

FY2022 Annual Review Narrative Survey

Unit: University Advancement

Section 1: Programmatic & Academic Vitality Narratives

- 1) Have you made any changes to your unit's strategic plan and/or budget process in the past year? If yes, what are 3-5 key elements of your unit's new/revised strategic plan and/or budget process? If no, please comment on the progress you've made in 3-5 key areas of your strategic plan.**

Yes. Based on our Advancement 3.0 strategic framework, University Advancement (UA) has five strategic priorities for FY21 and FY22 (with key results for each), which are as follows:

- a. Bring a diversity, equity, and inclusion focus to all aspects of University Advancement's work and operations.
- b. Develop a comprehensive advancement approach to University Initiatives.
- c. Prioritize impactful major gift fundraising (at both the unit and the institutional level) while maintaining expected post-campaign production level.
- d. Build an effective, efficient, nimble advancement structure that operates within its means and has the ability to shift focus and resources to emerging priorities as identified by executive leadership.
- e. Develop and sustain a community of engaged UW champions—at scale—based on a profound engagement philosophy, with a focus on engaging millennials and younger generations and people of color based on the causes/things they care about and can advance through the UW.

UA made changes to the Strategic Priorities Alignment (budget) process. A Budget Philosophy, with guiding principles and priorities, was developed to help guide budget decisions to address the structural challenge of the UA's budget and the potential negative impacts of COVID-19. In addition, all vacancy, new-hire, and promotion requests are reviewed and either approved, put on hold, or eliminated (in the case of a vacancy) by the Administration & Budget team, comprised of the ISVP, VPs, the AVP, Campaigns, and AVP, Operating and Budget Officer. The team is judicious in its approvals.