

University Advancement & Marketing

Divisional Strategic Plan Fiscal Year 2015-Fiscal Year 2017

Mission

To serve all of Ferris' audiences as a collaborative partner and comprehensive resource for enhancing University communications, engagement, marketing, philanthropy and reputation.

Vision

Ferris is the preferred educational and philanthropic choice for our audiences characterized by collaboration, innovation and service excellence.

Strategic Initiatives

The University Advancement & Marketing division will strive to effectively support the University mission and strategic plan, and fulfill its mission and vision, by pursuing the following major initiatives over the next two years.

External Support (In progress)
Measures of Success (In progress)
FSU Core Values & Strategic Focus Areas

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| <ul style="list-style-type: none"> ○ Increase donor participation and total giving to The Ferris Foundation to support students, faculty and core University priorities. ✓ \$1.5 million Hockey campaign goal reached ✓ Pharmacy Forward close to \$9.4 million goal but need \$2 million for capital ✓ PGM is halfway toward \$4 million goal ✓ Preparing for launch of Swan Annex \$7.5 million campaign ✓ Completed Feasibility Study for Center for Athletics Performance and pursuing leadership gifts for estimated \$5.5 million campaign ✓ Raised \$100,000 from Foundation Benefit to support student scholarships and faculty/staff merit grants ✓ FYTD total contributions of \$4.6 million are down as of 3/31, but intentional strategies are in place to secure a number of leadership gifts by fiscal year end. ✓ Total donors are up 16 percent ✓ 53 percent of total contributions for FYTD16 are gifts of \$50,000 or more ✓ Annual giving is up overall ✓ Database rejuvenation is advancing with new policies and procedures being finalized ✓ Leveraging Ferris Futures Scholarship Challenge to increase number of new endowments ✓ Staffed development office in Grand Rapids ✓ Retained fundraising counsel to assist with comprehensive | <ul style="list-style-type: none"> ○ Increase the participation rate of donors by 1% annually. ○ Increase new cash and pledges by 10% annually. ○ Increase the number of \$1,000 annual donors by 5% each year. ○ Increase the number of planned gifts by at least 160-200 over five years. ○ Increase major and leadership gifts (\$50,000+ and \$100,000+, respectively) by 10% annually. ○ Increase the number of faculty, staff, alumni and volunteers involved in fundraising initiatives by at least 15% annually and annually track their activities and accomplishments based on leadership roles, solicitations and stewardship calls. ○ Establish quarterly continuing education program and support of fundraising and stewardship initiatives for fundraising staff, deans, and other University leaders, as well as volunteer leadership and The Ferris Foundation. ○ Complete Abila Rejuvenation Project by June 2016, including new policies and procedures for gift processing, prospect management and research. | <ul style="list-style-type: none"> ○ Collaboration <ul style="list-style-type: none"> ○ Current and potential partners ○ Internal partnerships ○ Ethical Community <ul style="list-style-type: none"> ○ Culture of trust ○ Professionalism ○ Sustainability ○ Excellence <ul style="list-style-type: none"> ○ Manageable student education costs ○ Degree completion ○ Superior University experience ○ Opportunity <ul style="list-style-type: none"> ○ Access |
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campaign

- Develop a highly collaborative culture of philanthropy that is volunteer-driven and supported by effective and efficient fundraising operations.
 - ✓ **Recruiting campaign cabinet with individuals who have capacity to make 7-figure gifts**
 - ✓ **Identifying ways to get more faculty and staff giving (using Ferris Futures Scholarship Challenge to promote interest)**
 - ✓ **Ferris Foundation Board membership is national in scope, highly engaged and have personal portfolios of prospects**
 - ✓ **Giving participation of Board of Trustees is 100 percent**
 - ✓ **Regular communication is taking place with the deans and strategies being developed to increase their visits with current and prospective major gift donors and to play a larger role in thanking and stewarding donors**
 - ✓ **Established Student Foundation RSO**

