

OFFICE OF DEVELOPMENT

Mission

The mission of the Office of Development is to acquire and manage private support for the successful future of the Oklahoma State University Center for Health Sciences.

Vision

The Office of Development will be the community leader in securing private financial resources for the health care needs of Tulsa and rural Oklahoma.

Core Values

- **Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.
- **Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.
- **Service** – We believe that serving others is a noble and worthy endeavor.
- **Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.
- **Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.
- **Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Strategic Goals, Critical Success Factors, Objectives, and Strategies

Goal One: Financial Resources – Secure Diversified Fiscal Resources

Critical Success Factors:

- Annual private support will exceed \$50,000.
- Endowments will raise to \$5 million and an annual fund of \$1 million.
- Faculty and staff participation will raise from 12.8% to 75% in five years.
- Grant awards will increase by 10% annually.

Objectives:

Objective 1.1: Increase level of private funding support.

Strategies:

- Identify local, state, and national funding sources.
- Identify private foundations whose mission support health care.
- Partner with local and statewide businesses and corporations.
- Target community leaders for leadership gifts.

Objective 1.2: Implement new giving opportunities.

Strategies:

- Create President's Club.
- Host phonathons.
- Target alumni groups by specific categories, i.e., Family Medicine, Pediatrics.
- Develop systematic fund raising campaign.

Objective 1.3: Increase number and type of grants.

Strategies:

- Develop applications for grant funding from national organizations.
- Design brochure which provides comprehensive overview of why, what and how to give.
- Work with VP for Research in identification of potential donors.

Goal Two: Collaboration – Develop collaborative relationships with alumni and community organizations.

Critical Success Factors:

- Develop business and community organizations involvement in CHS programs.
- Increase alumni donations by 10% annually.

Objectives:

Objective 2.1: Strengthen relationships with community business leaders.

Strategies:

- Identify key community business leaders with an interest in health care.
- Invite community leaders to campus for tour and presentation.
- Host health related events for Tulsa community businesses.
- CEO welcomed into local community organizations, i.e., Rotary, Tulsa Chamber.
- Weekly personal visits with prospective donors.

Objective 2.2: Strengthen relationship with alumni and physician community.

Strategies:

- Establish “fire side” chats between President/Dean, Development Officer, and Alumni.
- Increase number of Dr. Orange programs.
- Develop retired faculty/alumni volunteer group.

Goal Three: Education – Through general programs and stewardship, educate constituents about development.

Critical Success Factors:

- Develop annual planned giving seminars.
- Produce quarterly development newsletter.

Objectives:

Objective 3.1: Strengthen identity and needs of the OSU Center for Health Sciences through informative seminars.

Strategies:

- Host planned giving seminars.
- Provide estate-planning seminars at appropriate times and locations.
- Target physician audiences.
- Host seminar on women in philanthropy.

Objective 3.2: Create development newsletter.

Strategies:

- Publish newsletter with development goals and objectives.
- Identify fundraising issues/needs.
- Highlight donor recognition and fundraising results.