



2018-2023 Strategic Planning Subgroup Submission

Submitted by: Philanthropic Giving and Alumni Engagement Subgroup Date: 6/8/17

Goal 2: Increase Giving and Engagement

Strategy 1: **In order to improve capacity to engage and fundraise, we must increase staffing in the advancement office**

Key Performance Indicator

- Baseline: 3 Directors of Development (DofD); 8 staff in Advancement Services and Support; (AS&S); 6 current staff in Annual Fund
- Target
 - Annual (if applicable): Annual progress through FY 2020
 - (2023): Completed by FY 2020

Responsible Party: Vice President for University Advancement

Timeline: Completed by FY 2020

Budget: \$540,000 (plus benefits) for DofD positions
 plus \$35,000 (plus benefits) for AS&S staff
 plus \$420,000 (plus benefits) for Annual Fund staff

NOTE: Per Task Force acceptance, evaluate and review current staffing as first step prior to implementation.