



## **Development & Alumni Relations**

### **Strategic Plan 2011-2013**

#### **I. Introduction**

Having successfully completed the final year of the campaign, *With Faith and Strength to Dare: The Campaign for Saint Joseph's University*, which raised a cumulative total of \$152.1M, the Office of Development and Alumni Relations continues to make progress in creating a culture of philanthropy among our constituencies while advancing the mission of Saint Joseph's. As we begin the next chapter of fundraising, we continue to work to fulfill funding for the remaining initiatives from the campaign – the James J. Maguire '58 Campus, the Michael J. Hagan '85 Arena, and the John and Maryanne Hennings Post Learning Commons – while laying the groundwork for the next campaign which will focus on Academic Distinction. Reaching our annual goal of \$5M in support of the Saint Joseph's Fund and increasing the alumni participation rate will also continue to be fundraising priorities.

A key component of future success continues to be strengthening our Alumni Relations programming, an effort that made marked progress in Fiscal 2011. More thoughtful and expanded stewardship of Saint Joseph's major benefactors, which will also impact future philanthropic support, will be an area of focus for us as well. Finally, as Saint Joseph's prepares to welcome its 27th President, we will look to help position the President with major benefactors and also work to share his vision with key constituencies.

During these years of Presidential transition, with a focus on Academic Distinction in support of *Plan 2020: Gateway to the Future*, Development will focus on the following specific goals.

#### **II. Goals**

1. **Build on the success** of "With Faith and Strength to Dare"
  - a. Steward donors through recognition, acknowledgement and gratitude
  - b. Convey the transformative and measurable impact of the Campaign on the life of the campus, students and faculty.
  - c. Implement robust alumni programming to strengthen engagement with all alumni
  - d. Enhance the culture of philanthropy
  - e. Increase the base of annual Barbelin Society leadership donors
  - f. Hire and orient new staff members

2. **Initiate Pre-campaign planning** phase focused on Academic Excellence; expand staff and office facilities to support increased campaign goal.
  - a. Conduct planning with key leaders focused on “academic excellence”
  - b. Identify funding priorities for FY12
  - c. Engage key prospective donors for select campaign priorities
  - d. Solicit leadership and major gifts for key priorities and expand mid-range gifts pipeline
  - e. Identify new leadership roles for alumni/donor engagement
  - f. Continue to assist in recruiting financially capable leaders to our Board of Trustees, advisory boards and committees.
  - g. Successfully transition new President and Vice President for Development and Alumni Relations and engage them in leading the campaign plan
  - h. Complete hiring and orientation of new staff members
  
3. **Begin campaign planning phase** with new President
  - a. integrate vision of new President with identified academic priorities
  - b. Solicit initial significant leadership gifts
  
4. Continue to **refine funding priorities** for next campaign (draft 6/11):
  1. Academic Excellence:
    - a. Scholarships
    - b. Faculty Support
  2. Maguire Campus
  3. Hagan Arena
  4. Post Learning Commons
  5. Expansion of Haub School – buildings and endowment
  6. Saint Joseph’s Fund
  
5. **Fundraising priorities for FY12** (draft 6/11):
  1. Maguire Campus
    - a. Campus Commons/Admissions Welcome Center
    - b. Athletic Fields
    - c. Development office and meeting space
  2. Academic Excellence
    - a. Scholarships
    - b. Faculty Support
  3. Hagan Arena
  4. Post Learning Commons
  5. Kinney Center for Autism Education and Support Endowment

6. Student Education Support Services – new location in Bellarmine
7. *Magis* Society
8. College of Art & Sciences:
  - a. SJU ACE program
  - b. Catholic Bioethics Institute
  - c. Catholic-Jewish Institute
  - d. Honors Program
9. Haub School of Business
  - a. Expansion of Haub School facilities and endowment
  - b. Academy of Risk Management and Insurance
  - c. Pedro Arupe Center for Business Ethics

## **II. Resources**

In order to advance the next phase of fundraising and to prepare to test an even greater campaign goal, a significant investment staffing and programmatic investment has been approved for the Development and Alumni Relations staff. As part of the FY 12 budget a divisional increase of \$1.5M was approved, including: \$410K in programmatic funding with the remaining of \$1.1M to be used to fund 12 additional positions. Of the 12 funded positions, six will be filled in FY12, with the remaining positions to be phased in during FY13 and FY14.

## **III. Metrics of Success**

Goals for the division are evaluated on an annual basis. Key metrics for FY12 include:

- \$13M in new commitments through the Saint Joseph's Fund and Major/ Leadership gift fundraising
- 18% Alumni participation rate
- Alumni Relations
  - Participation by 700 alumni during the Hawktoberfest weekend celebration
  - Attendance of 500+ at the annual Alumni Gala
  - Attendance of 300+ at the inaugural SheUnited event
  - Successful launching of Customer Relationship Manager communication software

9/19/11