

**INSTITUTIONAL ADVANCEMENT - STRATEGIC
PRIORITY ACTION ITEMS WITH TARGETS - 2009-2010**

Key to process owners:

AS = Arlene Schadel

AV = Abe Villarreal

CC = Call Center

DR = Donna Rees

GG = Garrity Group

IAC = Institutional Advancement Committee

IT = Information Technology

KG = Kathie Gilbert

LKJ = Linda Kay Jones

LM = Linda McArthur

MB = Mary Billings

MD = Maria Dominguez

SA = Student Affairs

VC = Victor Carbajal

VR = Vance Redfern

VS = Victoria Stimac

Strategy (Ref. WNMU Strategic Plan)	Actions	Target
<p>ALUMNI Priority 1 (1.1, 1.2, 2.1, 6.1, 6.3) Maintain an accurate, growing Alumni data base & sustain current contacts</p>	<ol style="list-style-type: none"> 1. Verify alumni database annually, including NM PED employees (CC) 2. Continue to request contact information of staff, faculty & students (IAC) 3. Increase email contact list (CC) 4. Reinforce alumni identity to graduating seniors (LKJ, AS, IAC) 5. Keep Call Center going (LKJ) 	<ol style="list-style-type: none"> 1. Completed annually by [date] 2. Increase dbase 1% by 12/09 thru employee contact info 3. 50% by 12/09 4. 5. Minimum 5000 viable contacts in dbase by 9/09; reduce unknowns by 20% annually

<p>ALUMNI Priority 2 (1.1, 1.2, 2.1, 6.1, 6.3) Build, organize, and grow participation through regularly scheduled meetings & utilization of member talent in these chapters:</p> <ul style="list-style-type: none"> a) Grant County b) Las Cruces area c) Deming area d) Gallup area e) Tucson area f) El Paso area g) Phoenix area h) Albuquerque area i) Indiana j) T or C 	<ul style="list-style-type: none"> 1. Review process checklist for the Call Center (CH, AS, MB) 2. Work with McKinley County Student Council to find alumni (get contact information from PED and Registrar) (CC, AS) 3. Template Alumni events calendar with on-campus events (AS, MD, LKJ, Student Affairs, IT) 4. Deming: get information to local press to keep everyone informed (AS, AV) 5. Release stories on a timely basis (AV, AS) 6. Increase Chapter participation (AS, VC, LKJ): <ul style="list-style-type: none"> a) Grant County: schedule Chapter meeting for summer 2009. b) Las Cruces area: schedule Chapter meeting for summer 2009. c) Deming area: schedule Chapter meeting for summer 2009. d) Gallup area: focus 2010 e) Tucson area: schedule Chapter meeting for summer 2009. f) El Paso area: schedule Chapter meeting for summer 2009. g) Phoenix area: focus 2010 h) Albuquerque: schedule Regents-sponsored meetings i) Indiana: Annual meeting scheduled for 6/26/09 j) T or C: Create alumni chapter 	<ul style="list-style-type: none"> 1. Complete v.1 by 7/09 2. Begin in 2010 3. Update weekly or bi-weekly on new website & keep current w/other publications (e.g. newspaper) 4. Weekly or bi-weekly 5. Weekly or bi-weekly 6.: <ul style="list-style-type: none"> a) Establish quarterly meeting schedule by 12/09 & recruit 10% more members annually b) Establish regular meeting schedule by 12/09 & recruit 10% more members annually c) Establish governance & regular meetings by 12/09 & recruit 10% more members annually d) focus 2010 e) Establish governance & regular meetings by 12/09 & recruit 10% more members annually f) Establish governance & regular meetings by 12/09 & recruit 10% more members annually g) focus 2010 h) Establish governance & regular meetings by 12/09 & recruit 10% more members annually i) Document & compile surviving member stories by 12/09 j) Meeting Spring 2010
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ALUMNI Priority 3 <i>(1.1, 1.2, 2.1, 6.1, 6.3)</i> Alumni Association	<ol style="list-style-type: none"> 1. PIO will help to promote and rebuild by unique communication approaches, create unique brand/marketing approaches to new alumni (AV) 2. Take opportunities to interact and collect info; be more active in events; help proof Bulletins (IAC) 3. Use of event planning checklist (IAC) 4. Communicate, share plans, keep VPIA informed from the start (IAC) 5. E-Newsletter (AS, VS, LM, MB, AV) 6. Education the Alumni Association (VC, IAC) 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6.
FUNDRAISING Priority 1 <i>(6.1, 6.3)</i> Corporate Fundraising	<ol style="list-style-type: none"> 1. Research, identify & contact representatives of locally-owned & operated businesses (LM, LKJ) 2. Research, identify & contact corporate giving representatives of regionally-owned & operated businesses (LM, LKJ) 3. Research, identify & contact corporate giving representatives of local & regional businesses that have corporate headquarters elsewhere throughout the nation (LM, LKJ) 4. Research, identify & contact corporate giving representatives of Albuquerque businesses, both locally-owned and with corporate headquarters elsewhere (LM, LKJ) 5. Create boilerplate for employer gifting/employee matching (LKJ, LM, MB) 6. Create alumni list by employer for companies identified in strategies 1-4, or as needed (MB, AS) 7. Obtain and create calendar of annual giving schedule for local, regional, and Albuquerque-based businesses (LKJ, IAC) 8. Create presentation for soliciting corporate gifts (including PowerPoint) (LKJ, AV, LM, MB) 9. Create Corporate Giving contact calendar template with President and Regent Scott 10. Produce company-specific employer lists from updated alumni database (AS, MB) 	<ol style="list-style-type: none"> 1. December 15, 2009 2. Ongoing 3. Ongoing 4. Ongoing 5. Fall 2009 6. Spring 2010 7. Ongoing 8. Spring 2010 9. Fall 2009 10. Ongoing
FUNDRAISING Priority 2 <i>(6.1, 6.3)</i> Fundraising; Building fundraising	<ol style="list-style-type: none"> 1. a) Gather travel schedules from key people (see above) for maximizing promotional & fundraising opportunities of traveling administrators, faculty & staff. (LKJ, LM, VS) b) Coordinate calendars of selected individuals to schedule contacts using new calendar of events. (AV) c) Create a process checklist for doing 	<ol style="list-style-type: none"> 1.a) quarterly 1.b) quarterly 1.c) complete by 9/09 2. 200 entries by 12/09 3. complete 1 grant application

