Clayton State University
Division of University Advancement
FY16 Goals

Increase Support
- Establish comprehensive campaign goal and have successful campaign announcement with a minimum of 50% in commitments raised.
- Exceed $865,000 Annual Fund goal (7.9% increase).
- Raise in excess of $1.55 million in gifts and pledges (13.4% increase).
- Initiate a matching gift challenge with scholarships as a focus to increase both endowed and annual scholarships.
- Renew 9 and secure 3 additional University Professorships.

Increase Engagement
- Establish a Campaign Steering Committee with 7-10 members.
- Increase number of engaged (defined as event attendance, volunteers, mentors, visits, etc.) alumni to 300 (a 20% increase).
- Increase Supply Chain Fellows membership from 3 to 15.
- Increase number of Corporate Partners to 20.

Increase Visibility and Awareness
- Establish baseline metrics to assess media outreach in order to improve and streamline efforts so that we are effectively promoting the successes of the University and aligning our strategies with the University mission.
- Complete restructure and re-design University website, to improve Search Engine Optimization, improve the user experience of our prospective students and better communicating our brand and values so that we are in line with the University mission.
- Through the strategic planning process, develop an integrated communications campaign that will support the University's goals and further promote the brand.
- Working with members across campus, streamline ad formalize internal communications processes and policies to increase meaningful (i.e. engaging) communication to the campus community to better inform our community of campus events and to promote successes and points of pride for the University.
- Assess communications currently being pushed through various communication channels and develop a content plan that will guide the production of engaging content that will reinforce brand.

Increase Collaboration
- Continue to work with Financial Aid and the Bursar's Office to improve scholarship process. Confirm and streamline processes from the time the initial gift is received through when the University is paid by the Foundation.
- Work with Student Affairs to develop processes to obtain parent information for future Parents' Association/Parents' Fund and to transfer student involvement to the alumni database post-graduation.