



University Council

**Institutional Advancement Committee
Goals for the UC year ending April 30, 2017**

Goal	Priority Number	How Will Goal Be Measured?
<p>By November 1st, 2016, the University of Akron’s Department of Development will develop a graphical link suitable for an email signature to promote the “Making A Difference. Moving Forward.” campaign, and will encourage all faculty and staff to incorporate this in their email signatures.</p>	<p>1</p>	<p>This goal will be measured by the number of email communications to the campus community alerting them to this request as well as by number of online donations vs. last year.</p>
<p>By March 1st, 2017, the University of Akron alumni association will plan and announce three (3) University of Akron alumni engagement events designed to facilitate interaction between alumni and current students. One of these events must coincide and be closely integrated with a home football game for the 2017 season.</p>	<p>2</p>	<p>This goal will be measured by turnout of each event or participation in each program.</p>
<p>By March 1st, 2017, the University of Akron’s Department of Development will work with deans and department chairs to develop programs to more tightly connect giving with student success and facilitate communication between donors and current students. Current exemplars of such programs can be found in the School of Law and College of Engineering. Such “Adopt-a-Student” style programs will supplement the “Making A Difference. Moving Forward.” campaign.</p>	<p>3</p>	<p>This goal can be measured by summarizing the number of students that complete letters addressed to donors.</p>

<p>By April 1, 2017, The University of Akron's government relations staff will have held an introductory meeting with no less than three federally elected officials and/or their respective staff with Interim President Matt Wilson, no less than three state elected officials and/or their respective staff with Interim President Matt Wilson, and no less than three locally elected officials and/or their respective staff with Interim President Matt Wilson to ensure that our local, state, and federal officials and their staffs understand the University's direction and can help provide legislative and program needs for the University.</p>	<p>4</p>	<p>Measured by number of appointments set and held.</p>
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