

## **INSTITUTIONAL ADVANCEMENT**

### **Mission**

The Office of Institutional Advancement cultivates, secures and manages private gift support for the Oklahoma City campus.

### **Vision**

The Office of Institutional Advancement will be progressive and creative in providing financial support in the areas of: scholarships, student support & enrichment, facilities and equipment, and faculty and staff development.

### **Core Values**

**Excellence** - We seek excellence in all our endeavors and we are committed to continuous improvement.

**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 opinions, freedom of expression, and other ethnic and cultural backgrounds.

**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.

**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.

## Goals, Critical Success Factors, Objectives, and Strategies

### **Goal One. Secure private gifts to support the development needs of Oklahoma State University-Oklahoma City.**

#### **Critical Success Factors:**

- Create a \$10,000 Nursing Endowed Scholarship
- Create a \$10,000 English As a Second Language Nursing Scholarship
- Create a \$25,000 Concurrent Enrollment Scholarship
- Secure \$80,000 in divisional scholarships
- Secure \$150,000 for Project Second Chance
- Secure \$3.5 million for a new Agriculture Resource Center
- Secure \$7 million for a new Academic Technology Center
- Secure \$100,000 for a new Interpreter Training Lab
- Endow 4 divisional lectureships

*Objective 1.1: Establish annual quantitative and qualitative goals based upon the 5 year plan.*

#### Strategies:

- Work with the President to identify annual priorities within the 5 year plan, aiding in a more focused development effort.
- Work with the Oklahoma State University Foundation to negotiate annual goals and objectives.
- Attend Oklahoma State University Foundation meetings.
- Minimize involvement in non-development related activities.
- Prepare contact reports in a timely manner.
- Review donor plans monthly.

*Objective 1.2: Based upon internal and external factors relating to development opportunities; determine the type and number of moves needed to meet annual development goals and performance objectives.*

#### Strategies:

- Create plan to determine the number of “moves” necessary to reach annual goals.
- Create plan to determine the number of assignments actively necessary to reach annual goals.
- Create plan to determine the number of solicitations necessary to reach annual goals.
- Create plan to determine the number of cold calls necessary to reach annual goals.
- Create planned giving efforts necessary to reach annual goals.
- Create an Oklahoma State University-Oklahoma City development web page with a secure site for on-line giving.
- Host donors and prospects at university events.

- Design and implement a stewardship plan for all levels of giving.

*Objective 1.3: Broaden base of support for development goals.*

Strategies:

- Implement a feasibility study for the Agriculture Resource Center project.
- Develop a master prospect list from the feasibility findings.
- Create development plan for each major gift donor on assignment.
- Develop appropriate marketing materials for each project and/or division.
- Focus primary fundraising efforts on securing major gifts.

**Goal Two. Increase involvement of staff and faculty in meeting their development goals.**

**Critical Success Factors:**

- Employee giving increased by 10%
- Receive a minimum of two major gifts or grants through the cooperative efforts of faculty/staff
- Division Heads assist in securing a minimum of one endowed lectureship per division

*Objective 2.1: Increase employee giving through the Family Fund.*

Strategies:

- Determine if a name change of the “Family Fund” event is needed to better communicate its goal and purpose. If so, determine appropriate new title.
- Create a marketing plan to promote the benefits of the family fund mission.
- Host a luncheon to cultivate and steward all faculty and staff prospects and donors.

*Objective 2.2: Staff and faculty to increase identification, cultivation, solicitation and stewardship efforts of major gift donors and development goals.*

Strategies:

- Secure support of administration to hold staff and faculty accountable for their responsibility and participation in reaching development goals.
- Provide fundraising training opportunities to staff and faculty.
- Create and/or provide relevant development materials for staff and faculty use.
- Encourage faculty to broaden donor support by achieving 100% giving participation of their board.

*Objective 2.3: Research our current operation for development processing.*

Strategies:

- Review our current process for fund transactions and requests internally and with the Oklahoma State University Foundation to determine if more efficient methods could be put into practice by our office.
- Determine if involving divisions in maintaining responsibility of their development processing and accounting practices would improve our efficiency and better serve our donors.

**Goal Three. Increase support of external constituencies.**

**Critical Success Factors:**

- Involve volunteers in the cultivation/solicitation of three or more major gifts
- Achieve 100% giving of the President's Advisory Board and the Resource Development Board
- Establish Resource Development Board within first two years of strategic plan

*Objective 3.1: Establish a Resource Development Board.*

Strategies:

- Involve a board member from each divisional board.
- Create board member job descriptions and a mission statement.
- Host board-meeting luncheons.
- Provide training opportunities in fundraising practices.
- Involve members in identifying, soliciting and stewarding major gift prospects.

*Objective 3.2: Cultivate alumni for college support.*

Strategies:

- Research the benefit of creating a communications piece.
- Provide annual reports and other campus publications to alumni members.
- Increase alumni attendance of the Alumni Hall of Fame and Sweet Success event.
- Work with Oklahoma State University-Stillwater and Institutional Research to gather demographic information on our alumni; specifically addresses and places of employment.
- Extend invitations to alumni members for all external campus events.
- Host an alumni association member banquet.

**Goal Four. Participate in development/advancement training opportunities.**

**Critical Success Factors:**

- Development staff and support staff attend a minimum of one conference/training session annually

*Objective 4.1: Increase fundraising knowledge and expertise.*

Strategies:

- Research and attend appropriate training opportunities that support our mission and vision.
- Attend Oklahoma State University Foundation meetings and training opportunities.