



COMMUNITY COLLEGES:
**Improving *the Lives*
of Entire Families**

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#ACCT2022

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LEADERSHIP
CONGRESS

Internal Collaboration to Develop External Partnerships: Integrating Advancement Throughout the College

Presented by:

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Welcome to the Congress!

Take Aways:

- Advancement is an integral part of the college
 - Everyone is involved
 - Structure – different models
 - Operationalizing
 - Collaboration is essential
 - Using data to inform and to demonstrate impact



Advancement Defined

CASE defines advancement as a strategic, integrated method of managing relationships to increase understanding and support among an educational institution's key constituents, including alumni relations, communications, marketing, and fundraising.

-Council for the Advancement and Support of Education

Supports the College Mission and Vision

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Everybody is on the Advancement Team

Cabinet/Executive Leadership Team

- 100% Giving

- Regular Meetings

Deans

- Subject Matter Experts

- Community Involvement

Faculty

- Relationships with business & industry

Student Affairs

- Know our students

Staff

- Marketing all the time and everywhere

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Trustee's role

- Advocacy
 - Relationship-building
- Goal of 100% Board Giving
- Regular Advancement reports to the board
- Liaisons between Boards (voting vs. non-voting)



Advancement Models

Operational

- Cabinet level position
- Reporting directly to College President
- Fundraising – Small Team?

- Vice President of College Advancement
 - Community & Government Relations
 - External Relations
 - Outreach
 - Alumni, Development, & Communications
 - Marketing
- Executive Director of College Foundation
 - Advancement

“Excellence Follows Resources” - Steve Klingaman

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Align with College Initiatives

Priorities:

- New facilities and equipment
- Resource development (grants) process
 - WIG example
 - Welding trailer example
 - Capital “wish lists”
- Identify best use of funds
- Scholarship administration
- Sponsor a scholar program
- **Enrollment and retention***



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Collaboration Ideas

Strategic Planning - Build a Program

Alumni Engagement

- CASE definition of Alumni Engagement
- Incorporating into Academic Affairs



Use of Data – More Collaboration

- Strategic Plan informs work
- Collaborate with Institutional Effectiveness/Institutional Research
- Outcome evaluation -- IMPACT
 - United Way Microgrant type examples
 - Increased alumni giving by 300%
 - Measure alumni engagement



Conversation

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