

Priority 1: Stengthen College's reputation and profile among constituents

- Enhance donor relationships
- Enhance reporting of financial successes
- Maintain current print and digital content
- Raise awareness of College accomplishments

Priority 2: Improve College's long term financial sustainability

- Sussessfully complete \$25 million comprehensive campaign
- Increase donations from all donor groups
- Maximize financial market returns
- Invest resources in enrollment mangement initiatives

Priority 3: Create job satisfaction for IA staff

- Invest in tools, techniques and training to improve efficiencies and improve morale
- Establish IA priorities based on staffing capacity and available resources
- Refine and clarify staff roles and organizational processes

Priority 4: Engage and celebrate our alumni

- Maximize use of Parks Alumni House as a center for alumni engagement
- Conduct assessment of Reunion programs and refresh expectations
- Define and resource our "Alum From Day One" program
- Align Chapter and Network programs to campaign priorities
- Improve communication and marketing outreach to alumni

Priority 5: Strengthen and develop essential partnerships with all stakeholders

- Increase # of f2f meetings with stakeholders of institutional and community initiatives
- Enhance communication regarding new gifts and allowable use of restricted gifts
- Educate campus community about styles and branding guidelines through meetings or formal presentations

Institutional Advancement support request to IPAC

- Comprehensive Capital Campaign
- Parks Alumni House and Carriage House renovations
- Expansion of Brockway Hall “Surge Space” to accommodate IA staffing growth
- Marketing