- Broaden and deepen engagement with the University by developing more meaningful relationships with Ferris audiences by executing a well-defined advancement/alumni communications plan.
 - ✓ **Drafting a comprehensive case for support for university fundraising priorities**
 - ✓ **Improved segmentation for annual giving efforts through target analytics**
 - ✓ **Improved accuracy of alumni e-mail addresses**
 - ✓ **Created alumni event-in-a-box toolkit**
 - ✓ **Enhanced graphics and video for**

Bulldog for Life social media campaign

- Continue to develop infrastructure to provide accountable, efficient and integrated fundraising, gift processing, reporting, prospect research and systems services.
- ✓ **Database rejuvenation is advancing with new policies and procedures being finalized**
- ✓ **Creating more extensive donor research profiles**

Stewardship and Donor Relations (In progress)
Measures of Success (In progress)
FSU Core Values & Strategic Focus Areas

- Develop and implement a robust, sustainable and responsive University-wide Stewardship and Donor Relations program.
- ✓ **Hosted well-executed donor stewardship and recognition events**
- ✓ **Improved timeliness and personalization of gift acknowledgment process**
- ✓ **Surveyed alumni event attendees' satisfaction**
- ✓ **Created matrix for evaluating alumni event and volunteer participation and annual giving**
- ✓ **Introduced Loyalty Circles for annual giving donors**

- Every FSU University alumni, donor and faculty/staff receives at least four touches per year.
- Increasing number of Donor Society members by at least 5% per year.
- Adopt and execute a plan for delivering excellent donor service; measure and evaluate efficiency and effectiveness quarterly; and make continuous improvements.

- Collaboration
 - Current and potential partners
 - Internal partnerships
- Ethical Community
 - Culture of trust
 - Professionalism
 - Sustainability
- Excellence
 - Superior University experience

Ferris Pride (In progress)
Measures of Success (In progress)
FSU Core Values & Strategic Focus Areas

- Build a stronger digital reputation for Ferris by improving the appearance, functionality and responsive design of the Ferris website to create a more effective marketing tool for

- Complete the initial redesign of ferris.edu by October 2015 and utilize Google analytics and various feedback mechanisms to evaluate the effectiveness and quality of the new site design

- Collaboration
 - Current and potential partners
 - Internal partnerships

- prospective students and other external audiences.
 - ✓ **Completed redesign of ferris.edu website with improved functionality, accessibility and appeal to prospective donors**
 - ✓ **Created web content management training website, web standards guide and 3-year content migration plan**
 - ✓ **Enhanced Alumni Association web presence using new event management software**
 - ✓ **Redesigned Alumni Bulldog Bytes e-newsletter displaying new feature sections**
- Expand participation, distribution and integration of the Ferris First (#FERR1S) social media campaign videos and Web features and Bulldog Bio alumni videos across a variety of marketing and communication channels.
 - ✓ **Integrated hashtag into student recruitment marketing campaign**
 - ✓ **Experienced significant growth in audience participation**
- Improve the depth and quality of coverage of Ferris by strengthening relationships with University partners and the media that can help identify and share reputation-defining stories and videos about the University.
 - ✓ **Emphasis for FY17**
- Continue to build consistent brand identity for Ferris through statewide marketing campaign and other communications that support enrollment and fundraising initiatives.
- and its impact on increasing student enrollment and enhancing public communications.
 - Growth in engagement baselines and audience reach using a comprehensive set of participation metrics.
 - Increased media placements and awareness about Ferris State informed through media monitoring and market research.
 - Improved public perceptions about Ferris State and upward trends in enrollment, alumni participation and giving.
- Diversity
 - Inclusion, civility and respect
 - Diverse learning community
 - Excellence
 - Superior University experience
 - Opportunity
 - Ferris Pride

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- ✓ **Launched new annual student marketing campaign with strong digital emphasis resulting in significant increases in web traffic**
 - ✓ **Created new design templates and training for university-wide use for basic creative projects and to promote brand consistency**
 - ✓ **Implemented a standards guide for the use of non-discrimination statements in university publications and advertising**

Updated 5/27/16
