Division of University Advancement 2014-2019 Strategic Plan

Mission
The Division of University Advancement supports, encourages, and promotes East Carolina University’s academic mission and vision by interacting with alumni, friends and the greater community. Our goal is to engage and connect these constituents with the university to garner support and secure resources that will enhance East Carolina’s unique place in higher education.

University Advancement works to ensure that the university’s philanthropic goals are met, transforming the lives of East Carolina’s students, the citizens of eastern North Carolina, the state and beyond.

Commitment 1: Maximize Student Success

University Action 1.1: “We will aggressively support the ECU Honors College and build it into one of the top programs nationally.”

Unit Objective 1: Secure $25,000,000 in endowment gifts to name the Honors College, support the EC Scholars program, and support general Honors College merit scholarships.

Metrics:
1. Amount of funding for named HC endowment
2. Amount of funding for EC scholars and additional HC merit scholarships
3. Amount of funding for merit scholarships

Unit Actions:
1. Identify 150+ new households, foundations and corporations capable of a $25,000+ gift in order in order to grow current-use and endowment dollars.
2. Identify 3-4 $10-20,000,000+ prospects interested in naming the Honors College through a $10,000,000+ endowment; close one $10,000,000 naming endowment
3. Identify 75+ prospective households, foundations and corporations capable of a $400,000 endowment in order to secure 75 incremental endowed EC Scholars.

University Action 1.2: “We will be a national leader as a best value in undergraduate and graduate education. We will aggressively grow programs that support this goal.”

Unit Objective 2: Secure $12,000,000 in new private funding for endowment and current-use funds to support comprehensive scholarships programs.

Metrics:
1. Amount of funding
2. Number of scholarships

Unit Actions:
1. Grow merit-based scholarship funding options outside of Honors College for specific colleges and schools by $2,000,000; identifying 240+ prospective households at the $25,000+ endowment level in order to secure 80 new endowed scholarships across the University.
2. Grow need-based scholarship funding by $10,000,000; identify 1,200+ prospective households at the $25,000+ endowment level in order to secure 400 new endowed scholarships

University Action 1.7: “We will reflect a global workplace and society.”
Unit Objective 3: Secure funding from individuals, foundations, corporations, and other constituents to provide study abroad travel

Metric:
1. Establish 25 study abroad scholarships

Unit Action:
1. Provide U.S. students with more opportunities to study abroad through increased funding.

Commitment 2: Serve the Public

University Action 2.2: “We will be a national model for developing the leadership of faculty, staff, and students through engaged research and service.”

Unit Objective 4: Increase support for ECU’s commitment to Leadership and Service Learning as a new, incremental funding priority.

Metrics:
1. Number of endowed professorship and graduate fellowships
2. Amount of funding for service-learning projects and other programs

Unit Actions:
1. Create more funding opportunities to support the establishment, growth and sustainability of the North Carolina Center for Leadership and Service.
2. Secure $5,000,000 in endowed professorships, graduate fellowships, and funding for service learning projects and other programs

University Action 2.3: “We will be a national leader in revamping health sciences education.”

Unit Objective 5: Seek funding from individuals, corporations, and foundations to support the educational priorities of the Division of Health Sciences.

Metrics:
1. Dollars raised toward $100,000,000 goal in Medical & Health Sciences
2. 10% annual growth in new grant opportunities

Unit Actions:
1. Medical & Health Sciences Foundation will secure at least $100,000,000 as part of the campaign during the time of this strategic plan.
2. Corporate and Foundation Relations, in partnership with the Medical & Health Sciences Foundation leadership, will conduct meetings with leaders of the Division of Health Sciences to ascertain priority projects for each college and unit to grow the pipeline of fundable projects.
3. Corporate and Foundation Relations will work closely with the Associate Deans for Research to enhance the quality and competitiveness of faculty grant proposals.

University Action 2.4: “We will grow our department of public health into a School of Public Health…”

Unit Objective 6: Seek funding to support the establishment, growth and sustainability of the School of Public Health.

