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

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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