**Unit Name: Office of Development**

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| **Unit Mission** The Office of Development is the fundraising arm of Rogers State University. Our goal is to obtain private financial support of individuals, foundations and corporations to maximize the university’s resources and leverage its effectiveness in providing quality higher education degrees and opportunities. |
| **Goal 1: Advance Academic Excellence****This *Unit Action Plan* Specifically Supports Commitment 1.1.** |

| **Plan for 2014-2015****This section due by June 2, 2014.** | **Report for 2014-2015****This section due by June 1. 2015.** |
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| **Objective** | **Action or Activity**  | **Evaluation Measure** | **Performance Standard** | **Data/Findings** | **Status\*** |
| 1.1 Provide creative and innovative learning environments | Continue diverse, innovative, and interactive speakers through the Herrington Lecture, the Meyer Distinguished Endowed Lecture series and other formats. | Number of attendees & diversity of programs | 150 attendees & diverse programs | Herrington Lecture: Held later this yearMeyer Lecture: Held later this yearScholarship Banquet: **350 attendees-Senator Marty Quinn guest speaker**  | Ongoing |
| 3.3 Increase Diversity | Increase the number & funding amount for minority scholarships. Continue to provide speakers for the endowed lecture series & other formats that promote diverse topics.\*Increase active participation from minority populations on the Alumni Board, Foundation Board and other volunteer committees by 10%. | Number of scholarshipsNumber of speakersNumber of new minorities | Double the funding for minority scholarships3 diverse speakers each year10% increase over FY13-14 | Increased minority scholarships to 6Lectureships scheduled with Native-American speakersIncreased minority Alumni & Foundation Board members by 15%  | OngoingOngoingOngoing |
| 4.5 Develop, implement and advance comprehensive fundraising | Track cultivation, education and solicitation of our top 100 major gift donors/prospects to increase gifts to increase total giving by 30%.Initiate Planned Giving Program.Continue leveraging private sector fundraising with public sector investment.Continue annual fundraising goals that reflect capital, operating and endowment goals for the university and Foundation | Moves Management System thru Raiser’s EdgeSet goalsMoney raisedGoals | Weekly report of donor contactsIncreased contacts40% increase in money raised compared to FY13-14Are goals reflective of needs | Increased potential donor contactsDoubled Planned Giving contactsIncreased total giving by 44%Increased Foundation assets by 18.5% to over $16.5 millionCompleted & ongoing | Ongoing |
| 4.6 Establish an institutional framework to obtain external funding. | Incorporate private sector fundraising goals into public sector goals with a comprehensive university-wide fundraising plan for fiscal year 2014-2015. | Annual Planning document | Publish coordinated plan | Completed and ongoing | Ongoing |
| 5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate. |  Coordinate fundraising efforts from all university constituencies to insure a consistent message and priority of projects through engagement of deans and administrators.Provide annual reports from the Foundation to departments regarding fund balances at the Foundation.Provide consistent communication to donors via Annual Reports, meetings and printed information that promote an environment of accountability and transparency. | Reports & contactsReportsAnnual Report | Weekly contact reportsAnnual reportPublish Annual report  | Completed and ongoingCompleted and ongoingCompleted and ongoing | Ongoing |
| 6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations | Continue partnership with the Claremore, Catoosa, Oologah, Owasso, Pryor and Bartlesville Chambers to promote RSU and encourage participation for on campus activities.Continue Hillcub program with Claremont Elementary School.Increase Community Engagement through Alumni Board and Foundation Board, students, corporation representatives and individuals by 50% | MembershipsNumber of attendees and support providedNumber of volunteers | Active participation in the area chambersContinued participation from RSU staff, students and Claremont officialsIncrease number of volunteers by 20% compared to FY13-14 | Continue current memberships and added American-Indian Chamber of Commerce520 students served with 50 volunteers40 volunteers with multiple projects | Ongoing |
| 6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility. | Expansion of the Community Medicine ProgramContinue support of President’s Leadership Class through community activities and interactions.Recruit 20 new members for the Alumni Hillcub/Claremont Elementary School Program. This includes new program development and recruitment. | Number of students in programResourcesNumber of new recruits  | Annual ReportAdd resources in support of the President’s Leadership ClassIncrease number of new members by 20% compared to FY 13-14 | In progressIn progress and ongoingIncreased volunteers by 25% | Ongoing |
| 6.4 Establish community engagement partnerships that vary in scale and formality including defined goals, high quality content and desired outcomes. | Cultivate new potential members Increase Annual Scholarship annual revenues Bartlesville, Pryor and Claremore by 10%.Increase participation in Annual Auction  | Number of new membersDollars raised  Number of new participants | Number of new memberIncreased netNumber of new participants | Added 3 new membersIncreased Annual scholarship dollars by 12%Increased participation by over 100 individuals and record net income from auction | Ongoing |
| 6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities. | Expand the Alumni Hillcat Hacker event by 25%.Continue & expand the Alumni Hillcub donation program for every student at Claremont Elementary School. | Event to raise moneyDistribution of Gifts | Increase number of attendees by 25% as compared to FY 13-14100% of students benefit from Hillcub Program | Record attendance and income from Hillcat HackerHillcub program continues  | Ongoing |
| 6.6 Establish an institutional structure to promote community engagement and regional stewardship. | Expand the cultivation continuum for our top 100 major gift prospects that includes invitations to events, educational opportunities, interaction with RSU Public TV, RSU Athletics, RSU Alumni Association, Academic departments and personal meetings to strengthen relationships and encourage increased giving for university projects and initiatives | Continuum | Coordinate activities | Completed | Ongoing |

\*Appropriate **Status**  descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

**Budget Request Supplement for Academic Year 2014-2015**

**Year
Year Five – Strategic Planning Cycle**

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| **This section due by June 2, 2014.**  | **This section due by June 1, 2015**  |
| **University Objective** | **Action for 2014-2015** | **Requested Resources** | **Estimated Cost** | **Was the Budget Request Approved?** |
|  |  | **Human** | **Financial** | **(Enter Amount Approved)** | **Other (e.g., Technology** |  | **(Enter Amount Approved)** |
| Insert rows as needed |  |  |  | Cut departmental budget by $46,000 |  |  |  |
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