



## **East Stroudsburg University University Advancement Strategic Plan 2009/2010**

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### **Vision**

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Establish sustainable relations with alumni and other donor constituents to help carry out the mission of the university.

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### **Mission**

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To identify private sources and raise funds in support of the academic mission and overall operations of the university.

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### **Values**

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- To support the mission and vision of the university through ethical fundraising initiatives and stewardship of our donors.
- To continually develop programs meeting best practice standards with transparency and accountability.

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### **Strategic Themes**

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- Develop and grow unrestricted endowment for the university.
- Annually meet with the university president and business manager to determine and provide funds to assist the university in meeting their budget.
- Provide gift reports to Advancement gift officers weekly and program their computers to run a daily gift report. (This will be implemented by May 1, 2009.)
- Gift acknowledgement letters will be signed by the appropriate solicitor.
- Event/fundraiser brochures will be distributed to each University Advancement staff member. This will be implemented by May 1, 2009 by revising the Proof reading policy.
- Educating current students (starting with freshman) on the importance of philanthropic giving to their Alma Mater.

- Developing a more thematic approach of documents, policies and procedures for new employees and improving the quality of advising for new staff.
- Scheduling a time for Vice President Staneski to meet and share information on the campus master plan with the entire Advancement staff.
- Increase fundraising by hiring an Athletic Fundraiser.
- Increase fundraising within the college/department structure
- University Advancement staff increase attendance at campus events and activities.
- More consistent and systematic event management. Hire a professional event planner.
- Organize and display more items from the University Archives in order to promote and build alumni pride.
- Improve timely publication of *Alumni Herald* and Honor Roll of Donors. Include a listing of all endowed scholarships in the Honor Roll of Donors.

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### **Synergistic Outcomes**

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- Increase number of Advancement staff visits to alumni and constituents.
- Improve Alumni donor participation rate.
- Conduct an Alumni survey or focus group.
- Gather more information on alumni via internet social networks such as FaceBook.



## Strategic Theme Action Plan

<b>STRATEGIC THEME:</b>				
<b>ACTIONS/INITIATIVES</b>	<b>WHO</b>	<b>WHEN</b>	<b>OUTCOME</b>	<b>NEW RESOURCE (If Applicable)</b>
Unrestricted bequests	Robert Kelley Michele Zabriski	December 2009	Printed material	
Naming opportunities	John Ross Michele Zabriski	December 2009	Internal document	
Add 10 new endowed scholarships/funds	John Ross, Michelle Drame, Michele Zabriski, Robert Kelley	June 2010	10 new scholarships of \$20,000	
Raise necessary resources to name the Eiler-Martin Stadium Field	John Ross, Tina Franks	June 2010	Raise \$400,000	
Raise funds for Science & Tech Building	John Ross, Michelle Drame, Robert Kelley, Michele Zabriski, Tina Franks	June 2010	Raise \$1,000,000	
Presentation by JoAnn Stryker to Advancement staff of diversity at ESU	John Ross	November 2009	Increase awareness of diversity	

University Strategic Plan review by VP Staneski with Advancement staff	John Ross VP Staneski	June 2010	Knowledge of university priorities	
Performance indicator Review to staff	John Ross Dean Kilker	October 2009	Knowledge of university priorities	