

**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 FY<sup>23</sup> 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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