



A RECAP OF THE

**Institutional Advancement
Strategic Plan
Fiscal Years 2004-2006**

~Building Sustained Growth in Private Funding~


presented by

Joseph Boschulte

Vice President

Institutional Advancement

Presentation to the
Board of Trustees
June 2004



Institutional Advancement Strategic Plan
Fiscal Year 2004 - 2006

IA will be recognized as a catalyst for maximizing private sector resources for the University of the Virgin Islands which will allow UVI to contribute to the betterment of individuals and the socio-economic status of the Territory.

Strategic Thrusts:

- **Strategic Thrust 1: Strengthen the operational effectiveness of the Institutional Advancement Component.**
- **Strategic Thrust 2: Develop an internal and external advancement culture that supports the strategic direction of the University.**
- **Strategic Thrust 3: Increase level of external funds raised to support University educational and operational initiatives.**



Timelines and Targets for Capital Raising:

- **Short-term goals:** will focus on the Annual Fund and prepare for FY 2006 Capital Campaign.
 - Develop a fundraising plan based on market segments.
- **Intermediate goals:** will focus on a cultivation of alumni, major gift donors and prospects for long-term sustainability of the Annual Fund and support of the Capital Campaign.
 - Reconnect with alumni.
 - Expand activities to assist in evaluating major gift donors and prospects.
- **Long-term strategy:** will focus on raising 60% of the Capital Campaign goal by FY 2006.
 - Parlay existing and future UVI fundraising activities to position for a successful capital campaign.

Expected launch date is fiscal year 2006.

DRAFT

Minutes Meeting of the Board of Trustees Development Committee Monday, June 14, 2004

- Call to Order:** Chair, Dr. Auguste Rimpel called the meeting to order at 2:05 p.m. via the auspices of Sprint's call-in conference center.
- Members Present:** Dr. Auguste Rimpel (Chair), Attorney Sam Hall, Dr. Bernard Paiewonsky, Mr. Edward Thomas and Ms. Juanita Woods participated from an off-campus location via teleconference.
- Dr. LaVerne E. Ragster and Dr. Alfred O. Heath participated from the Library Conference Room on the St. Thomas Campus of UVI
- Members Absent:** Mr. Harry Daniel (excused)
- Support Staff Present:** Mr. Joseph Boschulte, (*Liaison*) Mr. Don Turner, Ms. Velma A. Abramsen (participated from the Library Conference Room)

Minutes of January 14, 2004

On a motion by Mr. Thomas, seconded by Dr. Ragster, the Minutes of January 14, 2004 Meeting were approved. Ms. Woods (new Board Member) abstained from voting. There were no outstanding matters arising from the Minutes.

Update on 2004 Annual Fund

Mr. Boschulte reported that the \$700,000 annual fund campaign target has been exceeded. As of June 11, 2004, contributions totaled \$1,086,400. UVI has received \$668,000 in cash and the Foundation has received \$145,000 in cash. Of the \$668,000 transmitted to the Business Office, \$108,000 is classified as unrestricted and \$559,000 is classified as restricted funds.

Several inquiries have surfaced regarding the possible sale of UVI-own properties. The Chair requested that the President develop a first proposal on how to deal with gifts of property and to present the best options at next Development Committee Meeting.

Institutional Advancement Strategic Plan

Mr. Boschulte presented an updated Institutional Advancement Strategic Plan for 2004-2006 based on input from Committee members. The main elements are:

- Vision—to be recognized as a catalyst for maximizing private sector resources for UVI to allow UVI to contribute to the betterment of individuals and the socio-economic status of the Territory.
- Thrusts: strengthen operational effectiveness of institutional advancement; develop an internal and external advancement culture that supports the strategic direction of the University; and increase level of external funds raised to support educational and operational initiatives (annual fund, foundation for UVI and Capital Campaign)
- Short term goals—focus on annual fund and preparation of 2006 launch of capital campaign (\$1M)
- Intermediate—focus on cultivation of alumni, major gift donors and prospects for long-term sustainability of the annual fund and support of the capital campaign.
- Long term—focus on raising 60% of capital campaign by 2006.

The Chair requested that the Capital Campaign Committee begin to grapple with targets for the capital campaign (\$10-\$12m). It was determined that the President's wish list needed to be considered and included in the pool if targets are to be realistic.

After a lengthy discussion regarding the targets for the annual campaign, the chairman entertained a motion for approval. Dr. Ragster moved that the Institutional Advancement Strategic Plan Annual Fund targets based on a 3:1 ratio in the third year be approved. The motion was seconded by Juanita Woods. The motion was unanimously carried. The Strategic Plan document will be forwarded to the full Board.

Adjournment

On a Motion to Adjourn by Dr. Heath and seconded by Dr. Ragster, the Development Committee meeting adjourned at 3:40 p.m.

Submitted by
Joseph Boschulte
Development Committee Liaison