

Office of Institutional Advancement

Strategic Plan: 2010-2015

Goal 2: Advance Student Achievement and Success

| (1) OBJECTIVES | (2) STRATEGIES | (3) EXPECTED OUTCOMES & PERFORMANCE INDICATORS | (4) RESOURCES |
|--|---|---|---------------|
| Enhance the quality of instruction, learning resources and support services available to students. | Engage more communication majors in writing for the monthly newsletter and seasonal alumni magazine. | Students will benefit by having published writing samples for their portfolio. | N/A |
| Cultivate a positive working relationship with student athletes as pre-alumni | Engage and make students aware of the “C” Club and other alumni activities and the important of giving back to the University | An increase in financial and student recruitment support for Cheyney University | E&G |

Goal 3: To manage and secure fiscal resources and facilities needed to enhance institutional effectiveness

| (1) OBJECTIVES | (2) STRATEGIES | (3) EXPECTED OUTCOMES & PERFORMANCE INDICATORS | (4) RESOURCES |
|---|--|---|---------------|
| Increase the University’s budget through grants and private/corporate giving. | <p>Work with CATLA and academic/administrative departments to increase formal and informal grant writing and post-award workshops.</p> <p>Produce first annual Sponsored Programs report which features all grants submitted, providing analysis of all submissions (amount, via discipline, etc.) and awards.</p> | <p>All those who attend a workshop receive formal acknowledgement and subsequent grant seeking is tracked.</p> <p>Longitudinally, a comparison of reports from year to year will track increased grant submissions, increase in number of faculty and staff</p> | E&G |

| | | | |
|--|--|--|-----|
| | | submitting, diversity of departments represented, amount submitted and amount awarded. | |
| | Secure alumni contributions to enhance the financial strength of Cheyney University. | To increase the total yearly giving from alumni | E&G |
| | Working with marketing public relations and major gifts/Planned Giving to conduct alumni prospect identification and then develop targeted vehicles (mailings, online ,etc.) for generating increased support. | Increased giving that can be tracked according to targeted vehicle. | E&G |

Goal 4: Nurture Human Capital

| (1) OBJECTIVES | (2) STRATEGIES | (3) EXPECTED OUTCOMES & PERFORMANCE INDICATORS | (4) RESOURCES |
|---|--|---|---------------------------|
| Expand opportunities for professional development for university faculty, administrators, and | Continue collaboration between faculty and administrative FPDC members to train faculty in responding to this RFP. | The number of submissions will increase as will the number and frequency of awards. | PASSHE FPDC grants, E & G |

| | | | |
|--|--|--|--|
| staff. | The Provost's Fund for Innovation is established which is guided by a cross-discipline committee with guidance from the Provost (Academic Affairs) and the Office of Sponsored Programs (Institutional Advancement). | Faculty apply for, and are awarded grants, which are assessed via final reports. | Seed funding will come from Title III and from DCED Innovation grant via Thomas Jefferson U. |
| Establish a vehicle for faculty and staff to be able to conduct applied research with commercial applications. | A faculty member will be identified as the Tech Transfer Coordinator, working with Academic Affairs and Sponsored Programs. | Faculty and staff will be motivated to pursue bench to business research. Longitudinally, patents will be secured. | Seed funding will come from Title III and from DCED Innovation grant via Thomas Jefferson U. |

Goal 5: Cultivate Public Engagement and Citizenship

| (1) OBJECTIVES | (2) STRATEGIES | (3) EXPECTED OUTCOMES & PERFORMANCE INDICATORS | (4) RESOURCES |
|---|---|---|------------------------------|
| Engage alumni in key Advancement functions Including but not limited to fund raising, student mentoring and special events. To secure familiarity with and buy-in of the | Develop an alumni and "friends of Cheyney University" volunteer structure to prove leadership for a \$1 million alumni challenge campaign. Distribute the plan as a prelude to implementation. | Complete challenge campaign by June 30, 2011. Produce annual progress reports on the Institutional Advancement Plan beginning in | CU Foundation, private funds |

| | | | |
|---|---|--|------------------|
| <p>Advancement Plan by all key stakeholder groups.</p> <p>Advance and disseminate the vision of Cheyney University through the development of policies, actions, communications and programs.</p> | <p>Establish an external relations committee. Conduct quarterly meetings of the external relations committee beginning July 1, 2010. Minutes of such meetings are to be distributed to all committee members and the President's Administrative Cabinet.</p> <p>Establish an External Relations Committee under the direction of the VP for Institutional Advancement which includes representation from key academic and administrative departments in order to create a comprehensive set of policies and procedures for creating desired relationships. This will unify and codify that which has been developed by the various units as referenced above.</p> | <p>June, 2010.</p> <p>A policies and procedures manual will be created which will be available on the Cheyney University website.</p> | |
| <p>Enhance the capacity of the University to better serve regional economic and community development needs.</p> | <p>Corporate Executive Advisory Council is re-activated, membership criteria refined, a leadership structure established.</p> | <p>Webpage is updated to reflect implementation of the goals.</p> <p>A brochure is developed for marketing, Council membership recruitment.</p> <p>Council meets one in Year 1 and then each semester beginning in year 2.</p> | <p>E & G</p> |

