

Fundraising as a Critical Instrument for Improving Graduate Education: Establishing & Using an Advancement Board

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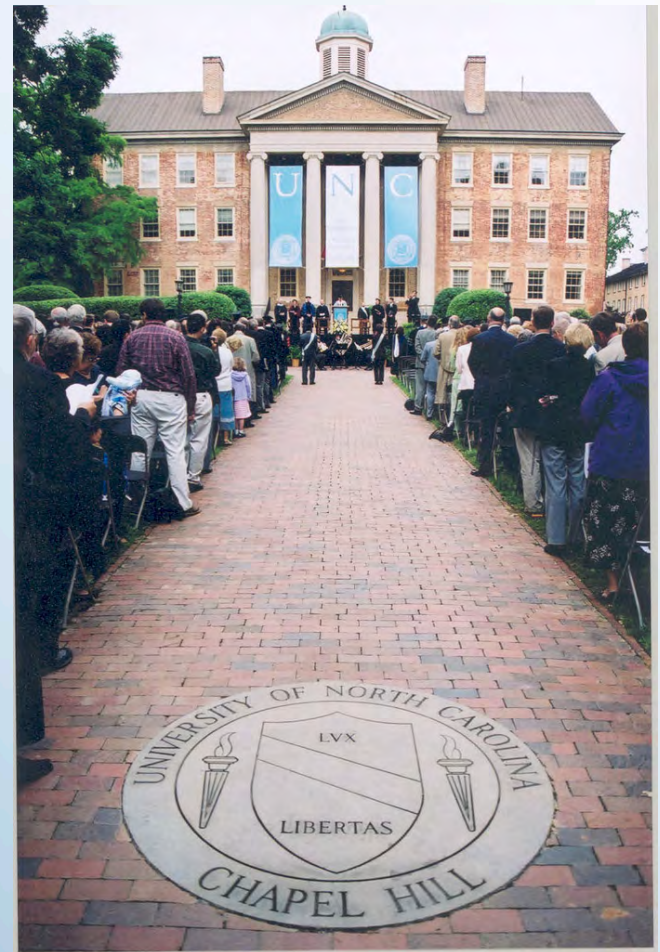
University of North Carolina at Chapel Hill



UNC
THE GRADUATE SCHOOL

Fundraising: Part of the Job Description

- State support for higher education continues to decline
- Federal support is decreasing
 - Sequestration
 - Loss of loan subsidies
- Private philanthropy is taking on an increasingly important role



PhD Hooding Ceremony



Fundraising: Challenging but not Impossible

- Three simple strategies to follow
 - Set academic goals for fundraising
 - A few well articulated, achievable goals
 - Outline/develop an overall development plan
 - Annual Giving
 - Major Giving
 - Stewardship
 - Develop critical relationships
 - Partners in your goal/vision



Graduate School Development at UNC-Chapel Hill

- Graduate School development team
 - Director of Development
 - Associate Dean
 - Dean's Assistant
 - Communications Director
- Monthly development meetings
 - Review the past month/year
 - Future events; New strategies
- Networking with donors
 - Lunches, dinners, other events
- University Advancement



Graduate Education Advancement Board

- Established as an *advisory* board for The Graduate School in 1990
 - An academic *advisory* board to promote visibility of graduate education
- Converted to an *Advancement* Board (GEAB) in 1996
 - A volunteer *advancement* board to promote fundraising and advocacy for graduate education



GEAB Mission & Membership

- Mission
 - The Graduate Education Advancement Board assists the Graduate School and the University in generating broad support and funding for graduate education at UNC-Chapel Hill
- Membership
 - Significant donors
 - Community/state leaders
 - Alumni in leadership positions
 - Legislators
- Graduate School staff available to public officials on the board
 - Contacted by legislators for information



Board Member Responsibilities

- Attend and contribute to board meetings
- Personally support graduate education at significant level
- Cultivate alumni, friends and business community for support
- Help solicit gifts for the University from others
- Enhance visibility and contribution of graduate education



Put the Advancement Board to Work

- The GEAB meets twice each year
 - A balance between social activities and education/work
- Morning session devoted to presentations
 - Faculty, students, administrators
- Afternoon session devoted to work on a project



Advancement Board Projects

- Graduate Student Center
- Professional Science Master's Initiative
- Alumni relationships
- Impact Awards



GEAB Impact Awards

