

# FOUNDATION RESOURCES

## FIRST STEPS 2016-17

### **Successful completion of \$150-million comprehensive campaign, with a goal of endowment surpassing \$100-million and alumni annual giving participation reaching 7 percent.**

- Update benchmarking of similar and aspirational advancement organizations to inform investment in front-line fundraising, marketing and communications, and programming/data analytics capacity.
- Develop case for comprehensive campaign that is directly linked to strategic goals and priorities.
- Strengthen connections between alumni and the on-campus community that foster alumni success and pride while enhancing teaching and learning, the student experience, and community outreach and development.
- Document and communicate UMBC's commitment to community connections and partnerships.

### **Effective management of enrollment and enrollment growth to increase net tuition revenue.**

- Prepare a comprehensive assessment of the opportunities to increase enrollment and identify action plans, including resources necessary to achieve that growth.
- Expand the portfolio of applied and professional master's and certificate programs to address the changing needs of the Greater Baltimore-Washington region.
- Maximize the use of current non-academic resources, such as space, services, and facilities to provide capacity to serve more students on campus.

### **Demonstrably improve the efficiency of operations and the effectiveness of mission driven programs and activities to focus resources on what matters most.**

- Communicate regularly campus-wide regarding the goals and benefits of a robust E&E effort, highlighting campus successes.
- Provide training to identify opportunities and quantify savings.
- Continue to capture the unit-level E&E improvements made each year to report significant and substantive improvements.

## WHAT DO WE NEED TO KNOW?

Post your thoughts