

STRATEGIC PLAN

2019–2022



Message from the Vice President

The Division of University Advancement has developed a four-year strategic plan that supports the mission, vision, and strategic objectives of the State University of New York at Fredonia. The division works with alumni, donors, current students, employers, and community partners to secure financial resources and foster relationships that support the university's mission of preparing students to become Skilled, Connected, Creative, and Responsible global citizens and professionals.

Our division promotes student success through financial support, fosters career readiness skills, and creates networking opportunities with alumni. University Advancement works collaboratively to support and expand programs across the Fredonia campus. Our efforts create a sense of a broader community that extends far beyond the physical boundaries of the Fredonia campus.

This strategic plan for University Advancement guides us in our decision-making and planning. The division will continue to create, enhance, and promote key activities and programs that ensure continued success for Fredonia students, faculty, staff, and alumni.



Betty Gossett
Interim Vice President

MISSION

Fredonia's University Advancement division fosters relationships and creates innovative opportunities for students, faculty and alumni to achieve ongoing success.

VISION

Fredonia's University Advancement strives to ensure student success by engaging in philanthropic efforts, developing positive messaging, and building strong alumni and community connections that support learning and experiential education in and out of the classroom.

CORE VALUES

- Relationships: Building trust with our constituents by being authentic, transparent, and trustworthy.
- Respect: Being considerate of all audiences by sharing sincere, inspired, and open communication.
- Inclusiveness: Fostering a culture where all are valued and diverse perspectives and life experiences are celebrated.
- Success: Working collaboratively to provide and support opportunities for students, faculty/staff, alumni, and community partners.

University Advancement Strategic Plan Task Force

Chair

Tracy Collingwood, Engagement and Career Development

Members

Betty Gossett, Foundation and Advancement

Jeff Woodard, Marketing and Communications

Patricia Feraldi, Alumni Affairs

Cheryl John, Native American Consortium

Karen Begier, Engagement



Scholars Breakfast

Goal One

In connection with Fredonia's Strategic Plan theme of "Growth" and University Advancement core values of "Relationships" and "Respect," the division will enhance university efforts to support the growth of individual students, undergraduate and graduate enrollment, financial support and alumni engagement through creative and authentic communication.

Performance Indicators

- A. Develop inclusive marketing strategies to foster relationships
- B. Sustain the financial security of the Fredonia College Foundation
- C. Increase alumni participation and employer engagement
- D. Develop programs to instill a culture of philanthropy and civic engagement of students, and promote the concepts throughout their academic career



Job & Internship Expo



Writers @ Work w/ alum Dr. Mark Anthony Neal

Goal Two

In support of Fredonia's Strategic Plan theme of "Student Experience" and the University Advancement core value of "Inclusiveness," the division will meet the needs of campus stakeholders by providing innovative programming to support the academic environment on campus and increase awareness of applied learning opportunities.

Performance Indicators

- A. Provide programs and services that will help students and alumni make effective decisions about their future careers
- B. Connect students and employers with job and internship opportunities
- C. Create opportunities for all students by working with alumni, employers, community partners, and supporters
- D. Develop digital strategies to educate and communicate to internal and external audiences



Fredonia's comprehensive campaign, "Nurturing Innovation," seeks to raise \$20 million for scholarships, research, faculty support, and programs.



Mary McDonnell's return to campus garnered coverage in the Buffalo News.

Goal Three

In support of Fredonia's Strategic Plan theme of "Scholarship and Creative Activities" and University Advancement's core value of "Respect", the division will support the university's academic efforts by creating pathways to effective learning through technology, scholarship, and financial support.

Performance Indicators

- A. Ensure and evaluate success of comprehensive campaign
- B. Explore and implement technology to reach strategic initiatives
- C. Create collaborative partnerships
- D. Explore new and innovative ways to communicate with alumni and stakeholders



Native American SUNY: Western Consortium



Alumni magazine

Goal Four

In support of Fredonia's Strategic Plan theme of "Growth" and University Advancement's core value of "Relationships," the division will develop methods of evidence that define and demonstrate the effectiveness of the division's efforts to promote and support success.

Performance Indicators

- A. Monitor and assess student, alumni, and public engagement with digital and social media platforms
- B. Evaluate the effectiveness of outbound communication to alumni and other stakeholders
- C. Monitor and evaluate the quantity and quality of marketing material produced by Marketing and Communications
- D. Assess and consistently communicate philanthropic support for the university
- E. Administer and monitor First Destination Survey responses, tracking recent graduate employment and educational outcomes



Class of 1968 reunion



WIVB-TV reporter profiles Fredonia student for television story



FREDONIA COLLEGE FOUNDATION



Social Media @fredoniau



The Department of Marketing and Communications maintains the official Fredonia channels on Snapchat, Instagram, LinkedIn, Facebook, and Twitter.

For more information about the State University of New York at Fredonia Division of University Advancement, please visit our website or contact us.

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