

## **Vision**

The Division of Institutional Advancement at Southern Illinois University Carbondale will be a well integrated, adequately staffed and sufficiently funded unit providing service to the internal and external constituencies of the University in the year 2019.

## **Mission Statement**

The mission of Institutional Advancement is to advance public understanding, build and strengthen lifelong relationships and enhance philanthropy in support of Southern Illinois University Carbondale.

## **Context**

The Division of Institutional Advancement consists of five interrelated areas: Advancement Services, Alumni Services and SIU Alumni Association, Constituent Relations and Special Events, Marketing and Communications and the SIU Foundation. The Division as configured has a very short history dating back only to 1994. Prior to that time, these areas lacked the necessary level of integration, coordination, centralization and continuity to aid the University in effectively positioning itself as a leading doctoral research extensive university. Equally important, this lack of positioning has impacted the university's ability to develop a cadre of loyal and consistent advocates and supporters in both the public and private sectors.

To execute Institutional Advancement's mission and vision as well as the vision of Southern at 150, the Division has to lead in the creation of an environment within SIUC that promotes and encourages the development and nurturing of internal and external relationships. The Division must facilitate and orchestrate opportunities for meaningful interactions between SIUC and its many audiences through constant and targeted communications in multiple formats; through on campus and off campus activities and events; and through creative and meaningful programming. Lastly, the Division must secure private funds through a systematic and integrated program of identification, cultivation, solicitation and stewardship.

## **Challenges**

Three key challenges must be embraced and overcome if the Division and University are

to be successful in 2019. The first challenge is the lack of a solid history of success upon which to build. The Division and the University have suffered from a lack of a clear direction and consistent leadership. This lack of continuity has directly impacted the development and continuation of relationships with key constituents of the University. While much has been accomplished through the Southern at 150 process and the employment of permanent leadership, we must continue to nurture these relationships and build upon this recent history of success.

The second challenge is the need to convert from a culture of individual advocacy to a culture of collaboration. The relationships we build with alumni, donors, media, governmental leaders and others will be built based on individual needs, desires, and priorities. However, we must make sure that the greater good of serving the whole is not lost in our efforts to fulfill those individual needs, desires, and priorities. Thus, every unit within the University must strive to work within the frame work of the University-wide goals and vision which come out of the Southern at 150 process.

The third challenge is the availability of resources to do the job. Much of our success will be based upon our abilities to communicate with people and to have personal interactions with them. Another way of saying this is that “it takes money to raise money.” It also takes adequate resources to develop and deliver a unified message of “who we are, where we are going and how we will get there.” The challenge will be to find those resources and commit them to these tasks.

### **Priorities**

The Division of Institutional Advancement must lead the University in the development of a centralized and coordinated marketing and image enhancement program. Improving the image and enhancing the reputation of the University is paramount and will serve as the foundation upon which every other Divisional priority will be built.

The Division of Institutional Advancement must lead the University in establishing a culture of private giving as a supplement to public funding and raise the level of private support received on an annual basis. Additionally, University and private partnership relationships must

be expanded.

The Division of Institutional Advancement must organize, implement and complete the University's first comprehensive capital campaign, and planning for the second or third campaign must be well underway by 2019.

### **Summary**

Consistent with the Financial Resources Theme Group, the Division of Institutional Advancement's vision is to insure that in 2019, Southern Illinois University Carbondale is a well regarded, well endowed, and well funded international research university. This vision will be achieved by fulfillment of the above priorities.