



The University of West Alabama

2019-2020 Fundraising Annual Plans

December 02, 2020

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Institutional Mission

To bring about positive change through education, service, and outreach

Departmental Mission

To achieve success and advance the University of West Alabama's strategic plan through best practices in University advancement, the Office of Institutional Advancement seeks to create the infrastructure to support philanthropic activity, inform UWA stakeholders, involve UWA donors, and inspire a culture of giving to propel UWA to become a model University, recognized for exceptional programs that prepare UWA's diverse student body for academic and professional success.

1 Goal
Foster growth across all areas of campus.

1.1 Outcome
Work collaboratively with representatives to maintain state funding
The Director of Government and Community Relations, under the direction of the President, will serve as the University's registered lobbyist before the Alabama Legislature and will work collaboratively with representatives from all of Alabama's public universities to maintain state funding for the University.

1.1.1 Measures
Maintain State Appropriation
The University will work to maintain its annual state appropriation while pursuing state funding opportunities.
SOURCE OF EVIDENCE
Actual vs Budgeted - Budget

1.1.1.1 Targets
Receive level funding based on 2018-2019 academic year funding. **Met**

TARGET

FINDINGS

Office was able to receive more funding. Due to COVID relief appropriations, UWA was able to receive additional funding of \$35,000 to set up a tent for COVID screenings and also to finish another exit in the Cahaba Biodiversity Center in Bibb

County.

RECOMMENDATIONS Director has worked with the Office of Sponsored Programs and Research since June, and this connection has allowed director to stay connected with the Foundation as well. It also allowed the director to know about the COVID relief opportunities, and he will continue to look at more. Even though UWA did not receive money from the Alabama Historical Commission, UWA applied for a grant there. UWA will continue to find these state opportunities.

1.2 Outcome
Receive capital campaign gifts and pledges
Receive capital campaign gifts and pledges.

1.2.1 Measures
Work with Key Leadership to Develop Lists and Engage Donors
Increase Campaign prep and work on lining up visits.
SOURCE OF EVIDENCE

1.2.1.1 Targets
Identify donors for campaign projects. **Met**

TARGET

FINDINGS Office has several campaign projects going on right now, two being finding resources for the new BSN Nursing program, and another being the Cahaba Biodiversity Center. UWA has received government and private money for both of these projects.

RECOMMENDATIONS UWA is doing a good job at finding grant money, both government and private for these projects. One thing the office needs to expand is to find more individual money for these projects.

1.3 Outcome
Conduct an Annual Fund Initiative
The Office of Institutional Advancement will conduct an Annual Fund Initiative (AFI) throughout each fiscal year. Through a metrics-based, systematic approach to identify, qualify, cultivate, solicit, and steward alumni and supporters of the University of West

Alabama, the AFI will seek to establish sustaining donors to the overall mission of UWA with a focus on scholarships.

Action Plan

Establish a way to communicate with donors virtually

| Budget Source | Amount | Due | Status |
|---------------|--------|-----------------|---------|
| | \$0.00 | no due date set | Planned |

1.3.1 Measures

Secure Gifts and Pledges through the Strategic Initiatives

The Annual Fund Initiative (AFI) will focus on the following: Growth of existing Alumni Chapters to support scholarships awarded Development of 2 new Alumni Chapters to continue outreach Development of Annual Giving through the sustained-giving program (The 1835 Club) to increase first-time donors Focus on retaining current donors year-to-year through multi-channel, segmented marketing communications Continue stewarding all donors through proper identified channels

SOURCE OF EVIDENCE

Alumni efforts - Alumni

1.3.1.1 Targets

Convert 5% annual giving donors to lead-annual/principal **Not Met**

TARGET

FINDINGS Due to COVID restrictions, this year has been challenging to reach the annual fund and alumni donors.

RECOMMENDATIONS A recommendation would be to find ways to reach annual donors through video/technology ways, given current restrictions to meeting in person due to COVID 19.

Project Attachments (1)

Attachments

File Size



2017-2018 Fundraising Annual Plans.pdf

1MB

Planning and Assessment Approval

Department or Division: Fundraising

Chair or Director: Mr. Chris Theriot

Dean or Vice President: Dr. Chris Thomason

| ANNUAL PLAN | | |
|--|--|---------|
| Item | Approved | Remarks |
| Goals Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet. | YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> | |
| Outcomes/Objectives Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities. | YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> | |
| Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission. | YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> | |
| Measures Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met. | YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> | |
| Targets Targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Targets are measurable statements. | YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> | |

SELF-STUDY**Item****Approved****Remarks****Findings**

Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.

YES

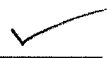


NO

Action Plans

Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening.

YES



NO

Recommendations

Recommendations include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.

YES



NO

Approved by: _____

Signature of Dean or Vice President

Date: _____

12/14/20

Received by OIER: _____

Signature of Coordinator of Planning and Assessment

Date: _____

12/14/2020