



2018-2023 Strategic Planning Subgroup Submission

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

Goal 3: Inform Consitituents and Highlight Success and Impact

Strategy 1: **Develop and execute an education plan to inform constituents on the variety of ways to give and how giving and participation affect rankings. Showcasing the needs, impact and highlight success stories.**

Key Performance Indicator

- Baseline: 2 magazines, 20 alumni profiles, RU Connected, emailed event invitations, donor report, sporadic senior events, 8 alumni posters, sporadic college newsletters,
- Target
 - Annual (if applicable): See timeline
 - Comprehensive (2023): See timeline

Responsible Party: University Relations Designee, Facilities Designee, Alumni, Athletics/City-David Ridpath, student affairs, alumni and advancement- all campus partners (auxiliary services)

Timeline:

2018 & annually thereafter - 2 college based newsletters a year; hard copied mailed, printed mailed invitations to one regional event, continue 2 magazines per year **(\$35,000)**

2019 - Create a tradition of utilizing the bridge to tie the campus (paint the bridge, food truck across the bridge, bridge walk/run) & develop a consistent comprehensive senior class event **(\$250,000.00 +) (\$15,000 annually)**

2020 - Welcome /informational area with interactive and digital information boards, manned parking attendant for visitor touchpoint **(\$350,000.00) (\$40,000 annually)** (\$40K welcome center manned position(30K full-time+ 10 K part-time annually, \$250K informational wall)

2021 - Continue with programs above $(\$35,000 + \$15,000 + \$40,000) = \$90,000$

2022 - Continue with programs above $(\$35,000 + \$15,000 + \$40,000) \times 1.5\% = \$91,350$

2023 - Continue with programs above $\$91,350 \times 1.5\% = \$92,700$

2023 - Create a university wide executive education and conference center (take the first three floors of Muse and create a conference center/hotel. Air condition the first 3 floors). **\$15 million (Estimated)**

Budget: Included in timeline