



## 2018-2023 Strategic Planning Subgroup Submission

Submitted by: Philanthropic Giving and Alumni Engagement Subgroup      Date: 6/8/17

Goal 2:      Increase Giving and Engagement

Strategy 1:      **In order to improve capacity to engage and fundraise, we must increase staffing in the advancement office**

Key Performance Indicator

- Baseline:      3 Directors of Development (DofD); 8 staff in Advancement Services and Support; (AS&S); 6 current staff in Annual Fund
- Target
  - Annual (if applicable): Annual progress through FY 2020
  - (2023): Completed by FY 2020

Responsible Party: Vice President for University Advancement

Timeline:      Completed by FY 2020

Budget:      \$540,000 (plus benefits) for DofD positions  
                plus \$35,000 (plus benefits) for AS&S staff  
                plus \$420,000 (plus benefits) for Annual Fund staff

**NOTE: Per Task Force acceptance, evaluate and review current staffing as first step prior to implementation.**