Division of Advancement FY24 Budget Forum April 10, 2023



THE DIVISION OF ADVANCEMENT

- Office of the Vice Chancellor
- Office of Development
- Office of Engagement
- Office of Advancement Services

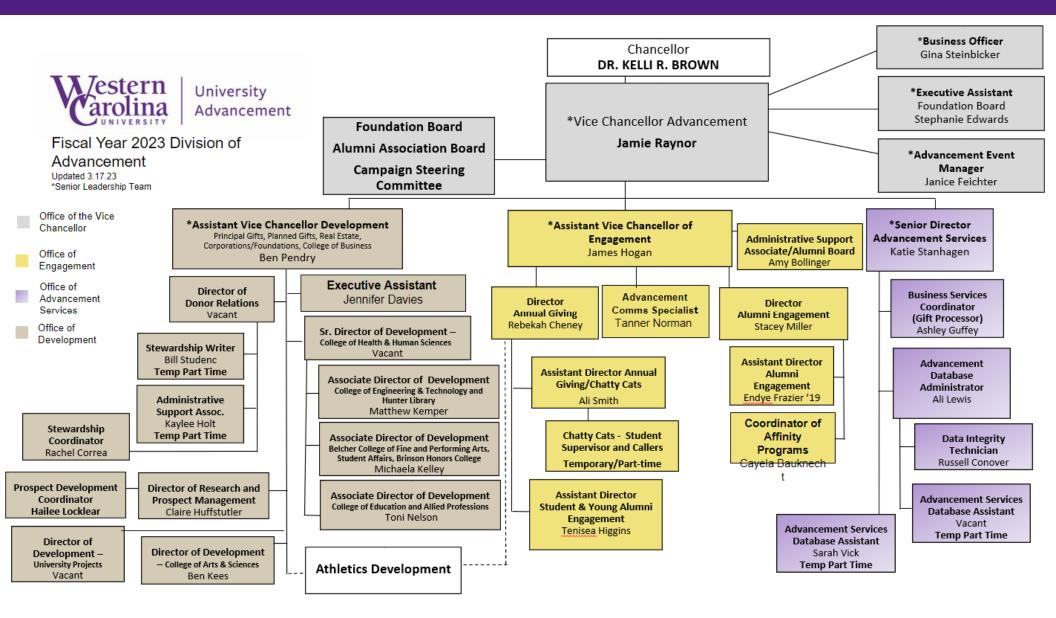


Board oversight for:

- WCU Foundation Board of Directors
- WCU Alumni Association Board of Directors
- Campaign Steering Committee

Primary WCU strategic plan links:

- Increase revenue for student support, colleges, and unit initiatives
- Increase alumni engagement, WCU's brand, and advocacy
- Increase philanthropic growth and donor base



ADVANCEMENT STRATEGIC RECOMMENDATIONS 2018-2022

- Merge annual giving and alumni engagement (measurable engagement, increase baseline of philanthropy) (Completed Calendar Year 2022)
- *Increased program support for annual giving (*unfunded)
- Critical positions for FY23:
 - Advancement Event Manager
 - Stewardship Coordinator
 - Prospect Management Coordinator
 - Major Gifts Officer (facilities / capital focus)

ADVANCEMENT STRATEGIC RECOMMENDATIONS 2018-2022

- Nonrecurring/Time Limited Campaign Expenses:
 - Additional Campaign Events and Travel Funds
 - Campaign Counsel
 - Campaign Project Manager
 - Increased Print Material
 - Raisers Edge Database Needs (data hygiene)
 - Campaign Interactive Dashboards
 - Staff and Volunteer Training
 - Equipment for Staff
 - Marketing and Communications for print, video, graphic design, and writing

FY23 FUNDING SHIFT TO GREATER FOUNDATION SUPPORT

- New investments for the Division of Advancement will come primarily from endowment support.
- Foundation Board increased investment in Advancement through operation fee on endowments.
- Using vacancies, reclassifications, etc. to align staff with priority needs.



FY23 NON-STATE FUNDED POSITIONS

- Advancement Event Manager filled
- Stewardship Coordinator filled
- Prospect Management Coordinator filled
- Major Gifts Officer (facilities / capital focus) posted
- Increased operations support for the Office of Engagement and Office of Development (cost of doing business increases)

CURRENT FY23 DIVISION STATE INVESTMENTS

- One-time year end funds:
 - Multiyear discounted subscriptions, software, professional development
 - Equipment purchases for technology needs

ADDITIONAL DIVISION POSITION NEEDS

- Recurring Positions Needed in Near Future (increased alumni base and increased gifts)
 - Database and Reporting Support Staff
 - Second Gift Processor
 - Alumni Engagement Staff
 - Annual Giving Staff



Questions?

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