



1. University Advancement's Mission and Operating Principles

University Advancement's mission is to inspire meaningful investment in the university by building relationships that transform lives. Our team enriches university life by securing the private support that makes excellence possible. We tell the story of the University of Oregon and champion its mission across the state, the nation, and the world.

University Advancement is dedicated to developing and maintaining strong and lasting relationships with diverse constituencies that encourage investment in and support of the university, its programs and initiatives. We engage alumni, friends, parents, students, community members, Oregonians, corporate partners, government policy makers, and the media in the life of the university, and we share a collective responsibility and passion for cultivating a wide variety of partnerships and experiences across the university, our community and beyond.

Our professionally diverse units with specific charges come together to comprise University Advancement and to support our shared mission.

2. Marketing, Communications and Brand Management

The office of Marketing, Communications and Brand Management oversees and coordinates the university's marketing, communications and branding efforts.

- **Office of Marketing and Brand Management**

The Office of Marketing and Brand Management manages the commercial use of the University of Oregon's name and identifying symbols while also overseeing advertising and brand trademark management. The office protects university images, preserves legal rights and ownership of its logos, promotes and markets the university, and generates revenue by licensing the use of university trademarks.

- **Office of Strategic Communications**

The Office of Strategic Communications serves the University of Oregon's public affairs and public relations communications initiatives. Team members collaborate on production of UO publications, management of the university's overall online strategy, and the delivery of news and information about the University of Oregon. This group is the primary office for interaction with media outlets, as well as internal communications. Professionals in this office serve journalists, the campus community, and the public. In addition, the office promotes UO's innovation in science and research around the state, nation and world.

- **Design and Editing Services**

Design and Editing Services helps the UO community with its design needs, from flyers and posters, to event invitations and brochures. Staff members ensure that UO marketing publications reflect the excellence of the University of Oregon.

- **Digital and Social Media Communications**

Digital and Social Media Communications guides the University of Oregon's overall online strategy, collaborating with campus leadership to support the university's mission and strategic objectives. The team manages the university's homepage and other central pages, while also setting policies and guidelines for design, content, navigation, and accessibility for all university web sites. In addition, the team provides guidance in social media.

3. Government and Community Relations

Through the leadership of the AVP for State and Community Affairs and the AVP for Federal Affairs, the Office of Government and Community Relations coordinates the University of Oregon's legislative and advocacy efforts at the federal, state, and local levels. Our mission is to build and strengthen relationships with the university's constituencies and encourage investment in and support for the university, its programs, and its initiatives.

- **Federal Affairs**

Federal Affairs coordinates activities of the university relating to the federal government and Congress. The office develops the university's federal agenda, monitors and assesses federal legislation, programs, and proposals. It serves as the liaison between the university and members of the Oregon congressional delegation, congressional committees, and federal agencies and coordinates the university's participation in federal advocacy coalitions led by the Association of American Universities and the Association of Public and Land-grant Universities.

The federal government is the university's largest government partner and, with the creation of an institutional board, its most important regulator. Federal research awards to the University of Oregon are more than twice the state appropriation and federal student aid paid to UO students is more than four times our state appropriation. For a decade, the UO has set the pace for achieving resources through congressional action.

- **State Affairs**

State Affairs represents the university on matters relating to state support and legislative priorities. Staff members serve as the liaison to the State Board of Higher Education, Oregon Education Investment Board, the Higher Education Coordinating Commission, other executive branch agencies, and the Oregon Legislature, monitoring legislative and policy initiatives. They also manage the university's advocacy program and staff legislative committees of the UO Foundation Board of Trustees and UO Alumni Association Board of Directors, as needed.

- **Community Relations**

Community Relations serves as the liaison between the community and the university. The mission of this unit is to foster good relations and open communication with local governments, surrounding neighborhoods, civic and community-based organizations, and the local business community. Staff members monitor local ordinances, programs, and proposals, and direct the university's engagement in local community events and activities.

4. University Development and UOAA

Support of the University's mission, whether in the form of a gift or by continued involvement with the UO, yields an unparalleled return on investment for our many benefactors. Often, through these lasting relationships, alumni and friends of the university deepen and enrich their ties to the university and to the students the institution serves. University Development encourages and solicits gifts that enable the University of Oregon to provide a world-class education to students who go on to make significant contributions to our socioeconomic future. Higher education provides not only a key to an individual's future well-being, but to the well-being of our communities and our state.

University Development consists of more than 100 employees working out of the central office, the schools and colleges, and regionally-based offices.

Development Highlights

- Fiscal Year 2012-13 total fundraising - \$200M
- The current funding momentum is strong and continues to look solid for years to come
- The UO is currently in the silent phase of a \$1 billion+ comprehensive campaign (funding goal TBD)
 - Potential seven to eight-year timeline.
 - Funding priorities and goals are being developed with the president, executive leadership, deans, and various campus-wide university administrators. Key areas of focus will be determined by benchmarks with AAU peers, our academic plan and areas of competitive advantage.
 - Donor pipeline and giving pyramid analysis is ongoing to determine feasibility of campaign goals and timeline.
- Bentz Whaley Flessner, the UO's campaign planning consultants, is in the final stages of conducting a feasibility study, providing campaign planning consultation, as well as providing database analysis and an internal organizational assessment.
- Additionally, University Development is undergoing a WealthEngine Electronic Screening of its Advance database to fill the prospect pipeline. Approximately 240,000 records are being screened (of which 188,000 are living alumni), providing thousands of viable prospects to cultivate toward giving to the UO.