| | | | |
|---|--|---|------------------|
| | <p>Council begins creating affinity groups to adopt academic departments & programs, cross-fertilization with Career Services and Economic & Workforce Development.</p> | <p>Council structure includes liaison assignments to departments and programs.</p> <p>Council members engage their company and others to participate in career fair and in pursuit of workforce and economic development opportunities.</p> | <p>E & G</p> |
| <p>Promote and increase the level of alternative funding to support new and existing programs and services.</p> | <p>Launch Sponsored Programs Intranet site with FAQ, resource links, samples of awarded grants, feature faculty and staff grantees, provide frequently needed forms, etc.</p> <p>Work with CATLA and academic/administrative departments to increase formal and informal grant writing and post-award workshops.</p> <p>Produce first annual Sponsored Programs report which features all grants submitted, providing analysis of all submissions (amount, via discipline, etc.) and awards.</p> | <p>Work with IT department to track visits to Intranet page.</p> <p>All those who attend a workshop receive formal acknowledgement and subsequent grant seeking is tracked.</p> <p>Longitudinally, a comparison of reports from year to year will track increased grant submissions, increase in number of faculty and staff submitting, diversity of departments represented, amount submitted and amount awarded.</p> | <p>E & G</p> |

| | | | |
|--|--|--|---|
| <p>Increase consistent visibility throughout the campus community and beyond while strengthening the CU brand of excellence.</p> | <p>Strengthen the quality of printed and on-line publications by advertising achievements made by faculty, staff, alumni and students.</p> <p>Establish an Internal Media Advisory Team, under the direction of the Public Relations Director, which includes representation from key administrative departments that support media relations.</p> <p>Establish a set of policies and procedures for disseminating information and specific branding guidelines which will be available on the internal website.</p> | <p>CU will gain control of our image by ensuring the public has better knowledge of our successes and achievements.</p> <p>A Public Relations form will be used as a way to track and fulfill all publicity requests and support printed and on-line publications.</p> <p>A more cohesive approach to University relations and marketing will be achieved and seen through improved brand recognition.</p> | <p>Brochures and postcards- Title III, E&G, Cheyney Foundation</p> |
| <p>Increase the capacity of the university to better serve regional community by expanding the collaboration by fostering a better relationship and include other neighboring townships to CU for a regional appeal.</p> | <p>Create an Activities Committee that meets internally to brainstorm additional ways to network with immediate neighbors.</p> <p>Collaborate with Athletics department to utilize facilities for friend-raising activities.</p> | <p>Monthly event planning meetings with Activities Committee in order to support and enhance the quality of entertainment and lecture events on campus and improve advertising of events which will increase overall attendance of these events.</p> <p>Strengthen relationships aiding fundraising events, arts and cultural programming and</p> | <p>E&G for event advertisements</p> <p>E&G for receptions, etc.</p> |

| | | | |
|--|--|---|--|
| | | improve University's image. | |
| Regularly communicate with alumni, students and staff through traditional and non-traditional means to strengthen CU Family. | <p>Produce monthly newsletter, twice a year alumni magazine, and annual President's report highlighting University successes.</p> <p>Encourage CU staff and administrators to utilize PR publicity form to promote successes internally and externally.</p> <p>Encourage the CU family to join the University's social networking sites via the monthly newsletter, website and e-mail blasts.</p> | <p>Improved public image supporting fundraising initiatives and strengthening the University's brand of excellence.</p> <p>University Title III reporting and positive PR story tracking will be easily documented, supplementing the current news clip files for the archives.</p> <p>This will provide more CU family interaction with daily updates of news tidbits or announcements available in a timely manner.</p> | <p>Alumni Magazine- CU Foundation President's Annual Report- E&G</p> <p>N/A</p> <p>N/A</p> |
| Develop a positive working relationship with the National Alumni association and other alumni | Employ the leadership of respective class agents to assist the University in recruitment support. Determine the overall goal and assign individual class goals. | Secure alumni contributions to enhance and strength the enrollment of Cheyney University | E&G |
| Continue to enhance alumni relations | Select a company to locate lost alumni. Improve communication to alumni. Maintain and continue to upgrade the alumni development information | Reclaim 10% of the 80% "lost alumni" | E&G |

Goal 6: Use technology pervasively to enhance teaching and learning; including support services, business processes; and; the procurement of external support.

| (1) OBJECTIVES | (2) STRATEGIES | (3) EXPECTED OUTCOMES & PERFORMANCE INDICATORS | (4) RESOURCES |
|---|--|---|---------------|
| Use technology to increase alternative funding to support teaching and learning for faculty, staff, and students. | Launch Sponsored Programs Intranet site with FAQ, resource links, samples of awarded grants, feature faculty and staff grantees, provide frequently needed forms, etc. | Work with IT department to track visits to Intranet page. | E & G |
| Improve technology resources for students. | Utilize and publicize social networking as a means for disseminating information for academic support services. | Increased number of fans on Facebook and an increased number of followers on Twitter. | N/A |
| Market the initiative on the webpage, wolves unit, face book and by e-mail correspondence | Enhance alumni relations through the delivery of services to alumni | Update and increase alumni awareness of the positive news concerning the University. | N/A |