

CHAPTER VI

UNIVERSITY ADVANCEMENT

Administrative Units and Functions

6.00 The Area of University Advancement

The area of University Advancement leads efforts to secure philanthropic support for the university, promote the institutional mission by building and strengthening relationships with diverse constituencies, and encourage investment in support of the university. The unit is led by the vice president for University Advancement and includes the Office of University Advancement, the Office of Alumni Affairs, and the Office of Public Information and University Affairs.

6.10 Organization and Administration of the Area of University Advancement

The vice president for University Advancement (VPUA) is appointed by the president of the university and has administrative responsibilities for all areas of University Advancement. Areas reporting to the VPUA are listed in the current university organizational structure (available in the Office of the President). The VPUA also serves as the executive director of the Lincoln University Foundation. In the absence of the president, the VPAA, the VPAF, and the VPSA, the VPUA shall serve as acting president of the university. The VPUA shall also have the following responsibilities:

- Provide leadership for all units reporting to University Advancement
- Recommend appointment, retention, promotion or termination of all personnel assigned to the area of University Advancement
- Supervise and evaluate unit directors and coordinators who report directly to the VPUA
- Provide leadership, vision, and strategic direction for fund raising (including annual giving, planned giving, major gifts, capital campaigns, and corporate and foundation fundraising), marketing and communications, and alumni affairs
- Recommend standards to be adhered to for gifts required to name buildings, endow professorships, establish professional chairs, and establish named scholarships
- Develop and manage fundraising campaigns
- Provide the leadership for annual giving and direction to solicit and secure funds and resources; increase donor support; maintain existing donors; and cultivate new major donors and endowments
- Oversee a marketing/communications program that focuses on consistent messages and identity, publications, advertising, and online communication to enhance the university image for recruitment and fundraising
- Provide executive leadership to the Foundation board
- Assume additional duties and responsibilities as required by the president

6.10.1 Coordinator for Advancement Services

The coordinator for Advancement Services reports directly to the VPUA and coordinates with the VPUA to give direction and functional oversight to all programs in the Office of University Advancement and the Office of Public Information and University Affairs. The coordinator acts as a representative and ambassador to promote positive relationships and strong partnerships for the benefit of the university.

6.11 Office of University Advancement

The Office of University Advancement is led by the vice president for University Advancement and is responsible for building and strengthening relationships with diverse constituencies that encourage investment in and support of the university, its programs and initiatives. This is accomplished through a strategic effort that incorporates alumni affairs, marketing, public relations, and the Lincoln University Foundation. All staff members are employees of the university.

6.11.1 The Lincoln University Foundation, Inc.

The Lincoln University Foundation, Inc., is a not-for profit corporation organized under the laws of the state of Missouri. The Lincoln University Foundation, Inc., is governed by a board whose regular members are volunteers and whose ex officio members include the Lincoln University president, the treasurer of the Lincoln University Board of Curators, the president of the Lincoln University National Alumni Association, and the Lincoln University vice president for Administration and Finance. The vice president for University Advancement provides executive direction.

The Foundation board serves as the primary link between Lincoln University and the private, professional and business communities of Missouri and the nation, and provides these sectors with a better understanding of the university's teaching, public service and research activities. The board collaborates with the Office of University Advancement to garner and manage financial and other gifts to assist the university in accomplishing its mission priorities as identified by the president of the university.

All scholarships awarded through the Foundation are managed in the Office of University Advancement.

6.13 Office of Alumni Affairs

The Office of Alumni Affairs is a liaison between alumni, faculty, students and administrators. It develops and implements programs to enhance lifelong relationships. The office is headed by a director who reports to the vice president for University Advancement. The director is an ex officio member of the Lincoln University National Alumni Association and advisor to the Lincoln University Student Alumni Association.

6.13.1 The Lincoln University National Alumni Association, Inc.

All persons who have attended Lincoln University for at least one semester shall be eligible for membership in the Lincoln University Alumni Association, Inc. The Alumni Association shall assist the university in carrying out its mission. It shall encourage the attendance of qualified students at Lincoln University; assist in securing adequate funds for the operation and development of the university; assist in advancing the standards of post-secondary education at the university; and support the charitable, educational, cultural, patriotic, literary and scientific aims, purposes and programs of the university.

The Lincoln University Alumni Association, Inc., shall consist of the Executive Board, the Board of Directors, and all members in good standing. The Executive Board shall include the nationally elected officers: president, vice president, secretary, and treasurer. The Board of Directors shall include the national officers plus the presidents or elected representatives of all active chapters.

Each member of the Board of Directors must be a member in good standing. Only members who are graduates of the university are eligible to hold a national office.

6.14 Office of Public Information and University Affairs

The Office of Public Information and University Affairs (OPIUA) is headed by a director who reports to the vice president for university advancement. Key responsibilities shall include the following:

- Implement a university branding
- Produce quality publications and other printed materials; broadcast and promote projects; and coordinate Internet communications
- Promote campus programs, events, activities, and facilities
- Manage external and internal marketing and communications
- Maintain strong relationships with the media and the community-at-large
- Serve as the university spokesperson and the director of crisis communications