The Office of Alumni and Development at UA Little Rock exists to garner philanthropic support or current and future students, programs, opportunities, and various campus initiatives. Through consistent outreach and heartfelt engagement with our internal and external stakeholders, our team cultivates and stewards relationships to create advocates and promoters of the university. Those relationships, and a deep seeded affinity for the institution and its relevance, often result in our ability to secure gifts and also strengthen recruitment, retention and reputation. The following plan outlines our approach for increased outreach, engagement and fundraising in areas that include alumni, annual giving, individual colleges, corporate and foundation philanthropy, planned giving and others, in support of the university's strategic goals.
COMPONENT GOAL: ACCESS

Increase student access to transformative educational experiences that are affordable, versatile, and relevant.

Advancement

Component Goal 1: Grow philanthropic support to increase scholarship opportunities for educational access for students and to provide them with transformative educational experiences.

OBJECTIVE 1: Achieve UA Little Rock’s Centennial Campaign goal of $250 million by 2027.

   » Strategy 1: Increase major gifts raised, $25,000 or greater, to support the campaign priorities through cash, cash pledges, in-kind and planned/estate gifts.
   
   » Strategy 2: Increase the number of donors below the major gift threshold of $24,999 or less.

OBJECTIVE 2: Enhance the alumni and donor database by improving the quality of and access to current usable information.

   » Strategy 1: Increase the accuracy and reliability of the alumni database as the go-to source for accurate information about former students and alumni.
INSTITUTIONAL GOAL: EXPERIENCE

Improve the student, faculty, and staff experience by cultivating an engaging campus community that promotes diversity, equity, and inclusivity.

**Advancement**

**Component Goal 1:** Increase support for initiatives to improve experiences and promote diversity, equity, and inclusivity.

**OBJECTIVE 1:** Increase private dollars available to support students, faculty, and staff experiences.

  » **Strategy 1:** Grow philanthropic support for the benefit of inclusive campus initiatives.

  » **Strategy 2:** Increase private support of the Faculty Excellence Awards.

**OBJECTIVE 2:** Foster diversity, equity, and inclusivity within the Office of Alumni and Development.

  » **Strategy 1:** Recruit and retain a diverse alumni and development staff to provide understanding, experience, and perspective from which to draw, encouraging them to reach out to a broader donor base and engage those donors more meaningfully.

**OBJECTIVE 3:** Work to obtain philanthropic support for the campus community, specifically gifts that support program excellence and the living and learning environments. (e.g. Internships for students, Trojan Way, Alumni Plaza, buildings, classrooms, and labs.)

  » **Strategy 1:** Solicit alumni, individuals, corporations, and foundations to fund naming opportunities.

**Component Goal 2:** Increase private support for academic programs that benefit students.

**OBJECTIVE 1:** Increase the number of directorships, endowed chairs, or professorships.

  » **Strategy 1:** Identify new, and continue to engage, high-networth donor prospects.

**Component Goal 3:** Concentrate on the donor experience by fostering a unique sense of pride for donors.

**OBJECTIVE 1:** Actively demonstrate to donors their “gifts in action”.

  » **Strategy 1:** Keep donors connected to our mission by annually updating them on the progress and impact of their specific endowed gifts.

  » **Strategy 2:** Engage donors with deans of colleges, department chairs, or student leaders to learn about or witness the impact of their gift. The goal is to steward donors during and after this campaign while also cultivating future gifts for the next campaign.
INSTITUTIONAL GOAL: COMMUNITY ENGAGEMENT

Enhance community engagement through partnerships and collaborations involving faculty, staff, and students that address local, state, and regional needs.

Advancement

Component Goal 1: Communicate to the community about the achievements of UA Little Rock graduates.

OBJECTIVE 1: Magnify our alumni’s achievements to reinforce the quality education and experience they received at this institution, and showcase how both impacted their careers.

» Strategy 1: Identify well-respected alumni to serve as event chairs and hosts to help increase alumni engagement through various events.

Component Goal 2: Ensure volunteer leadership is representative of the community we serve.

OBJECTIVE 1: Recruit and retain a diverse makeup to serve on volunteer boards under the purview of university advancement.

» Strategy 1: Increase the reach of board recruitment and nomination/application process to engage alumni who are already connected and successful in their respective fields.
Advancement Committee

Christian O’Neal – Vice Chancellor for Advancement
Kristi Smith – Associate Vice Chancellor of Alumni and Development
Chris Hamilton – Associate Vice Chancellor of Advancement Services
Salina Ables – Assistant to the Vice Chancellor for University Advancement
Derek Boyce – Director of Development University Initiatives Corporate and Foundation Relations
Ginger Daril – Director of Development University Initiatives Planned Giving
Tommy Goucher – National Director of Development
Michael Johnson – Director of Development and External Relations
Joe Lampo – Director of Development and External Relations
Linda Martin – Prospect Research Coordinator
Ashley Nipp – Accountant
Stephanie Purifoy – Director of Development and External Relations
Laterika Tooks – Director of Annual Giving
Lloyd Webre – Director of Development and External Relations
Samantha Wiley – Associate Director of Advancement Services