

University Advancement & Church Relations Unit Plan
2009-2010
Inspiring Belief in SNU

Area 1: Church Relations

Goal 1: *To strengthen SNU's relationship with South Central Region (SCR) Church of the Nazarene by providing quality continuing*

		Assigned to	Target Deadline	Status
1.1	Upgrade and expand training events for SCR pastors.			
	1.1.1. Partner with District CEU coordinators for off campus training events.	T. Toler	On-going	IP
	1.1.2. Employ expert presenters for on campus training events annually (2) for SCR pastors.	T. Toler	On-going	IP

Goal 2: *To communicate the SNU/SCR story of partnership in Christian higher education.*

1.2	Provide various marketing materials to local SCR congregations.			
	1.2.1. Monitor and update web materials promoting upcoming events and opportunities for clergy and	T. Spindle	On-going	IP
	1.2.2. Act as liaison to pastors and church constituents as they seek to connect to SNU in various areas	M. Farmer	On-going	IP

Area 2: Media Strategies Team

Goal 3: *Strengthen brand awareness (internal & external):*

2.3.	2.3.1. Research current "brand" awareness in various constituents (OKC/Oklahoma, Regional CON, Prospective students & Parents, Alumni, Faculty and Staff, etc...)	K. Thomson	On-going	IP
	2.3.2. Invite storytellers from across campus to the table for collaboration.	K. Thomson	31-Oct	IP
	2.3.3. Storytelling series (alumni, donors, current students)	K. Thomson	On-going	IP
	2.3.4. Research opportunities with consultants to craft the message, and determine where we need to be (advertisement/marketing)	K. Thomson	30-Jun	IP
	2.3.5. Navigate the current reality of creative services and big picture strategy.	K. Thomson	31-Oct	IP

Goal 4: *Strengthen web presence:*

2.4.	2.4.1. Utilize Element Fusion's expertise in usability of our web	K. Thomson	On-going	IP
	2.4.2. TRAIN web content managers!	K. Thomson	31-Dec	IP
	2.4.3. Trim the fat on the web. Reduce text to create more user friendly format.	K. Thomson	31-Dec	IP
	2.4.4. Create better organization & clear site-map	K. Thomson	31-Dec	IP
	2.4.5. Google Analytics reports to inform our work on the web	K. Thomson	31-Oct	IP
	2.4.6. Coordinate web visual identity with SNU Brand.	K. Thomson	On-going	IP
	2.4.7. Establish complementary sites such as SNULU.COM, southernlight.snu.edu, social media, etc...	K. Thomson	31-Dec	IP

Goal 5: *Train the team.*

2.5.	2.5.1. Coordinate specialized team training on marketing & branding (A. Mincey, facilitator).	J. Martin	5-Aug	Completed
	2.5.2. Provide professional development & team training opportunities.	K. Thomson	30-Nov	IP

Goal 6 *Coordinate University Positioning Plan (*This process to begin upon determining/establishing message for brand awareness & strengthened web presence in place.)*

2.6.	2.6.1.	Convenue, fund, achieve.	J.Martin	On-going	IP
	2.6.2.	GO BIG...or go home. Play with the big boys.	J.Martin	On-going	IP

Area 3: Office of Development

Goal 7: *To secure funding for the SNU Science Initiative.*

3.7	3.7.1.	Implement campaign plan subsequent to initial naming commitment.	J. Martin	On-going	IP
	3.7.2.	Identify potential corporate and foundation funding.	J. Martin	On-going	IP
	3.7.3.	Seek leadership and major gifts.	T. Toler	On-going	IP

Goal 8: *To grow the SNU Hall of Witnesses nomination list.*

3.8	3.8.1.	Seek 20 new nominations to the Hall of Witnesses	M.Mosshart	30-Jun	IP
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Goal 9: *To increase SNU Advancement events.*

3.9	3.9.1.	Seek 20 new nominations to the Hall of Witnesses	M.Mosshart	30-Jun	IP
	3.9.2.	Organize and conduct the annual Excel Auction. Goal of 50 corporate tables and \$100,000	M.Mosshart	30-Jun	IP
	3.9.3.	Organize and conduct the Silvey Golf Tournament. Goal to retain 136 players + \$12,500 profit	M.Mosshart	30-Jun	IP
	3.9.4.	Plan the 2010 annual retreat meeting of the SNU Foundation	M.Mosshart	30-Jun	IP

Goal 10: *Develop The SNU Fund.*

3.10.	3.10.1.	Solicit SNU Fund gifts of \$180,000 or more.	T. Spindle	30-Jun	IP
	3.10.2.	Increase the number of first time donors to 340.	T. Spindle	30-Jun	IP

Goal 11: *Office of Endowment Development & Planned Giving - Principal Quantitative Goals for year 2009-2010*

