



UNIVERSITY of WASHINGTON

FY2027 Operating Budget Development Narrative Prompts

OPERATING BUDGET PROPOSAL NARRATIVE PROMPTS DUE MONDAY 2/23/2026

Section 1

- 1) Please select your unit or campus.

Advancement CCH100034

Section 2: Programmatic & Academic Vitality Narrative

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

- 2) In bullet format, please list your operating budget priorities for the upcoming period and describe how your campus/unit is aligning available resources with strategic programmatic goals and university initiatives such as the Diversity Blueprint, Population Health, etc. (Where possible, you are encouraged to leverage published materials already created) *Word Limit: 500*

-> Required, after answering go to Next Section, Question #3

INSTITUTIONAL ALIGNMENT AND DEPARTMENT PURPOSE

University Advancement furthers University priorities as outlined in institutional and unit strategic plans. We do so by growing resources, relationships, and reputation on behalf of the University. We are aligned with and guided by institutional and Advancement values.

FY27 PRIORITIES

Committed to our evergreen work outlined above, FY27 priorities are focused through two lenses - campaign success and operational excellence. Campaigns are important tools to catalyze reputation, engagement, and resources to advance institutional priorities. In FY27, we are prioritizing work critical to accomplish prior to the public launch of the campaign in the fall of 2027. The University's strategic plan calls for a focused drive toward organizational excellence. This year we will focus on opportunities to work effectively and efficiently.

Grow fundraising at all levels.

- Focus on unit and University lead (largest) campaign gift solicitations.
 - Refine campaign cases for support and develop fundraising collateral.
 - Onboard VP, University Development.
 - Recruit and onboard campaign volunteer leadership.
 - Improve the annual and online giving experience for donors and its journey tracking capabilities for UA.
- Enhance reputation with targeted audiences by focusing on areas where their priorities align with the UW's.
- Prepare for the campaign by communicating with stakeholder audiences locally, nationally, and globally in areas where the UW can make transformational impact on societal and global challenges: beginning with student success, health/population health, AI/emerging technologies, civic health, and climate.
 - Prioritize communicating with Washington residents and UW alumni about what survey research tells us they care about: affordability and access, preparing students for careers, and offering a world-class education.
 - Develop campaign brand and collateral.
 - Plan for campaign launch events and communications.

Deepen engagement, individually, at scale, and in community

- Make significant progress on completion of Profound Engagement Phase 2 objectives:
 - Continued learning and optimization of available AI-enhanced strategies
 - Use of segmentation for full donor and alumni continuum



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- *Creation of automated marketing center of excellence*
- *Implementation of a new automated email marketing tool*
- *Ensure engagement strategies grow donor and volunteer pipeline, via donor continuum and broad-based engagement strategies.*

Support University leadership in achieving unit and institutional priorities

- *Support the launch and implementation of the University's strategic plan*
- *Drive reputation and resources in support of "big bets" outlined in plan*
- *Align campaign priorities to support strategic plan*
- *Ensure academic and administrative leaders understand their vital role and are supported in advancement work.*
- *Provide reports highlighting dean/chancellor/VP fundraising work*
- *Continue fund raising training with departments, with encouragement from Faculty Senate Chair.*

Strengthen financial stability while managing budget in constrained environment.

- *Strategically prioritize work and reallocate resources toward UW and University Advancement priorities in alignment with values.*
- *Optimize impact via the pursuit of continuous quality improvement, including leveraging AI and other technologies.*

Section 5: Summary of Required Consultation with Faculty, Staff and Students

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

-- If specific questions are not applicable to your unit/campus, 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 FY27 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 FY27 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 23, 2026 due date.

- 14) 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

-> Required for UWS Academic Units, UWB and UWT. Other units enter "n/a." Go to Question #15.

n/a

- 15) Please list a point of contact for your FACULTY leadership (name and UW email address).

-> Required for UWS Academic Units, UWB and UWT. Other units enter "n/a." Go to Question #16.

n/a

- 16) Please indicate the date that STUDENT leadership within your unit/campus was consulted and provided the opportunity to offer input as part of this budget planning exercise.



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-> Required for UWS Academic Units, UWB and UWT. Other units enter "n/a." Go to Question #16.

n/a

17) Please list a point of contact for your STUDENT leadership (name and UW email address).

-> Required for UWS Academic Units, UWB and UWT. Other units enter "n/a." Go to Question #17.

n/a

18) Please discuss how you involved your campus or unit faculty EFC, how you consulted with students, and how you engaged with staff in the budget development process.

For University Advancement, involvement of campus and unit staff in the planning and budgeting process occurs throughout the year and at all levels of the organization. By continually engaging staff through open communication and inviting input and feedback, we reinforce a culture of accountability, shared ownership, and collective responsibility.

FOSTERING DIVERSE PERSPECTIVES:

- University Advancement priorities are developed with leadership representation from across the organization, including UW Medicine Advancement and leaders who oversee all schools, colleges, and campuses.*
- Individual meetings and targeted communications are conducted with both central units and school/college/campus units to ensure their unique perspectives on the budget environment, and upcoming priorities are incorporated into planning efforts.*

COMMUNICATIONS FROM ADVANCEMENT LEADERSHIP:

- The executive leadership team provides regular updates through emails, town halls, participation in team meetings, and other communication channels to ensure transparency around organizational priorities and future plans.*
- Annual priorities are shared with the extended leadership team in late winter/early spring to support alignment and coordinated planning across the organization.*

19) Since submission of your tuition and/or fee-based rate recommendations on January 30, 2026, has your unit/campus received any additional feedback from students? If so, please summarize here.

-> Required for all units/campuses. Go to Question #19.

n/a