

ADVANCEMENT COMMITTEE COMPOSITION

- University Budget Committee Chair -James Kus
- Academic Policy & Planning Committee Member–Fraka Harmsen
- Executive Committee Member- Mike Botwin - Chair
- Academic Senate Representative - Kathie Reid
- Academic Department Chair* Alfredo Cuellar
- Alumni Association Faculty Representative - Art Parham (Chair)
- A.S.I Student Representative [Non-voting] - Luke Moritz or representative
- College/School Dean* [Non-voting] - VACANT
- College/School Development Director* [Non-Voting] - Alcidia Gomes
- Vice President for Advancement [Ex-Officio] - Peter Smits
- Associate Provost for Academic Resources [Ex-Officio] - Kenneth Shipley

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* The persons filling these three positions cannot be from the same College/School

NOTE: The faculty shall constitute a majority of the Advancement Committee Membership.

NOTE: The Chair shall be a faculty member of the Advancement Committee and elected annually by the voting-eligible membership.

ADVANCEMENT COMMITTEE CHARGE

The Advancement Committee of the Academic Senate provides liaison among the faculty (via the Senate and its appropriate committees), the students, the staff, academic leaders, the alumni, and advancement officers regarding matters of University Development, University Relations, and Alumni Relations. The committee acts as the consultative body on University Advancement, the mission of which is to facilitate understanding, participation, and support of the institutional vision and goals through the provision of services to and the generation of resources from the University's various publics.

University Advancement Mission

The committee shall meet periodically to review the major realms of advancement activity campus-wide (i.e., University and Colleges/Schools) in terms of appropriateness and effectiveness regarding:

- **Goals & Priorities**—functioning of a broad-based process for establishing advancement goals and setting fundraising priorities that are responsive to campus needs, particularly those of academic programs and the learning environment.
- **Communication & Coordination**—educating the University community and informing other constituencies about the purpose and nature of advancement as well as improving cooperation among campus academic and non-academic units in advancement efforts.
- **Promotion & Marketing**—instilling an identity with and a pride in the university by students and alumni and creating a strong sense of campus community with a supporting culture of shared giving for worthy programs and projects that enhance the quality and reputation of the institution.
- **Standards of Practice & Accountability**—adhering to professional principles of advancement and CASE guidelines for development that guarantee the integrity of adopted processes and

ensuring that programmatic outcomes and financial statements are systematically reported and disseminated in an open, transparent and understandable way.

- **Monitoring & Evaluation**—measuring progress toward goal achievement and assessing performance (i.e., efficiency and efficacy) of on-going programs and new initiatives, especially cost effectiveness and benefit/cost analyses of development office operations and fundraising campaigns respectively—inclusive of state and non-state funds on a fiscal year basis for budgeted/allocated monies and disbursed/expended monies.

University Advancement Units

Chief among the committee's responsibilities is consultation regarding the principal areas of advancement:

1. University Development

Consultation and review of the development process. This includes University wide fundraising priorities, the coordination of development efforts, and the monitoring of the development efforts to insure they match the development goals of the University.

2. University Relations

Consultation and review of University Relations. This includes monitoring the efforts of University relations to keep the faculty, staff, and the administration of the University informed about important issues facing the university community and its efforts to encourage the development of a University culture. The committee will also review and monitor the methods University Relations employs to disseminate information about the University to the general public.

3. Alumni Relations

Consultation and review of efforts to encourage support from the University alumni. Also consult and review efforts to instill pride in the university by students and alumni.

In fulfilling its responsibilities the Advancement Committee will:

1. Be the consultative body under shared governance of the Constitution of the University's Faculty Assembly.
2. Be a forum for resolution of issues arising from the diverse interests and goals of the constituencies within the campus community.
3. Identify and communicate issues relating to University Advancement.

Approved by the Academic Senate, 5/8/2000