



UNIVERSITY of WASHINGTON

FY2026 Operating Budget Development Narrative Prompts

[University Advancement]

OPERATING BUDGET PROPOSAL NARRATIVE PROMPTS DUE 2/24/2025

Programmatic & Academic Vitality Narrative

*Text submitted within this section **will** be published to FPB's Annual Budget Development website*

Where possible, you are encouraged to leverage published materials already created

- 1) Please list your operating budget priorities for the upcoming period (bullet format) and how your campus/unit is aligning available resources with strategic programmatic goals and university initiatives (e.g. Diversity Blueprint, Population Health, etc). *Word Limit: 500*

For FY26, Advancement's budget priorities and resource will be focused on campaign readiness, which we will advance through:

REPUTATION ENHANCEMENT— Enhance reputation by focusing on areas where audience and UW values and priorities align.

- Prioritize communicating with Washington residents and UW alumni about: affordability and access, preparing students for careers, and offering a world-class education.
- Prepare for the campaign by communicating with stakeholder audiences locally, nationally and globally in areas where the UW can make a transformational impact on societal and global challenges: student success, health (including population health), AI/technology, equity, civic health and climate.
- Partner in local and national strategies to influence public opinion about the value and impact of higher education.

PROFOUND ENGAGEMENT—Deepen engagement individually, at scale, and in community.

- Complete Profound Engagement at Scale (PEAS) Phase 2 objectives.
- Increase advancement engagement in and with community, including continued work to ensure an inclusive approach, in alignment with the Diversity Blueprint.
- Plan for donor engagement in campaign activities and deepen volunteer engagement throughout advancement work, including advisory boards, task forces, Foundation Board and Alumni Association engagement, and advocacy work.

FUNDRAISING—Grow fundraising at all levels.

- Identify, cultivate, solicit, and steward nine-figure gifts across the enterprise.
- Articulate compelling unit and University-wide campaign priorities and refine with stakeholder audiences.
- Use updated fundraiser metrics as a basis for conversations about role clarity and fundraising best practices and objectives.
- Build out annual philanthropy and the major giving pipeline.

FINANCIAL STABILITY—Manage budget in a constrained environment through strategic prioritization of work and resources.

- Continue to align resources with UW and University Advancement priorities.
- Retain top performers and institutional knowledge and skills to optimize performance and impact.
- Elevate team impact by focusing on continual best practices, training and working most effectively and efficiently.



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EXECUTIVE ENGAGEMENT— Engage University leadership fully in building meaningful relationships with alumni, friends, corporate partners, and philanthropists.

- Onboard the 34th President and introduce him to the UW's external stakeholders.
- Support Provost leadership of emerging and strategic initiatives and key relationships.
- Ensure academic and administrative leaders understand the full scope of advancement at the UW and their vital role in it and are working in full partnership with their CAO to define priorities and build relationships.
- Utilize effective data sharing and analysis to support partnerships with academic and administrative leaders, including qualifying and advancing critical relationships.

Required Budget Development Consultative Process Summary – Faculty, Staff and Students

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-- If specific questions are not applicable to your unit, simply indicate n/a --

Consultation with your elected faculty councils, student councils and unit/campus staff, regarding your unit's/campus's budget proposal materials, including your proposed FY26 operating budget, narrative responses, tuition rate recommendations and fee-based rate recommendations are an important and necessary component of the UW's budget development process. Your responses to the questions below will be documented and included as part of the FY26 operating budget development review materials provided to Executive Leadership of the UW.

PLAN NOW to ensure that all unit/campus review and consultative processes are completed by the February 24, 2025 due date.

- 1) Please indicate the date that FACULTY leadership within your unit/campus was consulted and provided the opportunity to provide input as part of this budget planning exercise
- 2) Please list a point of contact for your FACULTY leadership (name and UW email address).
- 3) Please indicate the date that STUDENT leadership within your unit/campus was consulted and provided the opportunity to provide input as part of this budget planning exercise.
- 4) Please list a point of contact for your STUDENT leadership (name and UW email address).
- 5) Please discuss how you involved campus or unit staff in the consultative process.
- 6) Since submission of your tuition and/or fee-based rate recommendations on January 24, 2025, has your campus or unit received any additional feedback from students? If so, please summarize here.

1. N/A

2. N/A

3. N/A

4. N/A

5. For University Advancement, involvement of campus and unit staff in the planning & budgeting process happens throughout the year and at all levels of the organization. Continually engaging our staff through communications and asking for input and feedback encourages a culture of accountability and ownership:



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- Fostering diverse perspectives:
 - Surveys to gather input from across the organization and to incorporate this input into values, priorities and resource allocations
 - Engagement Survey
 - Equity survey
 - Leadership meetings and retreats (leadership that reports directly to executive Advancement leadership and/or leads major bodies of work)
 - During the annual budget process, schools/colleges/campuses submit their strategic priorities and new funding requests
 - Resource allocation decisions take into account these submissions and discussions by extended Advancement leadership.
- Transparency and education of financial, budgetary and human resources practices and policies:
 - Just a Conversation with Advancement People & Culture team on compensation, performance conversations, etc.
 - Administrative Roundtables
 - Shop Talks to present strategic initiatives occurring across the institution
 - Direct financial reporting to cost center managers and Advancement leadership on a quarterly basis
 - Encouraging financial awareness and accountability for every unit of the organization
 - Constant UA Finance team's availability to meet with budget managers
- Communications from Advancement Leadership:
 - Regular emails and Teams messages from the organization's executive leadership team
 - Sharing of annual priorities for Advancement

6. N/A