

Division of Advancement
FY23 Budget Hearing
April 19, 2022

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 Committees

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 2018-2021

- Merge annual giving and alumni engagement (measurable engagement, increase baseline of philanthropy)
- *Increased program support for annual giving
- Recurring Positions Needed
 - Advancement Event Manager
 - Major Gifts Officer
 - *Stewardship Coordinator
 - *Prospect Management Coordinator

**Unfunded requests FY20-FY22*



ADVANCEMENT STRATEGIC RECOMMENDATIONS 2018-2021

- Nonrecurring/Time Limited Campaign Expenses:
 - Additional Campaign Events and Travel Funds
 - Campaign Counsel
 - Campaign Director
 - Increased Print Material
 - Raisers Edge Database Needs (data hygiene)
 - Staff and Volunteer Training
 - Equipment for Staff
 - Marketing and Communications Campaign Partner (external)

CURRENT FY22 DIVISION INVESTMENT

- Assistant Vice Chancellor for Engagement – hired January 2022
- One-time year end funds:
 - Multiyear discounted subscriptions, software, professional development
 - Equipment purchases for technology, event, and travel needs

FY23 NEW FUNDING SHIFT FROM STATE TO 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.



ANTICIPATED FY23 NON-STATE FUNDING

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



Questions?

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University
Advancement

Fiscal Year 2022 Division of
Advancement

Updated 2.9.22

*Senior Leadership Team

Chancellor
DR. KELLI R. BROWN

Foundation Board
Alumni Association Board
Campaign Steering Committee

*Vice Chancellor Advancement
Jamie Raynor

*Business Officer
Gina Steinbicker

*Executive Assistant
Foundation Board
Stephanie Edwards

*Assistant Vice Chancellor Development
Principal Gifts, Planned Gifts, Real Estate,
Corporations/Foundation, College of Business
Ben Pendry

*Assistant Vice Chancellor of
Engagement
James Hogan

Administrative Support
Associate/Alumni Board
Vacant

*Senior Director
Advancement Services
Vacant

Director of
Donor Relations
Jodi John Pippin

Executive Assistant
Jennifer Davies

Director
Annual Giving
Andrew Schmidt

Advancement
Comms
Specialist
Vacant

Director
Alumni Engagement
Marty Ramsey

Business Services
Coordinator
(Gift Processor)
Ashley Dowdle

Stewardship Writer
Bill Studenc
Temp Part Time

Sr. Director of Development –
College of Health & Human Sciences
Victoria Rudd

Assistant Director Annual
Giving/Chatty Cats
Ali Smith

Assistant Director
Alumni
Engagement
Beau Busby

Advancement
Database Manager
Katie Stanhagen

Administrative
Support Assoc.
Kaylee Holt
Temp Part Time

Associate Director of Development
College of Engineering & Technology and
Hunter Library
Matthew Kemper

Chatty Cats - Student
Supervisor and Callers
Temporary/Part-time

Coordinator of
Affinity
Programs
Vacant

Data Integrity
Technician
Russell Conover

Director of Research and
Prospect Management
Rachael Walker

Assistant Director of Development
Belcher College of Fine and Performing Arts,
Student Affairs
Vacant

Assistant Director
Student & Young Alumni
Engagement
Katherine Spalding

Advancement Services
Database Assistant
Vacant
Temp Part Time

Associate Director of
Development
Vacant

Director of Development – College
of Arts & Sciences, College of Education &
Allied Professions
Ben Kees

Athletics Development

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