Massachusetts College *of* Pharmacy *and* Health Sciences

University Advancement Plan
2021 – 2025

Purpose of the University Advancement Plan

The purpose of the University Advancement Plan is to advance the Mission, Vision and Core Values of the University through meaningful, lifetime connections with its alumni, supporters and friends by engaging in development activities, and alumni relations.

Many thanks to the Team from the University Advancement Division as well as the members of the Advancement Advisory Committee whose insight and devotion to the University has been instrumental in the initial development and implementation of this plan.

Advancement Advisory Committee (AAC)

- Sue Gorman – Chief Advancement Officer
- Maryesther Fournier, BS (1975), Member – Board of Trustees
- Heidi Snyder, MBA, BS (1978), Member – Board of Trustees
- Anna Morin, Associate Provost Worcester/Manchester
- Tammy Gravel, EdD, MS, RN, Dean – School of Nursing
- Dianne Smallidge, RDH, EdD, Dean – Forsyth School of Dental Hygiene
- Steve Crosby, MA, BSP, RPh, FASC (2001), Associate Professor – School of Pharmacy

The purpose of the AAC is to advise the Chief Advancement Officer on matters related to the Goals and Objectives identified in the University Advancement Plan and Advancement initiatives pertaining to the University's overall Strategic Priorities and Plan.

Guiding Principles

Development and Implementation of this plan will:

- *Be consistent with the Mission, Vision and Core Values of the University.*
- *Increase engagement and expand the University Community.*
- *Promote the tremendous accomplishments of our alumni, supporters, and friends.*
- *Support career success for students and alumni.*
- *Take into account the changing landscape in higher education and healthcare.*
- *Be grounded in Diversity, Equity and Inclusion.*
- *Adhere to Best Practices in Higher Education.*
- *Be driven by stakeholder feedback and data analysis.*

Goals and Objectives

<u>**Communicate**</u>
Goal 1: *Develop a comprehensive marketing, communications, and branding strategy.*
Objectives:

1. Coordinate alumni and supporter communications.
2. Establish the cadence for meaningful touchpoints with constituents.
3. Develop poignant and meaningful outreach through storytelling and other means to have a meaningful increase in alumni, friends and supporter engagement.

<u>**Engage**</u>
Goal 2: *Cultivate a vibrant and robust community that engages alumni and supporters, purposefully, personally and professionally.*
Objectives:

1. Through vibrant and robust programming in collaboration with University stakeholders, grow alumni, friends and supporters annually.
2. Increase existing student participation in alumni programming each year.

<u>**Steward**</u>
Goal 3: *Manage and expand development programs and outcomes.*
Objectives:

1. Increase annual giving annually.
2. Increase supporter engagement annually.

<u>**Curate**</u>
Goal 4: *Provide centralized management of data and services for institutionally effective alumni engagement outcomes.*
Objectives:

1. Build an interactive alumni engagement dashboard that demonstrates rates of engagement across various populations and ensures data accuracy and timeliness.