infrastructure	this (MB). 2. Maintain & review the critical contact list (LM, LKJ, MB) 3. Continue to research and write grants (IAC)	by 3/10
FUNDRAISING Priority 3 (6.1, 6.3) Establish & maintain a critical contact list	1. Work with LKJ; review quarterly (IAC) 2. Create a process for Call Center staff to flag critical contacts (LM, MB) 3. Use key people to find critical contacts in the community (LKJ, AS, DR, VR, MD) 4. Create and maintain a donor/scholarship recipient list (LM, LKJ)	1. v.1 list by 8/30/09 2. complete by 8/09 3. 25 new contacts by 12/09 4. v.1 list by 12/09
FUNDRAISING Priority 4 (6.1, 6.3) Update Dream Book	1. Ask campus to update 2X per year (May & November?) (IAC) 2. Let stakeholders know what has been accomplished (LKJ) 3. Utilize out-of-town travel (especially for President & VPs) for visits with alumni; carry Dream Book (LKJ, LM) 4. IAC consults Dream Book quarterly to assess progress (IAC)	1. 2. 3. 4.
MARKETING Priority 1 (1.1, 1.2, 2.1) Enhance & build consistent, positive image of WNMU; monitor & enforce brand style guide	1. Make visits with key faculty and/or staff to local printers and vendors to monitor correct brand implementations (AV, GG) 2. Use correct logo, font, and colors on all materials (AV, GG) 3. Assist IA with QNM Roadrunner application (MB) 4. Style guide updating (AV, GG, VS, LKJ) 5. Release stories on a timely basis (AV)	1. ID “key faculty” by 9/09 2. Establish annual meetings with dept. reps by 10/09 3. complete by 10/09 4. Annually 5. Weekly or bi-weekly
MARKETING Priority 2a (1.1, 1.2, 2.1) Implement the Marketing /Communications Plan	1. Complete target news stories (AV) 2. Revise, on an ongoing basis, the WNMU Marketing/Controls Plan (TG, AV) 3. Work with the Webmaster & web content managers to update the WNMU website based on the Plan (AV, VS, GG) 4. Regular communications with the PR Firm (GG, AV, LKJ) 5. IAC member “get to know” sessions for all WNMU employees (IAC) 6. Release stories on a timely basis (AV)	1. 2. Review & update every January 3. Review & update every spring; submit to webmaster 30 days prior to any deadline 4. monthly meetings at minimum 5. Once a month during fall & spring semesters 6. Weekly or bi-weekly
MARKETING Priority 2b (1.1, 1.2, 2.1, 3.3) Improve relationships	1. Facilitate and participate in continuous customer service improvement teams across campus (MB) 2. Use WILL group as a way to reach and shift perceptions of community members who earn + \$60K salary (GG, LKJ, LM)	1. AQIP annual reports; QNM application(s); action project team results 2.