3.11.	3.11.1.	Develop ten (10) new scholarship, restricted fund or operational endowments	JM. Crabtree	30-Jun	IP
	3.11.2.	Solicit enhancement gifts for existing endowment or restricted funds of \$250,000	JM. Crabtree	30-Jun	IP
	3.11.3.	Complete new estate vehicles or receive cash distribution values equivalent to \$1,000,000	JM. Crabtree	30-Jun	IP
	3.11.4.	Solicit and "close" and/or LOIs of \$250,000 for "Science Initiative Campaign", "Chapel & Performing Art Center", the SNU Equestrian Program, Business-Music and Speech Communication needs.	JM. Crabtree	30-Jun	IP
	3.11.5.	Implement the proposed IRA Rollover solicitation strategy in the 2nd quarter of FY 2009-2010 with a goal of achieving \$50,000 in new revenues.	JM. Crabtree	30-Jun	IP
	3.11.6.	Develop and Implement a solicitation strategy through existing Major and deferred donors to raise and additional \$50,000 in SNU Funds during the fiscal year, assisting the efforts of Ms.	JM. Crabtree	30-Jun	IP
	3.11.7.	Develop and implement a solicitation strategy to identify, cultivate and solicit new MG donor prospects resulting in a 10% increase in revenues over FY 08-09 totals of \$252,000.	JM. Crabtree	30-Jun	IP
	3.11.8.	Develop and implement a solicitation strategy to assist Dr. Toler and President Gresham in the identification, cultivation and solicitation of select parents of current students representing pre-selected demographics and economic bases with an initial goal of \$100,000	JM. Crabtree	30-Jun	IP
	3.11.9.	Expand the existing components for the Stewardship of donors, including an increased membership in the "A.M. Hills Legacy Society", and the planning and implementation of the 14th Annual Legacy Endowment Recognition Dinner on April 17, 2010 to include the recognition of SNU Fund and (historical)Major donors not previously included.	JM. Crabtree	30-Jun	IP

Goal 12: *Development Goals.*

3.12.	3.12.1.	Increase total cash giving to \$7 million.	J.Martin	30-Jun	IP
	3.12.2.	Increase the dollars raised for operational categories of support to \$450,000.	J.Martin	30-Jun	IP
	3.12.3.	To increase the average gift per donor in this category to \$270.	J.Martin	30-Jun	IP

	3.12.4.	To assist departments and administration in submitting 6 grant proposals.	J.Martin	30-Jun	IP
	3.12.5.	To conduct 120 donor cultivation or solicitation conversations through the year.	J.Martin	30-Jun	IP
	3.12.6.	To host 36 campus visit meals with selected donors and prospects.	J.Martin	30-Jun	IP

Area 4: Alumni Relations

Goal 13: *To plan, facilitate and manage a successful Homecoming 2009.*

4.13.	4.12.1.	Work with class representatives to organize and promote reunion activities: 11 reunions.	B. Styers	7-Nov	IP
	4.12.2.	Utilize Event Planning module in Raisers Edge to record all Homecoming registrations.	B. Styers	7-Nov	IP
	4.12.3.	Conduct annual Alumni Board meeting on Homecoming weekend to involve board members in	B. Styers	7-Nov	IP
	4.12.4.	Identify theme and group to recognize for Homecoming 2010.	B. Styers	30-Jun	IP

Goal 14: *To plan, promote and implement a successful Senior Celebration.*

4.14.	4.14.1.	Involve student leaders from senior class.	B. Styers	1-Apr	IP
	4.14.2.	Invite juniors with potential to plan their celebration to assist.	B. Styers	1-Apr	IP
	4.14.3.	Assess needs to involve alumni in contacting parents to increase the number attending.	B. Styers	1-Apr	IP
	4.14.4.	Work with Director of Community Life to establish class gift schedule by first semester of sr. year, coordinating closely with VP of Finance & Director of Plant Management to propose gifts strategically aligned with campus development.	B. Styers	1-Apr	IP

Goal 15: *Focus chapter activity on SNU region.*

4.15.	4.15.1.	Work closely with Admissions to coordinate events when they are in a particular area.	B. Styers	30-Jun	IP
	4.15.2.	Develop chapter in Tulsa.	B. Styers	30-Jun	IP
	4.15.3.	Continue activity in DFW area.	B. Styers	30-Jun	IP
	4.15.4.	Assess region with input from Admissions to determine one additional location to establish or continue an SNU chapter.	B. Styers	30-Jun	IP

Goal 16: *Enhance communication with Alumni.*

4.16.	4.16.1.	Distribute seven eNewsletters.	B. Styers	30-Jun	IP
	4.16.2.	Improve communication through Alumni & Friends web pages.	B. Styers	On-going	IP

Goal 17: *Transition to a volunteer director of the Academy of Senior Professionals.*

4.17	4.17.1.	Identify & recruit willing volunteer who will fill the role of director, as provided by the organization's bylaws.	B. Styers	30-Jun	IP
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Goal 18: *Work closely with Director of Advancement Events to share responsibilities of President's Ambassadors.*

4.18.	4.18.1.	Schedule fall 2009 and spring 2010 interviews.	B. Styers	1-Apr	IP
	4.18.2.	Schedule new ambassador training dinner and induction ceremony.	B. Styers	31-Oct	IP
	4.18.3.	Schedule graduation reception.	B. Styers	1-Apr	IP
	4.18.4.	Manage requests for ambassador volunteers.	B. Styers	On-going	IP

Goal 19: *Lead the Office of Alumni Relations & SNU Alumni Association Board of Directors.*

4.19	4.19.1.	Recruit and fill all vacant board positions.	B. Styers	On-going	IP
	4.19.2.	Work with the Association Board President to hold one annual meeting on campus and at least one other meeting using another means of communication.	B. Styers	On-going	IP
	4.19.3.	Identify ways to provide meaningful engagement with board members.	B. Styers	On-going	IP

Goal 20: *Oversee services of SNU Guest Housing.*

4.20.	4.20.1.	Hire occasional part-time employee to manage SNU guest housing.	B. Styers	30-Sep	IP
	4.20.2.	Meet regularly with coordinator to insure quality SNU guest housing.	B. Styers	On-going	IP