 – strengthening the university’s financial base through fundraising and Goal 5 – increasing visibility of Armstrong by inspiring loyalty among internal stakeholders and alumni and building lasting relationships with the local community.

- Initiative (1) to maximize fundraising by increasing the amount of contact with all constituents and the number of proposals and identifying funding priorities. The funding environment will be defined by using current database information to develop a Top 500 prospect list by May 1, 2011 – capacity to give, affinity to institution, lifetime giving, rating to give. Each fundraiser will have specific targets that will measure total contacts, amount of solicitations, and amount raised monthly. Additionally, a funding priority list will be developed for approval by the President and President’s Cabinet by July 1, 2011. The structure to raise money and be successful will be created by obtaining and recruiting individual staff positions by July 15, 2011 and finalize reorganization by August 1, 2011. Fundraising goals will be set after reorganization.
  - Create strategy to increase outreach to specific prospects:
    - Alumni, Parents, Foundations, Corporations, Faculty/Staff, Emeriti/Retiree, Students, Friends
    - Collaborate with academic and administrative departments to identify key prospects and affinity groups
  - Institute moves management system to track contacts and measure progress
  - Create key semester events for fall and spring (collaborate with Student Affairs, Business and Finance and Academic Affairs)
  - Develop plan to improve data and research of prospects to directly increase contacts
    - Institute Data standards
    - Increase updates of prospect information throughout 2011-12 academic year
    - Collaborate across campus to create and implement processes and procedures for data and information sharing
    - Increase research efforts – hire Research and Proposal Manager
• Initiative (2) to maximize visibility, outreach, and promoting Armstrong’s positive image and successes.
  o Collaborate with internal and external Armstrong constituencies for example:
    Admissions – Recruiting, Faculty – Profiles and Academic Offerings, 
    Alumni – Stories and Successes, Student Affairs – Events and Service 
  o Advertise and promote Armstrong through various media outlets by targeting 
    new geographic markets with PR and advertising, continue efforts in local 
    markets, continue to maintain web site as our primary marketing tool, perform 
    regular audits and updates, and launch new mobile web site in June. 
  o Highlight student, faculty/staff, and alumni success with PR efforts (Tell Our 
    Story via multiple venues) 
  o Expand PR and news coverage in new geographic markets 
  o Expand communication of Armstrong experiences on the web site 
  o Launch Armstrong Experiences mini site 
  o Expand PR in “hometown” newspapers where our students live 
  o Increase alumni engagement 
    • Improve alumni web site and relaunch in 2011 
    • Support events in new markets and chapters 
  o Support recruiting efforts via printed and online materials, media and social 
    media efforts 
    • Expand number of applicants and inquiries 
    • Expand number of those engaged in virtual tour and facebook 
    • Expand number of participants in Open House locally and new recruiting 
      markets 
  o Collaborate with HR to expand internal branding efforts 
    • Get the message across campus with new posters and new venues for 
      branding messages (i.e. computer lab screens) 
    • Branding training to new employee orientations 
  o Collaborate across campus to increase engagement of our many constituents 
    with Armstrong 
    • Alumni via events, new web site, continuation of notables recognition 
    • Staff/alumni engagement 
    • Initiate parent engagement program 
    • Students via more success stories (new experiences mini site) and 
      engagement with Career Services 
  o Expand social media efforts 
    • Grow participation in our social media communities and outlets 
  o Collaborate to improve internal communications

Challenges: With the current economic downturn there is an enormous impact on college fund-raising as it competes with other entities struggling with the same challenges. This challenge presents itself as an opportunity to be even more committed to directing effort toward the Plan and it’s clearly defined path of transforming the University’s “strengths, values, and offerings that inspire loyalty among...stakeholders...and builds lasting relationships with the local community”.