Mission: to build, nurture, and maximize relationships and active engagement for the benefit of the University and to advance student support, academic excellence, engaged learning, and bold ideas.
WHAT — RELATIONSHIP BUILDING

Others know, feel, and see the value of UM-Flint. They know what we are doing, what we care about, and what’s important to the future of our campus, students, and community.

We know our various stakeholders and constituents, what they care about, and effectively inspire them to act in support of the progress and future of UM-Flint.
HOW — CURRENT ACTIVITIES

DEVELOPMENT

Identify opportunities to engage donors at all levels to know, care, feel, and give.

- Corporate and foundation, major gifts, annual, international, alumni
- Victors for Michigan-Flint capital campaign $40 million goal – focused and sustained development program

We are accountable for:

*How well are relationships managed? Does that translate into support? How many donors/dollars?*
HOW — CURRENT ACTIVITIES

GOVERNMENT RELATIONS

Identify opportunities to engage public and elected officials to know, understand, feel, and act on behalf of University — funding and policy.

- State government funding and capital outlay
- State and Federal resources
- Mutually beneficial local government relationships

We are accountable for:

*Do others carry our message and advocate on our behalf? Are we effective in making the case? Does that translate into support, money, visibility, action with and for UM-Flint?*
ALUMNI RELATIONS

Sustain the relationship with our 36,000+ alumni so they continue to know what’s going on at UM-Flint. They care, feel, and connect to institution.

- Giving
- Opportunities for career and intern connections, advising
- Share brand, experience with their networks, family, student prospects, employers, others

We are accountable for:
How well are relationships managed? How often and how satisfying are the connections we make with alumni? Are they getting what they need? How does that translate into support?
HOW — CURRENT ACTIVITIES

Budget

• **People:** staffing

• **Relationship management and support:** travel, events, meetings, stewardship

• **Information resources:** to keep updated (prospect research), document relationships (database, training), share information (publications, newsletters)
HOW — LOOKING AHEAD TO NEXT YEAR

1. Reflective of **Strategic Plan** priorities 1, 2, 5, and 8: academic quality, faculty support, student-centered mission, diversified revenues.

2. Creating more value in **partnership** across University

3. More, more consistently, more efficiently
Salesforce $27,000

State of the art CRM system under development with Ann Arbor (lead), economies of scale

High touch, high engagement system will enable us to more easily track, connect, and customize communications with donors and alumni

$15,000 one time funding set up, initial investment
$2,000 unit contribution training
$10,000 in base funding ongoing customization, licensing
**BUDGET REQUEST — INITIATIVES**

60th Anniversary $35,000

2016: UM-Flint Anniversary and UM Bicentennial. Both anniversaries represent a significant opportunity for UM-Flint to engage students, alumni, faculty, and other stakeholders in celebrating the campus and visioning its future.

$25,000 one time funding

special events, marketing, material

$10,000 unit contribution
COMMITMENTS AGAINST FUND BALANCES

Capital Campaign: 
More, More Consistently, More 
Efficiently

- **People:** staff support
- **Relationship management and support:** travel, events, meetings, stewardship
- **Information resources:** materials, student ambassadors, special appeals
- $485,000 includes 2015/16
Alumni/Career Services Space

Welcoming space capable of hosting programs, receptions, seminars, workshops

Naming opportunity
QUESTIONS?