KEY GOALS AND CHALLENGES FOR

RICHARD M. NORDIN

July 1, 2008 to June 30, 2009

A. INCREASE FUNDRAISING ACTIVITY

1. Raise a total of $3.91 -- a 15% increase over FY 08-09 -- in private gifts and grants.

2. Launch a $45.8 million campaign through 2012 that will bring annual private support to $6 million – the goal in the strategic plan.


3. Raise $275,000 in unrestricted gifts including $100,000 net from the University Gala and other unrestricted and budget relief gifts such as support from Library Associates.

4. Increase the members of the Pop Whitten Society by ten.

5. Maintain alumni participation rate at 5%.

6. Personally set an example for others by making prospect calls, cultivating major gifts for the University and its schools.

7. Secure at least one new federal grant.

8. Support the efforts of the President to add four new trustees and help grow other boards.

B. BUILD THE OFFICE OF CAREERS AND ALUMNI INTO A NATIONAL MODEL FOR SMALL UNIVERSITIES

Priority efforts in this area were developed with the key staff and are addressed below. Overall, the office has ended its transition period and now must enter a growth stage to achieve the goal of better serving our students and alumni as we build a new national model.
CAREERS

1. Increase services/programs for MBA/Alumni population

2. Integrate Career Development into a required curriculum.

3. Continue to enhance the internship program.
   a. Continue to assess the results of career interventions using both quantitative and qualitative measurement methods to assess the effectiveness of our programs, services and activities
   b. Administer student/employer post program/event evaluation surveys.

4. Maintain specialized career programs and move the career development to the next level

5. Continue to improve by employing the events and services that work for students.

6. Track those alumni who are registered both on our online job board and the online community to target them for career and alumni initiatives

ALUMNI

1. EXPAND ALUMNI OUTREACH
   1. Establish regional Alumni Clubs/Chapters in targeted areas
   2. Contact (400) alumni via telephone or email
   3. Improve communication methods and efforts including the use of the alumni online community and the e-newsletter.
   4. Expand the online community membership
   5. Create networking receptions for alumni that serve their career interests
   6. Expand services for alumni including travel opportunities and career development
   7. Engage the San Diego campus and alumni base
   8. Take the Lost Alumni Project to the next level of success through enhanced marketing and volunteer involvement

2. Increase Alumni Volunteer Pool
   1. Expand the Alumni Board to 50 members
   2. Continue the Alumni Relations – Admissions Office joint effort in new student recruitment by adding additional alumni volunteers
   3. Increase alumni volunteer opportunities
3. **EVENTS**

1. Increase attendance and lower cost of alumni events throughout the year (reunions, Founders Festival)

4. **OTHER**

1. Improve performance of direct reports through leadership, training, and clear goal setting

C. **ENHANCE ALUMNI AND DONOR RECORDS**

1. Increase the number of degree holding alumni with current addresses by 3,000 including May, 2009 graduates and alumni who graduated with a bachelor’s degree.

2. Enhance the amount and quality of data maintained on the University’s key alumni and major gift prospects focusing on those items that move prospects to major and principal gifts.

D. **BEGIN IMPLEMENTATION OF THE UNIVERSITY’S 125TH EFFORTS – A 12 MONTH LONG PROGRAM BEGINNING IN January 2009.**

1. Plan, develop and implement events, programs, and marketing for the celebration

2. Manage Steering and Executive committees to remain on schedule

3. Implement the Woodbury Notable People Project

4. Opinion Leader Project - Target and communicate with 500 key people from Santa Barbara to Palm Springs to San Diego.

E. **ENHANCE THE UNIVERSITY’S PHILANTHROPIC AND INSTITUTIONAL BRAND IN SOUTHERN CALIFORNIA**

1. Expand the bi-monthly campaign newsletter in content to six pages per issue.

2. Utilize a direct mail program and telephone program to communicate the university’s successes and growth to degree holding alumni.

3. Continue to collaborate on the development of the university public relations plan.
F. CONTROL OVERALL EXPENSES AND RESOURCES UTILIZATION FOR THE DIVISION OF UNIVERSITY ADVANCEMENT

1. End the fiscal year with the division budget with expenses below the budget.

2. Assure that all expenditures are targeted for optimal return.

3. Begin the trial implementation of a new advancement metric system to measure and evaluate advancement directors.

Created 08/13/08

Revised 09/05/08