

Advancement Assessment Plan

2021/22 AY – 2023/24 AY

Purpose Statements

The Division of University Advancement provides philanthropic leadership and other programs to help Humboldt State University achieve its purpose and priorities. The division works in close consultation with the HSU Foundation to cultivate and steward donors, manage the endowment and other fiscal resources, direct alumni and constituent engagement, and provide marketing and communications services.

The Humboldt State University Foundation provides expertise, fiduciary oversight, and advocacy to promote charitable giving and to manage the endowment and other assets.

Alumni Relations provides engagement opportunities for alumni, students, family, faculty, and staff to create a lifelong relationship with the University. We cultivate our shared pride and promote various ways that alumni and others can support the institution.

Development raises charitable support, fostering relationships with current and prospective donors to help them find meaningful ways of supporting the purpose of Humboldt State University.

Initiatives & Advocacy provides leadership in developing strategic relationships and partnerships with local, state, and federal elected officials and agencies. We work with regional leaders to advance economic growth, social mobility, and social change.

Marketing & Communications protects and enhances the reputation of Humboldt State University, continuously develops its positive brand, and provides marketing support for important priorities.

Division Priorities:

1. Complete the University's first capital campaign
2. Enable HSU's regional expansion
3. Mobilize and energize our alumni
4. Guide a polytech rebrand and implement an integrated communications strategy

5. Improve divisional operations

HSU Strategic Plan 21-26 Theme: Resources Stewardship & Sustainability (E)

HSU Strategic Plan 21-26 Goal: INVEST IN FUTURE OPPORTUNITIES (E3)

HSU Strategic Plan 21-26 Supporting Goal: STEWARD UNIVERSITY RESOURCES (E2)

1. Divisional Priority: Complete the University's first capital campaign

Outcome: Within five years, the targeted funding, as established in the feasibility study and modified as needed by the Campaign Cabinet, has been raised to enhance HSU programs and the student experience.

HSU Strategic Plan 21-26 Theme: Community Collaboration & Shared Success (B)

HSU Strategic Plan 21-26 Goal: BROADEN COMMUNITY COLLABORATION (B3)

HSU Strategic Plan 21-26 Supporting Goal: STRENGTHEN RELATIONSHIPS WITH TRIBES (B2)

2. Divisional Priority: Enable HSU's Regional Expansion

Outcome: HSU has an expanded physical and market presence in local communities; its "campus" has become more dispersed beyond its Arcata location.

HSU Strategic Plan 21-26 Theme: Community Collaboration & Shared Success (B)

HSU Strategic Plan 21-26 Goal: BROADEN COMMUNITY COLLABORATION (B3)

HSU Strategic Plan 21-26 Supporting Goal: PROMOTE COMMUNITY INCLUSION (B4)

3. Divisional Priority: Mobilize and Energize our Alumni

Outcome: An increased percentage of alumni (as recommended in a forthcoming review by external experts) are more engaged with the University and actively demonstrate their sense of pride, as illustrated by giving, event attendance, and interaction driven by personalized communications.

HSU Strategic Plan 21-26 Theme: Future Proofing HSU (D)

HSU Strategic Plan 21-26 Goal: NURTURE A CULTURE OF INNOVATION (D3)

HSU Strategic Plan 21-26 Supporting Goal: SUPPORT ADAPTIVE AND TRANSFORMATIVE TEACHING AND LEARNING (D1)

4. Divisional Priority: Guide a Polytech Rebrand and implement an integrated communications strategy

Outcome: Campus and community partners have adopted the new polytech branding as provided in posted graphic guidelines and have ceased using the old HSU branding.

HSU Strategic Plan 21-26 Theme: Resources Stewardship & Sustainability (E)

HSU Strategic Plan 21-26 Goal: STEWARD UNIVERSITY RESOURCES (E2)

HSU Strategic Plan 21-26 Supporting Goal: PROMOTE ONGOING ORGANIZATIONAL DEVELOPMENT (C3)

5. Divisional Priority: Improve Divisional Operations

Outcome: Divisional operations are more efficient, simple, and effective, for example when management is using and new staff are trained on and following the Divisional Process & Resources Guide.