<p>with customers & stakeholders</p>	<ol style="list-style-type: none"> 3. Ongoing IA Strategic Planning (IAC) 4. Create and maintain activities/events calendars (as identified above) (AS, MD, LKJ, Student Affairs, IT) 5. Release stories on a timely basis (AV) 	<ol style="list-style-type: none"> 3. Meet or beat targets 4. Update weekly or bi-weekly on new website & keep current w/other publications (e.g. newspaper) 5. Weekly or bi-weekly
<p>MARKETING Priority 3 <i>(1.2, 6.3, 4.1)</i> Educate all stakeholders about the structure, function & activities of IA</p>	<ol style="list-style-type: none"> 1. PIO will promote IA to public by network emails, web page and newspaper communications, reports and presentations to clubs and organizations, consistent communication with Chamber of Commerce and Arts and Cultural District (AV). 2. Prepare IA newsletter quarterly; regular reports to Regents, etc. (LKJ, VR, LM & MB) 3. Assist VPIA as needed with presentations and reports (LM, MB, KG) 4. Alumni Bulletins include brief updates on IA activities (IAC) 5. IA update announcements at general assemblies and board (Foundation, Alumni Association, Regents) meetings (LKJ, MB, LM, AS) 6. Monthly Coffee with the VPIA (LKJ) 7. Release stories on a timely basis (AV) 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7.
<p>UNIV. & COMMUNITY RELATIONS Priority 1 Career & Technical Institute Building</p>	<ol style="list-style-type: none"> 1. Work with Provost/VPAA on establishing vision and purpose for facility (LKJ, MB) 2. Obtain Architect's rendering from VPBA (LKJ) 3. Establish budget with VPs (LKJ) 4. Identify targeted funding sources (LKJ, LM, MB) 5. Create fundraising presentation (including PowerPoint) (LKJ, AV, LM, MB) 	<ol style="list-style-type: none"> 1. August 2009 2. Fall 2009 3. Spring 2010 4. Spring 2010 5. Spring 2010
<p>UNIV. & COMMUNITY RELATIONS Priority 2 <i>(1.1, 1.2)</i> Create, expand & enhance community</p>	<ol style="list-style-type: none"> 1. Continue to work with T&G, Group of 20, other events (LKJ, LM) 2. Arts & Cultural District (LKJ, KG, AS, LM) 3. WILL (LKJ, AS, KG, LM) 4. University production promotion (TG, AV) 5. Keep PR Firm & contract employees (LKJ) 6. Release stories on a timely basis (AV) 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. Annually 6. Weekly or bi-weekly

