

## University Development

Action Area 1: Access and Equity – Recruitment and Retention (faculty, staff, students)				
Goal	Strategy	Objectives	Measures	Progress
Create and Enhance scholarship / financial aid administration in a post Proposal 2 arena	Reconstitute collaboration between University Development and office appropriate units to facilitate scholarship attainment for diverse, non-traditional women, LGBT, veterans, and economically disadvantaged students.		Any new scholarships created?	Since 2009 72 new private scholarships have been created, none of which would exclude students who fit the target descriptors. In fiscal year 2011 (academic year 2010-2011) 34 new scholarships were created with \$2,123,867 in funding. Of the 34 new scholarships, 7 were specifically focused on aiding students from the target communities. This continues to be a focus for University Development.
		Continue to work with new and existing donors to the First Generation Urban Schools Scholarship	Number of new donors giving to the fund. Number of renewing donors contributing to the fund. Number of asks.	Since the inception of this scholarship 103 donors have contributed to this fund with 33 ongoing donors currently. Contributions to this fund as of the end of November totaled \$25,267, combined with earnings this fund had a balance of \$42,355 as of June 30, 2011.

Action Area 2: Campus Climate				
Goal	Strategy	Objectives	Measures	Progress
Enhance networking with alumni of color	Explore / Support the establishment of additional alumni ethnic and affinity groups	Alumni relations will redesign the “how to” manuals and materials for the creation of alumni affinity chapters, focusing on ethnic diversity.	Materials and manuals created  Number of new alumni chapters under development	Materials have been created and outreach has been made to groups who have shown an interest in creating chapters.  None created to date
		Work with student groups and associations while they are on campus to help feed into ethnic and affinity groups post-graduation	Attendance and hosting of new and returning student events.	Alumni Relations continues to work with student groups, organizations and individual students to engage them while they are on campus. FAA events held with minority student participation this year: -Brand Yourself -Dinner with 7 Strangers -Cookie Decorating -Meijer Mania
		Assure that alumni events and publications reflect a culturally sensitive content	Content assessment and evaluation  Consider submitting to VP Inclusion & Equity for review	Alumni and major Development publications have been reviewed by Inclusion and Equity staff at the initiation of University Development to ascertain the look and messaging desired by the University. The latest were the collateral materials for the Seidman Campaign. Hard copies being delivered to Jeanne and mailed to Scott
	Reinstitute “grow your own project” to recruit, train and employ a	Help diversify university development and the development	Funding and recruitment in place for a	A funding request for an entry level or Graduate Student position that would fall under “grow your own concept” is

	graduate student in development, from an under-represented population.	field.	graduate student placement by 2011.	included in the budget request from University Development.
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Action Area 4: Organizational Learning - Internal				
Goal	Strategy	Objectives	Measures	
Solicit / Encourage alumni participation in promoting inclusion and equity	Utilize existing clubs and individuals to support fundraising in support of minority recruitment / retention.	At hosted receptions focusing on alumni, include discussion on inclusion at GVSU into appropriate presentations.	Number of presentations	30 events (does not include any of the 64 Community Outreach projects that were held) held in last calendar year that minorities have been invited to attend.
	Facilitate the formation of additional clubs / chapters targeted at under-represented populations.	Use affinity data and on-line community to target messaging to alumni	Number of stories/ communications delivered	Hard copies delivered to Jeanne and mailed to Scott
	Develop / enhance alumni sponsored lectures / community conversations on diversity topics	Invite and involve alumni of color in on-campus and chapter sponsored events and presentations	Attendance and participation	14 Alumni events held on campus this past year that minorities have been invited to.