



A PROPOSAL TO CREATE IOWA'S WORLD-CLASS AWARENESS, ENGAGEMENT AND SUPPORT INITIATIVE

PROJECT APPROACH

The leadership of the University of Iowa Foundation and the University of Iowa Alumni Association were asked to initiate a campus-wide conversation to develop a “world-class alumni engagement” approach for the University of Iowa. The UI Foundation and UI Alumni Association established a staff working committee in the fall of 2016 to (1) evaluate opportunities for more aligned collaboration between the two organizations; (2) discuss collaboration opportunities and engagement priorities with campus partners; and (3) prepare recommendations for the president’s consideration. The process included staff from both organizations as well as four volunteers representing the UI Foundation and the UI Alumni Association boards, representatives from the colleges appointed by the provost, and stakeholders from key university departments (communications, admissions, and athletics).

The committee agreed to the following charter to guide its discussions.

We are committed to:

- Supporting the university's mission and strategic objectives, keeping the university's best interests at the forefront
- Broadening the institutional communications plan with alumni and friends and supporting more consistency and coordination in communications with constituents, especially alumni, donors, and key stakeholders
- Increasing engagement and philanthropic support for the university
- Articulating the responsibilities for shepherding alumni through their lifecycle
- Examining assumptions that may prevent a world-class model of engagement
- Putting alumni at the center of all that we do, and improving on the current alumni experience
- Putting donors at the center of all that we do, and articulating roles and opportunities for discovery, cultivation and stewardship
- Engaging campus partners in a comprehensive model of engagement

The collective work of these groups yielded the elements represented in the following proposal, which outlines the critical features required to establish a *world-class model of awareness, engagement and support for the University of Iowa*.

A Roadmap for Iowa's Engagement Strategies

- Develop an institutional evaluation of constituent initiatives and identify opportunities for collaboration
- Articulate a Vision for Advancement unique to the University of Iowa
- Construct an operational framework for cross-campus coordinated activity, programs, and communications in priority areas
- Assess the merits and costs of a non-dues dependent financial model for alumni engagement
- Create a strategic plan that outlines one, three, and five-year objectives including metrics for success
- Launch a comprehensive market research initiative to identify specific needs of alumni at varying states of the life cycle
- Produce an implementation plan