INSTITUTIONAL ADVANCEMENT

**MISSION STATEMENT:**

Our mission is to foster lifelong relationships with WKU’s constituencies through activities designed to honor the WKU Spirit, involve members of the WKU Family in the life of the University, and secure private support to further advance WKU.

**PROGRAM INFORMATION:**

Institutional Advancement, in support of the mission of Western Kentucky University and the *Challenging the Spirit* Strategic Plan, provides WKU with leadership, programs, and activities designed to provide:

* Significant and sustained increases in private support;
* Cultivation and stewardship of our alumni and friends;
* Accurate information on our constituents and accounting of all private support;
* Communication with and involvement of WKU alumni and friends into the fabric of WKU;
* An active volunteer base of individuals who are engaged in WKU; and
* An informed alumni base to respond to emerging needs of the institution.

University Departments reporting to the Vice President for Institutional Advancement include: Advancement Services, Alumni Relations, Annual Giving, Development, Major Gifts, and Planned Giving.

**GOALS/ANTICIPATED PROGRAM ACTIVITIES:**

The primary goal of Institutional Advancement is to support the academic departments and programmatic units of WKU by providing leadership and coordination of WKU’s external relations programs. To this end, the main focus of the division during the fiscal year will be to involve alumni in the life of the institution and to significantly increase the amount of private support secured for WKU. The division has a number of Strategic Plan initiatives and funding priorities throughout WKU, all of which advance WKU’s Strategic Plan and its five strategic goals. Specific goals for the division include:

* Focusing alumni relations activities to further enhance student recruitment and implement programs which involve alumni in the life of the institution;
* Continuing to enhance the data in our new client-server alumni/development database to support the increased need for accurate alumni and donor records;
* Focusing fund-raising efforts on WKU’s priorities, including endowed professorships and student scholarships as well as specific capital projects;
* Achieving the performance indicators outlined in the Strategic Plan which include:
* Increase WKU’s combined endowment to $150 million
* Achieve a level of $20 million a year in private gift support
* Reach a level of $75 million in our deferred giving inventory
* Achieve 20% participation among alumni in the annual giving program
* Create 150 new endowed scholarships
* Provide 20 new endowed faculty positions
* Raise $200 million in gifts and pledges through the New Century of Spirit Campaign; and
* Achieving the performance indicators outlined in the Strategic Plan which include:
* Recruit and involve 1,000 alumni volunteers in the life of the institution to increase outreach and service;
* Enhance alumni programming to conduct a minimum of 225 cultural, social, service and/or educational events that reach a total equivalent to two-thirds of our alumni population; and
* Create at least four new initiatives or programs that provide additional opportunities for alumni and students to be engaged in outreach, service, or lifelong learning.

**FINANCIAL INFORMATION:**

**2009-10 Revised Budget 2010-11 Proposed Budget**

**Pos. Unrestricted Budget Pos. Unrestricted Budget**

Educational and General

Personnel/Fringe Benefits 37.0 2,446,998 39.0 2,595,091

Operating Expenses 896,827 990,438

Capital Outlay 11,250 19,050

 Total Expenditures 3,355,075 3,604,579