vehicles to support IA vision	7. Expand business reports to Tor C & Gallup communities (LM)	7. Weekly
UNIV. & COMMUNITY RELATIONS Priority 3 (1.1, 1.2, 2.1) Expand Homecoming & Great Race to educate, entertain, build relationships; follow new Event Checklist	<ol style="list-style-type: none"> 1. 1-Day University at Great Race (AS, LM, LKJ, WILL) 2. Arts/Cultural/History promotional & educational events (LKJ) 3. Promotion (e.g. business sponsors) at Great Race (AV, AS, LKJ, MD) 4. Great Race meets Tour of the Gila (AV, MD) 5. Department "Show & Tell" booths at Homecoming & Great Race (AS, AV) 	<ol style="list-style-type: none"> 1. Annually 2. 3. focus 2010 4. Continue annually; increase by 1 team per year 5. Increase participation by 50% in 2010
UNIV. & COMMUNITY RELATIONS Priority 4a (1.1, 1.2, 3.3) Foster faculty appreciation for VISION, increase their involvement & support of IA activities	<ol style="list-style-type: none"> 1. a) 1-Day University (& other presentations like Al O'Malley's) (LM, LKJ); b) develop an event checklist for these types of programs (MB, LM) 2. Leverage existing lecture series in SOE and SBA&E (VS, LKJ, WNMU Faculty) 3. IA Newsletter (LM, MB, AS, LKJ) and Alumni Bulletin (AS, IAC) 4. Annual IA presentation to faculty (LKJ, MB) 5. Rotating "Coffee with the VPIA" (LKJ) 	<ol style="list-style-type: none"> 1. a) add 1 new program in 2010; b) complete by 1/10 2. 3. 4. 5.
UNIV. & COMMUNITY RELATIONS Priority 4b (1.1, 1.2, 3.3) Foster staff appreciation for VISION, increase involvement & support of IA activities	<ol style="list-style-type: none"> 1. PIO has constant communication with staff to keep them informed, & creates a weekly calendar to enhance staff/faculty participation w/ PIO office. (AV) 2. IA Newsletter (LM, MB, AS, LKJ) and Alumni Bulletin (AS, IAC) 3. Annual IA presentation to staff (LKJ, MB) 4. Increased presence at Staff Senate & General Assembly meetings (MB, AV) 5. Revive and maintain WNMU calendar (AV) 6. Revive and maintain WNMU Weekly (AV) 7. Rotating "Coffee with the VPIA" (LKJ) 	<ol style="list-style-type: none"> 1. 2. 3. 4. 100% attendance of monthly Staff Senate & quarterly Staff General Assembly 5. 6. 7. Once per semester

**INSTITUTIONAL ADVANCEMENT
OTHER ACTION ITEMS 2009-2010**

<p>ALUMNI Priority 4 <i>(1.1, 1.2, 2.1, 6.1, 6.3)</i> Utilize & nurture alumni to participate with “Giving Back” Program</p>	<ol style="list-style-type: none"> 1. Include “Giving Back” mail-in response in <i>Alumni Bulletin</i> 2. Create program-specific correspondence for donors (AS, LKJ) 3. Create donor tier color coded program membership cards (AS, LKJ) 4. Cultivate more involvement with various alumni chapters (AS, LKJ, VC) 5. Create program webpage linked to Alumni and Foundation web pages (AS, IT) 	<ol style="list-style-type: none"> 1. Ongoing since Winter 2008 2. Spring 2010 3. Fall 2009 4. Ongoing 5. November 2009
<p>UNIV. & COMMUNITY RELATIONS Priority 5a <i>(1.1, 1.2, 2.1, 2.7)</i> Establish Silver City as a college town from perspectives of different constituencies, especially students</p>	<ol style="list-style-type: none"> 1. Build presence of WNMU with new constituencies (out-of-towners: hotels, restaurants: college discounts, financial institutions: college packages, other businesses: college nights) (IAC) 2. Continue University Fridays; include other campus groups (e.g. athletes) (AV, VS, LM, LKJ) 3. Highlight businesses that are WNMU-friendly & utilize them for promotional purposes (e.g. coupon cards, products that promote WNMU) (AV, VS, LKJ) 4. Bring businesses to events (e.g. Great Race) (AV, LKJ) 	<ol style="list-style-type: none"> 1. 2. 3. 4.
<p>UNIV. & COMMUNITY RELATIONS Priority 5b <i>(1.1, 1.2, 2.1, 2.7)</i> Establish themes for sports weekends & enhancing existing sports-related events; work with Athletics & MASA, and leverage other Depts.</p>	<ol style="list-style-type: none"> 1. Free basketball event for Grant, Catron, Luna & Hidalgo counties (VS, LKJ) 2. Second Annual Toys for Tots; more Board of Regents and WILL activities (VS, LKJ) 	<ol style="list-style-type: none"> 1. 2.
<p>UNIV. & COMMUNITY RELATIONS Priority 5c <i>(1.2, 6.1)</i> International education</p>	<ol style="list-style-type: none"> 11. Administer 2-3 BEDC’s in Mexico (LKJ, LM) 12. Coordinating IBA, International Affairs Office, SOE Dean (LM, LKJ) 13. VIP gifts (LKJ) 14. Process checklist for visits from and events for international stakeholders (to include gifts, travel arrangements and other administrivia) (MB, LM) 15. Events for summer students from Mexico (IAC, SA) 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.

