



2018-2023 Strategic Planning Subgroup Submission

Submitted by: Philanthropic Giving and Alumni Engagement Subgroup

Date: 6/6/17

Goal 3: Inform constituents and highlight success/impact

Strategy 3: **Develop materials/collateral and events**

Key Performance Indicator

- Baseline: N/A
- Target: Materials (case statement, printed materials, video, ads, invitations), event rentals, volunteer trainings, staff- see timeline below
 - Annual (if applicable): Materials/collateral, staffing, training and events
 - Comprehensive (2023): _____

Responsible Party: Vice President for University Advancement and Vice President for University Relations

Timeline:

2018 - UA dedicated communications staff position **KPI** for designing materials, determine funding priority messaging, plan roll out strategies, design materials, volunteer training.

2019 - *Collateral materials printed for distribution/release (direct mailing, newsletters, banners, brochures, banners, decals, letterhead, web design, logo, video, social media ads/images, billboards, other ads, etc.) **All above are KPIs.**

2020 - Event, invitations, campus/external promotions **All noted are KPIs.**

2021-2023 – Regionals Events, invitations, campus/external promotions, giving newsletters updates **All noted are KPIs.**

Budget:

2018 - \$65,000 (\$50K communications position, \$15K volunteer training/development)

2019 - \$150,000.00 (\$50K communications position, \$100K Collateral materials/postage)

2020 - \$150,000.00 (\$50K communications position, \$100K event rentals, Kickoff/campus invitations/postage, promotions)

2021 - \$100,000.00 (\$50K communications position, \$50K event rentals, regional/campus invitations/postage/newsletter, promotions)

2022 - \$100,000.00 (\$50K communications position, \$50K event rentals, regional/campus invitations/postage/newsletter, promotions)

2023 - \$100,000.00 (\$50K communications position, \$50K event rentals, regional/campus invitations/postage/newsletter, promotions position)

Other: