

University Advancement 18/19 Goals

Fund Raising

- Increase goal of Greater In Mind comprehensive campaign from \$12mil to \$15mil

- Bring campaign to official close in June 2019

- Exceed \$940,000 in Annual Fund goal

- Raise \$2mil in gifts & pledges

- Create and implement a Planned Giving marketing initiative with goal of securing 5 new planned gifts

Engagement

- 600 unique alumni participation involvement points

- Grow Corporate Partners by 5 new memberships

Communications

- Complete two college website redesigns

- Complete necessary ADA compliance conversions

- Increase web inquiries by 55%, net promoter scores by 2% and aided familiarity of the University outside Clayton and Henry Counties by 2-3%.

- Increase stories pitched to 45 increase stories published to 36

- Increase overall followers for Facebook, Twitter and Instagram by 8%, increase Facebook engagement by 2%, and increase social live sessions to 5 (2017 – 3).

- Launch University Pod Cast