

Institutional Advancement Plan

Overview of the Division

Institutional Advancement focuses on promoting the mission of SUNY Orange to prospective students, current students, alumni, current donors, prospective donors and the community. As a unit, we conduct our daily tasks with a focus on strategic priorities of the college, in particular Strategic Priority #3, The College will diversify its funding sources to achieve strategic goals; by prioritizing public and private grant efforts, expanding collaborations with the Foundation, focusing on alumni outreach, increasing connectivity with public and private partners, and leveraging College assets to generate income.

The division has four primary offices:

- Resource Development/Foundation
- Alumni Relations
- Grants
- Communications and Public Relations
- Marketing
- Governmental Relations

Resource Development/Foundation

A primary focus of this part of the Institutional Advancement Office is to identify, cultivate and maintain relationships with donors to support the SUNY Orange mission. Led by the Vice President for Institutional Advancement, the day-to-day contact with donors, especially major gift donors (gifts of \$10,000 or more) is handled by the Associate Vice President for Resource Development

The Vice President for Institutional Advancement also serves as the Executive Director of the SUNY Orange Foundation. As stated in the mission, the purpose of the foundation is “to generate funds and build resources, to enhance learning opportunities for students and the community”. The SUNY Orange Foundation attracts private funds for SUNY orange through the coordination of annual gifts, special event gifts, planned gifts, and capital campaign gifts. The SUNY Orange is the proper legal vehicle through which private philanthropy can be received.

Alumni Relations

The Institutional Advancement Office creates a connection between SUNY Orange and its alumni. The Coordinator of Alumni Relations works on activities to engage alumni at the Middletown Campus, the Newburgh Campus, or in the respective community of the alumnus. Additionally, this office develops initiatives to increase the e-mail, phone and addresses of SUNY Orange alumni, with the preference being e-mail addresses.

Grants

The Institutional Advancement Office also handles the submission of all grants. Although there is some college funding available for consultant help with larger grants, in particular federal or state grants, (i.e.

hired a consultant to assist with the submission of a Department of Education Title III Grant, which was funded), the grant activity is administered by one person. The Director of Grants does work in close collaboration with the Associate Vice President for Resource Development in the creation and submission of some corporate and foundation grant requests.

Communications

The Institutional Advancement Office handles all internal and external communications. This includes the twice a week college electronic newsletter called "The Grapevine", the bi monthly electronic newsletter to alumni, donors and friends called "The Carillon", press releases, social media posts (face book and twitter). This office is also responsible for image enhancement and making sure all students, staff and faculty are properly using the college seal, logo, name, colors, and words. This information along with other guidelines on publicity, publications, web site, photography, the video monitors, and social media are all identified in the SUNY Orange Style Guide.

Marketing

The Institutional Advancement Office provides major support for the Office of Admissions and the Office of Enrollment Management. Through media advertising, publications, events and other efforts this area of Institutional Advancement is responsible for an inquiry (in person, by mail, by phone or by e-mail) being received by the Office of Admissions from a prospective looking to apply to SUNY Orange or by Records and Registration from a current student looking to re-enroll to SUNY Orange.

Governmental Relations

The Institutional Advancement Office is the conduit to the elected officials on a State Level (senators and assemblymen) on a county level (county executive and county legislators). The office meets with the State elected offices in their Albany Offices as part of "SUNY Lobby Day" as well as annually in the local offices. This office coordinates two annual events for the elected officials on a county level. Additionally, state and county elected officials are always invited to official college events like ground breakings, building openings, and commencement.

The Staff

Vice President for Institutional Advancement

Associate Vice President for Resource Development

Communications Officer

Director of Grants

Coordinator of Alumni Relations

Assistant Director of Communications for Publications

Assistant Director of Communications for New Media (which includes the web site)

Institutional Advancement Goals (2013-14)

Resource Development/Foundation

1. Develop a new Strategic Plan for the Foundation that expands the fund raising capacity of the Foundation, strengthens alignment with the College's Strategic Plan, and supports the College Goals.
2. Assist the Foundation President, Committee Chairs and members, to support Foundation operations, meet the objectives of the Strategic Plan, and increase fundraising results.
3. Collaborate with the College President, VP for Institutional Advancement, Grants Director and Alumni Affairs Coordinator to develop integrated and/or complementary major gift proposals and expand funding resources to address the College identified needs for program innovation and increased program support, faculty development, and scholarships.
4. Close pending major gifts for the Capital Campaign, particularly proposals that will complete the Title III project.
5. Solicit prior major donors to the Campaign to make new commitments or pledges, and work with the development committee to manage a portfolio of prospects, steward prior donors, solicit and close major gifts.
6. Continue to expand the donor base, primarily through the Annual Fund program.
7. Participate in a wide range of events on and off campus that effectively engage current major gift donors as well as major gift prospects.

Alumni Relations

1. Based on the review of your area department annual report and institutional, describe your goals for Academic Year 2013-2014 (Any revisions to goals should also be reflected in the PIP Planning Module).
2. Recognize and celebrate the achievements of our alumni and the integral role in our community that they play.
3. Actively meet and engage alumni. Identify ways in which alumni would like to give back to the college.
4. In coordination with the Office of Admissions develop a program that promotes SUNY Orange as the primary educational option of family members of alumni.

5. In coordination with the Offices of Admissions, Student Life, Athletics and Cultural Affairs add a Family Day component to the Homecoming and Reunion Weekend that will promote the college to the wider community.
6. Continue to maintain and update Raisers Edge database with current and past alumni information.
7. Continue to ensure alumni programs benefit alumni, students and the college and are in step with the Strategic Plan of the College.
8. Continue to expand and develop our communications with our alumni through appropriate social media networks and e-mail newsletters.

Grants (AY 2012-13)

1. Continue to make staff and faculty aware of grant opportunities that align with the College's Strategic Plan and College Goals.
2. Develop grant proposals for grant competitions announced during the year.
3. Partner with the CTL in providing staff and faculty with grant development education.
4. Continue to provide grant related assistance to faculty, staff and administrators, pre and post award.

Communications and Public Relations

1. Maintain, and expand where possible, College communications with local and regional media outlets
2. Revamp portions of College web site in conjunction with implementation of College-wide portal and add more video elements to the web site where possible
3. Improve, where possible, College-wide internal communications
4. Broaden College-wide usage of branding guidelines
5. Support the College's student recruitment and admissions efforts

Marketing

1. Conduct media advertising "Blitzes" to generate enrollment and registration

2. Continue to promote the 2014 arrival of the Center for Science and Engineering

3. Continue to provide departments with marketing collateral materials (publications, certificates, invitations)