

Professional  
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# ***Advancement and the Institution***

INTEGRITY  
Resources

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ETHICS

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*2007 CASE District IV*

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COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

- About Advancement
- Alumni Relations
- Communications and Marketing
- Fundraising
- Keys to Success
- The Strategic Advancement Professional

***Presentation at [www.case.org](http://www.case.org)***

## What is Advancement?

Advancement is the set of functions at an educational institution dedicated to the **management of long-term relationships** with key constituencies, including:

- Benefactors
- Alumni
- Opinion leaders
- Decision makers
- Current and prospective students
- Faculty and staff

## What is Advancement?

The advancement functions include:

- Alumni relations
- Communications
- Marketing
- Fundraising
- Advancement services

And may also include:

- Advancement management
- Government affairs
- Community Relations
- Special events
- Admissions

## Why is Advancement Important?

- **Reputation:** Your institution's ability to attract students, faculty and staff relates to its reputation
- **Relationships:** Your reputation and external support are influenced by your relationships with key constituencies
- **Resources:** Your institution's ability to attract resources and fulfill its mission rely on both its relationships and its reputation

## Roles of Alumni

- Serve as institutional advocates
- Provide feedback and counsel
- Generate financial support
- Participate in governance
- Assist with student recruitment, both directly and indirectly
- Serve as a resource and talent pool for faculty and staff

## Role of Alumni Relations Office

- Build life-long relationships with alumni in support of the institution
- Facilitate two-way communication between the institution and alumni
- Leverage a powerful alumni voice on behalf of the institution
- Maintain history and traditions and help secure a bright future for the institution

## Role of Alumni Relations Office

- Involve alumni as advocates for the CEO's vision and institutional goals
- Advise on working with alumni during institutional changes and challenges
- Guide the development of life-long relationships with alumni
- Assist in creating a culture of collaboration

## What do the terms mean?

**Public Relations:** Management of relationships with key internal and external constituencies

**Communications:** Process of exchanging information with key internal and external constituencies

**Marketing:** Strategic adaptation of price, product, placement, and promotion in the marketplace

**Integrated Marketing:** Coordination of marketing across the institution

**Branding:** Your institutional promise; a collaborative responsibility; a strong brand benefits all of advancement

## **Role of Communications/Marketing Office**

- Conduct strategic programs designed to engender support among key publics for the institution and its goals
- Use research to inform strategy, evaluate results
- Manage institutional reputation and response to issues that may affect it
- Coordinate communications and marketing efforts across the organization
- Provide specific communications and marketing services to client offices throughout the institution

## **Role of Communications/Marketing Office**

- Facilitate two-way communication with those key to institutional success
- Apply knowledge of the external environment to shaping the institutional strategy
- Frame decisions and messages from the recipients' perspective
- Disseminate the CEO's vision and enlist advocates in its implementation
- Engage the campus community in the communications and marketing effort

## Role of Fundraising Office

- Secure additional resources to support strategic priorities.
  - Identify sources of philanthropic support.
  - Undertake studies of philanthropic potential.
  - Align donor interest with institutional need.
  - Develop proposals and approaches.
  - Participate in meetings to request support.
  - Provide follow-up and ongoing stewardship.
- Engage volunteers in the life of the institution
- Ensure that the institution follows professional and ethical standards.

## Role of Fundraising Office

- Generate private support for CEO's vision.
- Support and disseminate vision and institutional goals among donors.
- Advise on addressing donor interests and concerns.
- Help focus CEO's time effectively.
- Contribute to an atmosphere of trust and collaboration across the institution.

## What Unifies the Advancement Disciplines?

- The common goal of ensuring the **long-range success of the institution** in fulfilling its mission
- The common strategy of **building supportive relationships** among those constituents who can make significant contributions to that long-range success

## What Organizational Approaches Work?

**Integration:** Whatever the organizational structure, the integration of advancement functions improves results

**Strategic Role:** Whatever the discipline, the advancement functions are most effective when they have a place in the inner management circle

**Applied Social Science:** Whatever the initiative, a research-based approach will increase the return on investment

## What is a Strategic Advancement Officer?

- **Relationship builder:** who strengthens ties with supporters and influencers.
- **Applied social scientist:** who uses research and evaluation to measure changes in desired attitudes and behaviors.
- **Team member:** who collaborates with colleagues across the institution to maximize effectiveness.
- **Moral compass:** who models behaviors and sets standards that reflect the values of the institution and the profession.

## Most Important of All...

- You enhance educational quality
- You expand educational opportunity
- You contribute to a better world
- You are involved in a noble profession

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Thank You

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