Briefly describe the major program objectives planned for 2007-08 that the division will undertake. Correlate those objectives with the HSU Strategic Plan.

All that we do has the end purpose of either increasing funding for advancement of the HSU Strategic Plan or increasing student enrollment.

Continue improvements to annual giving program

Establish planned giving program

Increase the level of intentional cultivation of donor prospects who are most likely and able to make large gifts

In collaboration with admissions, devise and implement marketing strategies and tactics designed to increase enrollment

Assemble plans and leadership for a comprehensive fundraising campaign

Continue to improve the operation and practices of the newly formed Advancement Foundation

In partnership with the alumni association, continue to engage alumni in the life of HSU

Maintain and continue to improve the overall marketing and communication of the University