ADVANCEMENT DIVISION 2012 STRATEGIC PLAN

Advancement Vision

This Advancement Division will be a driving force for institutional success as a trusted and collaborative partner - building relationships, inspiring engagement and securing support. It also will be the keeper and shaper of the brand and lens through which others view the College.

Advancement Mission

The Advancement Division actively and purposely engages GGC's key constituents **to foster long-term relationships** and lifelong commitments to the College. The division facilitates **the acquisition and stewardship of private and public resources** to help the College reimagine higher education and attain levels of excellence. The Division **manages the GGC brand** to enhance the institution's reputation among its key constituents.

Key constituents include philanthropic individuals and organizations, government policy makers, the GGC Foundation Board of Trustees, the Board of Regents, the media, the community at large, students, parents, prospective students, alumni, and GGC employees.

Strategic Priorities

Strategic Priorities	Action Areas
1. Aggressively develop additional resources for the College, in concert with other units, to support the College's strategic priorities.	• Work with senior leadership to clearly articulate and commit to fund-raising priorities. • Consider Student Success, IEE, Leadership, Internationalization, Residential life, Allied Health, operating funds, scholarships • Complete case statement. • Increase public funding including state, USG, federal and grants. • Increase private/philanthropic contributions and grants, including individuals, corporations and foundations. • Ensure the College is set up sufficiently to follow-up smartly when Foundations or others express interest in GGC.
2. Work closely with all campus units to create a culture that understands and is committed to the development process and the Colleges fund-raising priorities.	• Ensure campus units (faculty and staff) understand the development process. • Ensure campus units (faculty and staff) understand and commit to their specific roles in the development process. • Career services in conjunction with internships, career placement. • Establish structures or systems to enable Advancement to receive relevant information on a timely basis.

3. Enhance programming to maintain and increase support from constituent groups.	• Requires Advancement and other units working in support of Advancement
	 • Student programming (ASA, seniors)
	 • Faculty and staff
	 • Alumni programming
	 • Parent programming
	 • Community programming
	    • Board of Visitors, Community relations, elected officials, etc.
	 • Volunteer management
	    • Board of trustees, Advisory Boards, committees, etc.

4. Maintain and strengthen robust external communications to build the College's reputation, maintain the GGC brand, and to support enrollment management.	• Strategically deploy Dr. Kaufman consistent with GGC fund-raising priorities (topic and audiences)

Strategic Priorities	Action Areas
	• Establish awareness and perception goals (among different target audiences) • Publications program • Web communications • Earned media, including expanding to a more regional and national level • Paid media • Crisis communications plan
5. Support the College's internal communications efforts.	• Develop plan in support of culture, communications, and infrastructure. • Form cross-functional task force • Crisis communications plan
6. Support the GGC Foundation to enable it to maximize its impact on the College.	• Implementation of the Foundation's strategic plan. • Programming and administrative support.

7. Develop an administrative structure sufficient to support the College's Advancement needs.	• Within Advancement
	    • Staffing - prioritize
	    • Policies and systems
	    • Use of technology, working with ET

Crosswalk: Resources and Cross Functional Planning Strategic Priorities & Action Areas

Note: This table shows how the Advancement Division Plan supports the College's strategic priorities. Relevant action areas from the College's cross functional strategic priority planning that involve the Advancement Division should be addressed in your division and unit plans. The Advancement Division plan will also include items that may not link directly to the cross-functional action areas, but which nevertheless support the College's priorities.

Resources Strategic Priorities	College Strategic Priorities and Action Areas

1. Aggressively develop additional resources for the College, in concert with other units, to support the College's strategic priorities.	(3: Resources)
	• (To support Student Success and IEE:
	  • Establish comprehensive Student Success program for 2nd, 3rd,4th, 5th and 6th years.
	  • Create a vibrant campus and student culture.)
	• Develop a comprehensive plan to aggressively capture substantial public grant funding
	• Develop a comprehensive development plan to raise substantial philanthropic funds
	• Ensure strong state funding
	• Splost and other local funding
	• Leverage the Leadership Institute
	• Other revenue generation areas

2. Work closely with all campus units to create a culture that understands and is committed to the development process and the Colleges fund-raising priorities	(3: Resources) • Ensure there is 100% campus-wide commitment to engagement in fund-raising.
3. Enhance programming to maintain and increase support from constituent groups.	(3: Resources)
4. Maintain and strengthen robust external communications to build the College's reputation, maintain the GGC brand, and to support enrollment management.	(4: Culture, Communications, Infrastructure)
5. Support the College's internal communications efforts.	(4: Culture, Communications, Infrastructure) • Develop a more effective communications structure.
6. Support the GGC Foundation to enable it to maximize its impact on the College.	(3: Resources)
7. Develop an administrative structure sufficient to support the College's development and marketing needs.	(4: Culture, Communications, Infrastructure) • Develop, implement and maintain strategic plans that fully support GGC's goals, mission and vision. • Identify and address highest priority infrastructure and staffing needs.