

**Office of Development
2007 – 2009 STRATEGIC PLAN**

GOAL I

Enhance the University's stature among its peers.

OBJECTIVES:

1. To successfully complete and exceed the \$1 Billion comprehensive capital campaign and steward donors' gifts by December 31, 2007.
2. To increase the University's endowment from \$880 million to \$1 Billion by June 30, 2009.
3. To increase known expectancies from \$80 million to \$150 million by June 30, 2009.
4. To increase alumni giving to 20% by June 30, 2009.
5. To develop a Vision 20-20 Development Plan to compliment the Top 20 Business Plan by December 31, 2007.
6. To provide leadership in fundraising for ongoing capital projects as determined by the university's Master Plan by June 30, 2009.
7. To develop strategies to secure gifts of \$5 million and above that advances the Top 20 Business Plan (Principle Gifts Program).

GOAL II

Support the education of students for leadership and knowledge economy and global society.

OBJECTIVES:

1. To annually solicit \$1 million for undergraduate scholarships and/or the Top Twenty Business Plan by June 30, 2009.
2. To increase by 10% the number of gifts and by 25% the amount of gift support for interdisciplinary studies by June 30, 2009.
3. To raise \$1 million for graduate fellowships, international studies and experiential education by June 30, 2009.
4. To assist students in their efforts to raise funds for various campus activities by June 30, 2009.

GOAL III

Enhance the intellectual and economic capital of Kentucky through growth in research.

OBJECTIVES:

1. To match the \$66 million RCTF IV funds by June 30, 2007.
2. To provide stewardship in various forms and encourage colleges and programs to also steward RCTF gifts through June 30, 2009.
3. To assess infrastructure needs and begin planning for UK's sesquicentennial campaign by June 30, 2009.

GOAL IV

Encourage and nurture diversity.

OBJECTIVES:

1. To seek private funding to improve and enhance the educational experience for women, minorities and other underserved constituencies by June 30, 2009.
2. To implement and annually expand participation in the Women in Philanthropy program by June 30, 2009.

3. To aggressively recruit and retain student employees and staff from all segments of society for the Office of Development by June 30, 2009.

GOAL V

Inspire Kentuckians and others to form partnerships to elevate the quality of life.

OBJECTIVES:

1. To form a partnership culture with individuals, corporations and foundations in support of the University by June 30, 2009.
2. To establish a principal Gifts Program by June 30, 2009.
3. To increase participation of Office of Development staff in state and national organizations which promote educational fundraising through June 30, 2009.
4. To individually and collectively participate in community service projects that improve the quality of life and advance the university's public service mission through June 30, 2009.

Goal VI

Create an environment of shared leadership among the university administration, colleges and central development.

1. To develop standards, expectations and best practices in conjunction with campus-wide development offices by June 30, 2009.
2. To assist with annual development plans for colleges and programs across the campus by June 30, 2009.
3. To conduct a comprehensive institutional audit of development in preparation for a proposed sesquicentennial campaign by June 30, 2009.

4. To develop a partnership for development activities between the UK Alumni Association, central development and the campus.
5. To assist and support the colleges of B & E, Medicine and Law in their capital campaigns through June 30, 2009.

Goal VII

Improve communications and services between central development and the campus.

1. To implement a new web application that will provide access to a master Development Calendar, Development Policies and procedures, shared development documents and “Work Flow” to the campus by December 31, 2007.
2. To provide better communication through face-to-face meetings between campus personnel and central development staff, i.e., provost, deans, college development officers, program development officers, etc., by June 30, 2007.
3. To engage the campus community with the Terry B. Mobley awards program to recognize excellence and achievement of campus development staff by September 30, 2007.
4. To provide orientation and training regarding development to new deans and development staff by December 31, 2007.
5. To ensure that deans, directors and campus development and alumni staff work together with central development staff in a culture of philanthropy by June 30, 2007.