

2.05 Advancement and External Affairs

The Division of Advancement and External Affairs is responsible for the University's comprehensive public relations, publications, and institutional marketing programs, including communications, promotions, imaging, and positioning; alumni affairs; and development of private financial resources beyond state appropriations. The division supports student recruitment and serves as liaison with alumni, regional, state, and national organizations; and government agencies.

The division includes the offices of Public Relations, Development, Alumni Affairs, and Partnership Development; and the Mountain Heritage Center. The division administratively houses the Western Carolina University Foundation, chartered in 1971 to promote University goals and private-sector fund-raising.

Office of Public Relations. The Office of Public Relations is responsible for the administration of University programs in public information, promotions, marketing, publications, and web-based public information services. It is the liaison between University personnel and the news media, including newspapers, radio and television stations, and coordinates the planning, design, and production of all University publications, exhibits, and displays, including those in electronic formats. It is responsible for producing or arranging for production of all University film, video, electronic media, and slide-tape presentations intended for the public. Additional information concerning development of University publications may be found in Section 7.05.

Social Media Marketing. The Office of Public Relations works with units across campus to integrate social media into the university's marketing strategy. Faculty and staff receive help with university-related social media activities including blogging, friending, tweeting, flickering, podcasting, ninging and youtubing; developing a strategy for using these relationship-building tools; collaborating with colleagues; or just exploring ideas.

Event Marketing. The Office of Public Relations coordinates promotional efforts for public events that enhance the University as a cultural destination through a full range of event marketing services.

Office of Publications. The Office of Publications creates creative, distinctive communications tools for the purpose of promoting awareness of and appreciation for the University's numerous programs and partnerships. (For additional information refer to University Policy #16).

Foundation. The Western Carolina University Foundation is the primary volunteer organization engaged in cultivating and directing significant private resources to the University.

Office of Development. University Policy #55 assigns the Office of Development responsibility for private-sector fund-raising on behalf of University units and programs. The Office of Development receives, records, receipts, and acknowledges all private gifts to the University; conducts annual fundraising activities for support of academic and other programs; and guides and coordinates the systematic pursuit of major and planned gifts. Any fundraising activities for voluntary contributions from individuals, corporations, foundations, or philanthropic agencies

conducted on behalf of the University or any unit thereof must be coordinated through the Office of Development.

Office of Alumni Affairs. The Office of Alumni Affairs maintains all alumni records; organizes and coordinates meetings of alumni groups, alumni reunions, and alumni homecoming activities; works directly with the Board of Directors of the Western alumni associations and Western clubs (alumni chapters); assists with publications for alumni; and generally serves as a communications link and support structure for alumni.

Office of Partnership Development. The Office of Partnership Development for the WCU Millennial Initiative is responsible for exploring and developing outside/external partner proposals and opportunities for the Millennial Initiative. The Office works closely with the Millennial Initiative Policy Group (MIPG) in developing and coordinating policy interpretations and business practices relating to Millennial Initiatives and external partners.

Mountain Heritage Center. The center collects, interprets, and disseminates knowledge about the southern Appalachian region and its people. The center's research and artifact collections promote public awareness of the region's rich natural and cultural heritage using publications, exhibitions, presentations, and demonstrations presented both on campus and throughout Western North Carolina. The center collaborates with public schools in preparing programs for educational enrichment and provides a learning experience for university students through internships, work study, and co-op opportunities.

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