## 2018-2019 GOALS
### VICE CHANCELLOR FOR UNIVERSITY ADVANCEMENT

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<th>Chancellor Goals</th>
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| **5. Fundraising:** Increase donor visits, principal gifts, endowment. Target minimum $10.5 million. | ➢ FY19 Total Giving Goal: $15,000,000 (a 50% increase over FY18’s $10.03 million total)  
➢ FY19 Total of new pledges: $12,000,000 (444% increase over FY18’s $2.7 million total, or 240% above the $5.0 million pledge recently booked from New Balance)  
➢ Establish a Chancellor-level Corporate Advisory Board (name TBD) with 10+ corporate leaders in FY19 and growing to a Board of 15-20 members in FY20. Minimum annual commitments are required as is attending at least one of 2-3 meetings per year.  
➢ Establish Leadership Advisory Boards at each school – assess all current school-based Boards including any athletic or parent Boards as well. Minimum annual gift commitments are required for each member as is attending at least one of two meetings per year.  
➢ Establish annual face-to-face prospect visit goals for all contact officers (FY19 goal of 100 visits for all Leadership Gift Officers, Annual Fund Officers and all other fundraisers, FY20’s goal increases to 125 per year). New protocols will be established for what constitute a "prospect visit."  
➢ Review the mission and direction of the UMB Board of Visitors and the Alumni Association Board of Directors and work with the chairs of each group to increase the impact on and involvement with UMB and also upgrade the annual support collectively and by each member.  
➢ Create a Prospect Rating (re: capacity to give) and an Inclination code (re: interest in contributing) system for all prospects whether alumni, parents and friends  
➢ Establish a senior class gift program | |
| **10. Excellence in leadership/management.** Focus on quality across the board for all of us, reinforce an "accountability culture," and participate robustly in UMPO “shared services” initiative. | ➢ Institute an office-wide review of colleagues, policies and procedures, expectations and goals  
➢ Build a true corporate and foundation relations team |