Metrics:
1. Dollars raised toward the establishment of the School of Public Health.
2. Dollars raised to sustain and grow the School of Public Health.

Unit Actions:
1. Establish ECSPH as a funding priority of the upcoming campaign.
2. Educate constituents of the need and purpose of a stand-alone School of Public Health; emphasizing rural population health and research as the principal focus.
3. Increase endowed professorships, graduate fellowships, and funding for projects and other programs

Commitment 3: Lead Regional Transformation

University Action 3.3: “We will seek solutions to the challenges of our region, including the treatment of health issues...securing a sustainable future for our coastal communities and assisting the military…”

Unit Objective 7: Seek funding for the support of individual academic units that facilitate regional transformation.

Metrics:
1. Dollars raised to name the College of Business and to support growth of the College of Engineering and Technology
2. Research funding secured in partnership with research colleagues

Unit Actions:
1. Identify new prospects and cultivate long-time financial partners in support of university priorities and projects.
2. Secure $15-25,000,000 as a naming endowment for the College of Business; secure $20,000,000 in current-use and endowed funding for College of Engineering and Technology; secure substantial current-use and endowment funding to support other academic areas.
3. Partner with our colleagues in research to help secure $120,000,000 in research funding during the upcoming campaign

Unit Objective 8: Financially support the establishment, growth and sustainability of the School of the Coast.

Metrics:
1. Dollars raised toward the establishment of the School of the Coast
2. Dollars raised to sustain and grow the School of the Coast

Unit Actions:
1. Educate constituents of the need and purpose of a stand-alone School of the Coast, emphasizing environmental and economic sustainability.
2. Increase endowed professorships, graduate fellowships, and funding for projects and other SOC programs.

Unit Objective 9: Financially support the establishment, growth and sustainability of the Performing Arts Center

Metric:
1. Dollars raised toward the establishment of the performing arts center Metric 2: Dollars raised to sustain and grow the performing arts center

Unit Actions:
1. Contribute financial and intellectual resources to test feasibility of PAC.
2. If viable, secure funds for capital project.

Good stewards:

Adhering to the University’s strategic plan, the Division of University Advancement will plan, launch and publicly execute a coordinated, university-wide fundraising campaign that supports, encourages and promotes
East Carolina University’s mission to maximize student success, serve the public, and lead regional transformation.

The 2014 – 2019 University strategic plan coincides with the quiet phase of ECU’s next campaign. During this time, University Advancement, in partnership with the ECU Foundation, the M&HS Foundation, the Pirate Club, and the Alumni Association, will strengthen and build upon existing fundraising infrastructure in order to maintain a revenue stream (a.k.a. run rate) of $275,000,000 and secure an incremental $225,000,000 for an overall $500,000,000+ comprehensive campaign total.

Engaging Deans and Unit leaders across the University in substantive discussions about funding needs that translate into appealing gift and grant opportunities for individuals, corporations, and foundations is a top priority. Expanded staff capacity in Corporate and Foundation Relations and East/West Campus Major gifts teams will allow for a more coordinated, strategic approach when mapping major and principal gift prospects to gift opportunities and testing the feasibility of our $500,000,000+ working campaign goal.

In addition to the overarching fundraising priorities articulated in the strategic plan, we will work closely with Deans and Unit leaders to identify 7-figure endowment opportunities (e.g., College of Arts and Sciences Voyages of Discovery lecture series), which, if funded during this campaign, would provide immense budget relief for the funding of core student services. Concurrent with these internal conversations, we will seek to strengthen our pipeline of major gifts prospects through enhanced annual giving channels (at both the school/unit level and University wide), expanded volunteer solicitation activity, and education of our student populations through programs like the Pirate’s Treasure Chest. We will also lay the groundwork for strengthening school and unit-based advisory councils such that they may play meaningful and public fundraising roles in the Campaign.