University Advancement 18/19 Goals

Fund Raising

  - Increase goal of Greater In Mind comprehensive campaign from $12mil to $15mil
  - Bring campaign to official close in June 2019
  - Exceed $940,000 in Annual Fund goal
  - Raise $2mil in gifts & pledges
  - Create and implement a Planned Giving marketing initiative with goal of securing 5 new planned gifts

Engagement

  - 600 unique alumni participation involvement points
  - Grow Corporate Partners by 5 new memberships

Communications

  - Complete two college website redesigns
  - Complete necessary ADA compliance conversion
  - Increase web inquiries by 55%, net promoter scores by 2% and aided familiarity of the University outside Clayton and Henry Counties by 2-3%.
  - Increase stories pitched to 45 increase stories published to 36
  - Increase overall followers for Facebook, Twitter and Instagram by 8%, increase Facebook engagement by 2%, and increase social live sessions to 5 (2017 – 3).
  - Launch University Pod Cast