



Advancement Strategic Plan

Advancement Mission

The Division of Advancement at Millersville University builds relationships among constituents to foster engagement and philanthropy in support of the mission and strategic goals of the university.

BUILDING A CULTURE OF PHILANTHROPY

2014 - 2017

Goal A

To engage learners to contribute positively to contemporary and future workplaces and communities.

STRATEGIES

- 1: Develop strategic campus partners to collaboratively cultivate and steward relationships.
- 2: Develop education and outreach initiatives to increase understanding and awareness about the Advancement Division programs and services.
3. Enhance the stewardship process by 'Telling the MU story' – the successes of our students, faculty and staff.
- 4: Support and promote fundraising and stewardship by identifying partners and creating and providing opportunities for interaction among constituents.
- 5: Develop strategic community partners and integrate into campus activities and Advancement initiatives in support of university goals and plans.

6: Engage alumni with MU through lifelong learning and career development and education programs.

7: Partner with student organizations, administrative and academic units to develop programming to build *Millersville Pride among students, faculty, staff and alumni.*

Goal B

To ensure long-term success of the University.

STRATEGIES

- 1: Develop the foundation to launch the next comprehensive capital campaign for the University.
- 2: Increase scholarship support available to students, including the number of scholarships and the amount of existing scholarships.
- 3: Develop a plan to grow Foundation assets to \$38 million to increase support available for the recruitment and retention of students while developing additional revenue streams to respond to changing University demands and needs.



Strategic Planning Process

The Advancement strategic planning process began with a staff retreat held in May 2014, under the newly appointed Vice President for Advancement. All members of the division were invited to attend a day-long program that incorporated a review of the prior year achievements. The bulk of the program centered on planning ahead and encompassed an environmental scan, a SWOT analysis and the development of strategies and action plans for the next three years.

Since the 2014 retreat, the staff has periodically delved deeper and refined the goals and action plans in support of the university strategic plan and our own more detailed plan. The overarching goal is to ensure that the divisional plan is aligned with the university strategic plan and supportive of the other divisional plans of the university.



Goal B (continued)

- 4: Increase fundraising and friend raising efforts to support University priorities by engaging current and future donors and strengthen ties to under-developed constituent groups (e.g., new alumni, parents, friends, and retirees).
- 5: Enhance external support by identifying selected leaders to serve on new or existing advisory groups and to share educational, intellectual and current event experiences.
- 6: Offer alumni events in strategic states targeted by enrollment management.
- 7: Continue our commitment to operate in a fiscally responsible manner.



Advancement Division

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ADVANCEMENT STAFF

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Goal C

**To embrace agility within
our culture of excellence.**

STRATEGIES

- 1: Enhance the Advancement division's organizational structure to better align, support and serve the university and its constituents.
- 2: Enhance use of technology in Advancement operations to become more responsive to changing needs.
- 3: Establish a University Scheduling and Event Management department that will provide a central point of access for clients for scheduling space information, as well as enhance the event experience for clients utilizing the services of this office, who will also lend event support, as needed.
- 4: Offer alumni current technologies as a way to communicate with students, each other and with their alma mater.
- 5: Enhance the Alumni Awards Program and informal recognition process.
- 6: Offer reunions to engage alumni who make a difference in the life of Millersville University.
- 7: Review Advancement Division practices and policies to ensure effective and consistent application.

