

VICE PRESIDENT FOR ADVANCEMENT



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## Vision

Advancement will strategically position Georgia Gwinnett College as an effective and innovative leader in higher education through inspiring engagement and advocacy, building and strengthening partnerships, and securing and stewarding support.

## Mission

Advancement supports the strategic priorities of Georgia Gwinnett College (GGC) through communication, advocacy, and philanthropy by engaging with GGC's key constituents. Advancement increases awareness, fosters relationships, builds partnerships, and secures and stewards private financial resources to serve GGC and the region.

# VICE PRESIDENT FOR ADVANCEMENT: MISSION

## Mission Statement

Advancement's mission is to build and strengthen relationships and ownership among all constituencies to inspire pride, commitment, and investment in Georgia Gwinnett College.

## Strategic Priorities

- Raise the visibility of Georgia Gwinnett College through enhanced integrated communications.
- Lead the creation of a culture of philanthropy with and among students, alumni, faculty, staff and friends of Georgia Gwinnett College.
- Cultivate and strengthen Georgia Gwinnett College's relationships and ownership among educational partners, government policy makers, and business, community, and philanthropic leaders.
- Raise, manage, and steward private funds in support of Georgia Gwinnett College's mission and priorities

## Goals

- Increase awareness of and advocacy for Georgia Gwinnett College both internally and externally
- Broaden and deepen constituent engagement
- Expand financial support
- Build, support and strengthen Georgia Gwinnett College

# VICE PRESIDENT FOR ADVANCEMENT: AREAS

## Areas of Advancement

- Advancement Services
- Communications
- Development
- GGC Foundation
- Government Relations

# ADVANCEMENT

## GOAL 1: Increase awareness of and advocacy for GGC both internally and externally.

DIV	RELATED OUTCOME	RESPONSIBLE POSITION OR GROUP	RESOURCES (PMSTDTP) OR AUTHORITIES NEEDED People, Money, Space, Time, Data, Technology, Policy	METRICS (AT LEAST TWO)
ADV	1.1 GGC is broadly recognized as a thought leader and higher education innovator.	Advancement in strong coordination with the Office of the President, Chief of Staff, and ASA		<ul style="list-style-type: none"> <li>Public funding requests positively received by elected officials</li> <li>Increasingly featured in regional and national outlets</li> </ul>
ADV	1.2 College brand is consistently and positively understood by all constituencies through tangible and intangible elements.	Advancement in coordination with ASA, Legal, B&F, EM, and full campus community	Money Policy Time	<ul style="list-style-type: none"> <li>75% of social sentiment comments are ranked positively</li> </ul>
ADV	1.3 An integrated approach to marketing and communications that optimizes resource investments and promotes a consistent and unified voice.	ADV in coordination with full campus community	Data Policy Time Money Technology	<ul style="list-style-type: none"> <li>Integrated division-wide marketing and communications plan is developed</li> <li>Unified technology plan is developed to leverage resources</li> </ul>

# ADVANCEMENT: GOAL 2

## GOAL 2: Broaden and deepen constituent engagement

DIV	RELATED OUTCOME	RESPONSIBLE POSITION OR GROUP	RESOURCES (PMSTDTP) OR AUTHORITIES NEEDED	METRICS (AT LEAST TWO)
ADV	2.1 Career Ready Alumni	Advancement ASA CDAC	<ul style="list-style-type: none"><li>• Strong academic program</li><li>• Strong internship program</li><li>• Mentoring and engagement opportunities</li></ul>	<ul style="list-style-type: none"><li>• Increased ability to track and report career placement</li><li>• Increased ability to track and report internship placement</li><li>• Increased unique attendees at alumni events and participation via NetworkGGC</li></ul>
ADV	2.2 Engaged stakeholders	Advancement ASA	<ul style="list-style-type: none"><li>• People: We Are GGC Ambassadors, GGCF Board, Alumni Board, Cabinet, Deans, Program administrators</li><li>• Meaningful engagement opportunities</li></ul>	<ul style="list-style-type: none"><li>• Members of all GGC boards are leaders in both giving and activities such as events, e-mail open rates, connecting GGC to new opportunities</li><li>• Increased visits to campus and event attendance by all stakeholder groups</li></ul>

# ADVANCEMENT: GOAL 3

## GOAL 3: Expand financial support / resources

DIV	RELATED OUTCOME	RESPONSIBLE POSITION OR GROUP	RESOURCES (PMSTDTP) OR AUTHORITIES NEEDED	METRICS (AT LEAST TWO)
ADV	3.1 Invested Stakeholders	Advancement	<ul style="list-style-type: none"><li>• Engagement opportunities</li><li>• Philanthropic priorities</li><li>• Strong support from government partners</li></ul>	<ul style="list-style-type: none"><li>• 100% giving by all GGC boards</li><li>• Increase alumni giving year over year</li><li>• Public funds / support secured to meet needs of GGC year over year</li><li>• Increase all sources of private support year over year</li></ul>

# ADVANCEMENT: GOAL 4

## GOAL 4: Build, support and strengthen the College

DIV	RELATED OUTCOME	RESPONSIBLE POSITION OR GROUP	RESOURCES (PMSTDTP) OR AUTHORITIES NEEDED	METRICS (AT LEAST TWO)
ADV	4.1 The college is supported by Advancement in building/procuring technology solutions to facilitate the storage, access, and timely exchange of information necessary to communicate effectively with constituents	OET	Advancement	
ADV	4.2 Timely and effective communications response to crisis situations promotes a safe and secure environment for students and employees.	ADV in coordination with Cabinet, Public Safety, Operations	Digimind (tracking software)	
ADV	4.3 A functional, intuitive, integrated editorial, communications, activities, and events calendar that is compatible with an institutional master calendar.	Advancement OET		•
ADV	4.4 Standardized technology protocol implemented across the division and is compatible with institutional IT strategy.	Advancement		•
ADV	4.5 Zero-based budget process fully implemented across the division, enabling sound fiscal oversight and division long-range planning.	In coordination with B&F	\$	•