



CONNECTICUT COLLEGE

STRATEGIC PLANNING COMMITTEE

Meeting agenda / Friday, November 6, 2015

11:50 AM-1:05 PM, Becker House Conference Room

1. Review of and feedback on Keeling & Associates' November 3-5 visit

2. Next steps
 - a. Online survey will be open for 2 weeks
 - b. Keeling & Associates will begin organizing and summarizing all of the comments and ideas they've been collecting this semester

3. Conversation with Ann Goodwin, Vice President for Advancement, about the College's fundraising practices, goals, challenges, etc.

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DESCRIPTION OF THE V.P. FOR ADVANCEMENT POSITION IN THE COLLEGE'S BYLAWS:

8.7 VICE PRESIDENT FOR ADVANCEMENT

The Vice President for College Advancement is responsible to the President for planning, implementing and evaluating programs that engage, inform, and interest alumni and friends of the college and breed genuine commitment and investment from key constituents.

The Vice President oversees the areas of Development (annual giving program, major and planned giving programs, and corporate/foundation & government relations), Alumni Relations, College Relations and Advancement Services. The Vice President is responsible for the design and implementation of an overarching advancement strategy that incorporates all elements of development, alumni relations and college relations. The Vice President works closely with the President, Senior Administrators and members of the college community to determine institutional fundraising priorities and shape fundraising programs to those needs. The work of determining institutional priorities is done in close consultation with the Priorities, Planning and Budget Committee.

The Vice President oversees the Annual Giving Programs of the college which seek to engage every alumnus and parent in making a repeatable contribution to the college each and every year. The Annual Fund provides vital current use revenue to the college's operating budget each year; ensuring continued growth in this area is essential to the college's long-term financial health.

The Vice President is responsible for creating and executing programs to reach the college's most capable and inclined constituents through a process of developing highly personal, long-term relationships in which prospects received extensive contact and communication generated by staff.

The Vice President for College Advancement oversees the Corporate, Foundation and Government Relations Programs which seek to maintain liaison with foundations to cultivate support for the College's programs and maintains weekly records, systems and reports that relate to the foundation program; to cultivate the support of corporate leaders, conducts research to determine the best potential sources of corporate support for the College, formulates the plans for a systematic approach to the corporate community in Connecticut and across the nation and keeps all donors to the College well informed about the corporate matching gifts program; to maintain a relationship with sources of support in both federal and state levels, which involves writing grants, visiting offices and helping faculty to succeed in producing proposals for financial support for a wide variety of College needs.

The Vice President for Advancement leads the professional and support staff, recruits and trains the staff and helps develop its full potential. The Vice President for Advancement supervises the receipt and acknowledgement of gifts; the maintenance of gift records, reports, and files on major gift donors and prospects; establishes channels of communication and supervises the office's internal and external communications; directs the preparation of timely reports to the Board of Trustees, Parents' Fund Committee, the Alumni Executive Board, the Faculty Steering and Conference Committee, the Student Development Advancement Committee and other major leadership groups.

- a. **Foundations:** The Vice President for College Advancement oversees staff efforts to maintain liaison with foundations to cultivate support for the College's programs and maintains weekly records, systems and reports that relate to the foundation program.
- b. **Corporation Support:** The Vice President for Advancement oversees staff efforts to cultivate the support of corporate leaders, conducts research to determine the best potential sources of corporate support for the College, formulates the plans for a systematic approach to the corporate community in Connecticut and across the nation and keeps all donors to the College well informed about the corporate matching gifts program.
- c. **Federal and State Support:** The Vice President for Advancement oversees staff efforts to maintain a relationship with sources of support in both federal and state levels, which involves writing grants, visiting offices and helping faculty to succeed in producing proposals for financial support for a wide variety of College needs.
- d. **Advancement Office Management:** The Vice President for Advancement leads the professional and support staff, recruits and trains the staff and helps develop its full potential. The Vice President for Advancement supervises the receipt and acknowledgement of gifts; the maintenance of gift records, reports, and files on major gift donors and prospects; establishes channels of communication and supervises the office's internal and external communications; directs the preparation of timely reports to the Board of Trustees, Parents' Fund Committee, the Alumni Executive Board, the Faculty Steering and Conference Committee, the Planned Giving Advisory Council, the Student Development Advancement Committee and other major leadership groups.