

UNIVERSITY RELATIONS

GOALS FOR FY2007

Fundraising

Raise at least \$120 million in new gifts and pledges during FY07 and reach a campaign total of at least \$400 million.

Secure 260 gifts of \$50,000 and greater (10% increase).

Secure at least 5,500 gifts of \$1,000 and greater (10% increase).

Conduct 4,000 personal visits with major gifts prospects and donors (10% increase).

Increase the Maryland Fund for Excellence totals to at least \$1.8 million (10% increase).

Campaign Operations

Complete the recruitment of campaign co-chairs, regional chairs, and campaign council members by September 30, 2006. Over time additional volunteer leaders will be added, and some may choose terms of service shorter than the 5 year public phase.

Complete the campaign case statement and the case statements of all units by kick-off.

Produce a volunteer handbook.

Publicly launch the campaign on October 20, 2006 with a spectacular event, a multi-media promotion plan, and an operating plan for the public phase. Use the kick-off as a vehicle for strengthening the philanthropic values of Maryland's alumni and friends.

Update the campaign plan at least quarterly: by September 1, December 1, March 1, and June 1. Refine the plan for stages/phases by August 15.

Marketing and Communications

Complete the 150th anniversary celebration with a series of activities culminating in the October 19 Turtle Sculpture Auction and the Asia Forum on October 27-29.

Continue to position the president nationally and internationally as a higher education leader.

Refresh the Fear the Turtle marketing campaign. By November 20, 2006, prepare a proposal for expansion of the marketing campaign in FY08.

Conduct Maryland Day on April 28, 2007. Include an international theme and a variety of new activities and marketing tactics.

Publish *Terp* magazine with four additional pages allowing for expanded campaign coverage.

Alumni Relations

Conduct signature events in the five campaign regions. Build and sustain a vibrant Capitol Hill club.

Evaluate the FY06 admissions initiative and move forward with a FY07 program with appropriate adjustments.

Conclude the credit card affiliate agreement.

Ensure honorees of the highest quality at the Alumni Awards Gala by proactive identification of deserving nominees.

Increase membership by 5% (to more than 32,000).

Strengthen the financial base of the Alumni Association.

College Park Foundation: Board Relations and Financial Operations

Recruit the new class of trustees (elected and appointed) by May 1, 2007.

Publish an endowment investment brochure.

Actively engage and maintain strong relations with the Investment Committee. Maintain a list of at least three Committee nominees.

Engage the Board of Trustees Partnership Committee in actively supporting the University's efforts to promote community and economic development in the region.

Advance plans for meeting the long-term office space needs of University Relations.

Management and Budget

Complete FY07 with a balanced budget and a proposed balance budget for FY08. Complete a review of projected revenues and expenses for FY07-FY11.

Implement the staff recruitment initiative and institute a coordinated University Relations-wide training program.

Propose a plan and seek approval for enhanced funding in FY08 and beyond in support of a marketing campaign, expanding the donor base, and other mid- and longer-range capacity building measures.

Continue improvements in gift processing productivity. Decrease turnaround time for gift entry, deposit and processing of checks and credit cards.

Develop and gain approval of a performance incentive program.

Refine cost-sharing guidelines for the school and college programs.

Work out a revenue generating mechanism for the scholarship program.

Development and Alumni Operations

Shift the emphasis of Research from identifying new prospects to expanding our knowledge of existing prospects. Ensure full employer/business information on at least 75% of our major prospects.

Build a proactive Gift Planning program.

Develop a strategic plan for reunions.

Develop a long range plan for the Maryland Fund and the Colonnade Society geared to achieving breakthrough results.

Maintain and expand databases of alumnae and alumni of color and increase the number of women and persons of color serving on the Foundation board and boards of visitors and in other volunteer leadership roles.

Implement a campaign reporting protocol.

Increase the number of e-mail addresses by 10%, from 55,000 to more than 60,500.

Ensure that all endowed scholarships and all major current-use scholarship accounts are included in the scholarship website.

Develop and implement plans for sustained stewardship of all \$50,000 & above donors. Develop a tracking mechanism for all endowed chairs and professorships.

Develop a mechanism for Stewardship Compliance resulting in a comprehensive annual compliance report for all endowments.