

# Vision 2020 Strategic Plan Alignment – University Advancement, Marketing & Communications

## Planning Framework

## Unit Goals, Metrics, and Timeline

## Current Strategies

## Major Accomplishments

## Aspirations

**Mission / Vision**  
 The mission of the New Mexico State University Foundation, Inc. an independent, nonprofit corporation is to secure and manage private gifts to promote the educational purposes of New Mexico State University. The purpose is to enhance both the image and value of the University for students, faculty, staff, alumni, and all other friends and members of the University community

**Values**  
 New Mexico State University Advancement staff members have a special duty to exemplify the best qualities of our institution and to observe the highest standards of personal and professional conduct. The following values guide our actions:

- We honor and respect our alumni, friends, donors and each other.
- Honesty, integrity, collegiality, collaboration, open and frequent communications, transparency and trust guide all that we do.
- We seek collaborative partnerships within NMSU and the wider community.
- We strive to make data-driven decisions and incorporate fact-based planning.
- All forms of alumni and donor records and/or information are highly confidential and will be stored and used in a manner that will ensure their confidentiality.
- We will conduct ourselves in the utmost professional manner and adhere to the spirit as well as the letter of all applicable laws and all policies of NMSU and the NMSU Foundation.
- We adhere steadfastly to the Donor Bill of Rights and the ethical and legal codes of the professional organizations that guide and regulate the various functions we perform.
- We embrace diversity and respect all individuals.

**Goal 1**  
 Maximize outcomes of centralized fund raising activities among alumni and friends, with appropriate emphasis on increasing endowments funds. Includes support of overall student recruitment efforts by keeping NMSU top of mind including yearly marketing plan.  
 Vision 2020 Goal Alignment: KPI 18 & 21

- \* Cultivate NMSUF Board members
- \* Identify new Corp & Foundation prospects; sustain giving
- \* Increase planned giving and 1888 Society membership
- \* Increase annual giving
- \* Enhance alumni participation rate through program development & marketing and communications
- \* Decrease un-awarded scholarships
- \* All NMSU Foundation boards including President’s Associates, Pioneer Board, NMSU Foundation and Alumni Association International Board of Directors will be integrated.
- \* Promote public media in the community.
- \* Feature programming to represent our region’s cultures and opportunities

- \* Decreased un-awarded scholarships by 29%
- \* Improved stewardship collaboration with gift officer.
- \* Implemented centralized development efforts campus wide to assist in raising over \$89M / 72% of the \$125M comprehensive campaign.
- \* Continued partnership and working relationships between development and alumni.
- \* NMSU Foundation Board members contribute minimum of \$25k each
- \* President’s Associates Board revitalized
- \* Joint board meeting including all board established.
- \* Established Aggie Stomping Grounds involving community business
- \* Long range planning for annual giving

- \* Continue to decrease un-awarded scholarships.
- \* Integrate scholarship programming to assist with recruitment of students to NMSU.
- \* Increase alumni giving to 10.0% by the end of 2020.
- \* Fully engage the campus in the Comprehensive Campaign process.
- \* Fully implement a strategic plan for annual giving and the Aggie Pride Call Center to increase non-donors and alumni giving.
- \* 50% of businesses support Aggie Stomping Grounds

**Goal 2**  
 Collaborate with President’s Office, Provost’s Office, Community Colleges and academic leadership to enhance and maximize fund development efforts in each college/unit.  
 Vision 2020 Goal Alignment: Goal 5 & KPI 1, 2 and 23

- \* Build & execute yearly marketing plan
- \* Improve annual license plate program
- \* Increase giving to every college and unit.
- \* Identify prospects with capacity and affinity.
- \* Assist deans with gift officer training plans.
- \* Establish standard protocols and practices for development programs.
- \* Implement a faculty and staff campaign.
- \* Ensure communication efforts highlight important faculty.

- \* Solidified new programming in 2017-2018:  
 Student Philanthropy  
 Recent Grad Philanthropy  
 Matching Gifts Program  
 Recurring Gifts Program  
 Leadership Annual Giving
- \* Improved faculty & staff giving, focusing on extension offices and community colleges.
- \* Developed new quarterly evaluations for development officers

- \* Goal planning for each college, unity and development team member to assist in increasing funds raised.  
 Specific goals for Major Gift Officers, Athletics, Annual Giving and Corporate and Foundation Relations
- \* Assisting with comprehensive campaign goal planning for Community Colleges.

**Goal 3**  
 Conduct a comprehensive campaign plan through December 2019.  
 Vision 2020 Goal Alignment: KPI 18 & 21

- \* Continue campaign communication plan
- \* Continue to support Campaign Steering Committee meetings.

- \* Raised over 50% of the overall campaign goal prior to the April 2017 public launch.
- \* Successful public campaign launch event.
- \* Obtained at least two additional anchor gifts for the campaign by April 2017.
- \* Pursued Town & Gown relationship

- \* A successful campaign leaving the infrastructure in place to guarantee the success of future campaigns.
- \* Raise \$125M by December 2019.
- \* Assist with 2018 GO Bond funding.

**Goal 4**  
 Establish and sustain operational excellence; improve and sustain high functioning administration and infrastructure.  
 Vision 2020 Goal Alignment: Goal 5

- \* Assure timely, accurate gift receipting, account processing, and request responses
- \* Continue to improve and optimize technological solutions

- \* Completed two data integrity projects streamlining data information stored and processes
- \* Establish metric evaluation reports for MarComm staff

- \* Design a standardized process for recording matching for Giving Tuesday
- \* Design of recurring gift process that included a changed credit card processing vendor.
- \* Provide process and implement matching fund program for all Giving Tuesday gifts