

# UAH Retirees Association

February 1, 2012

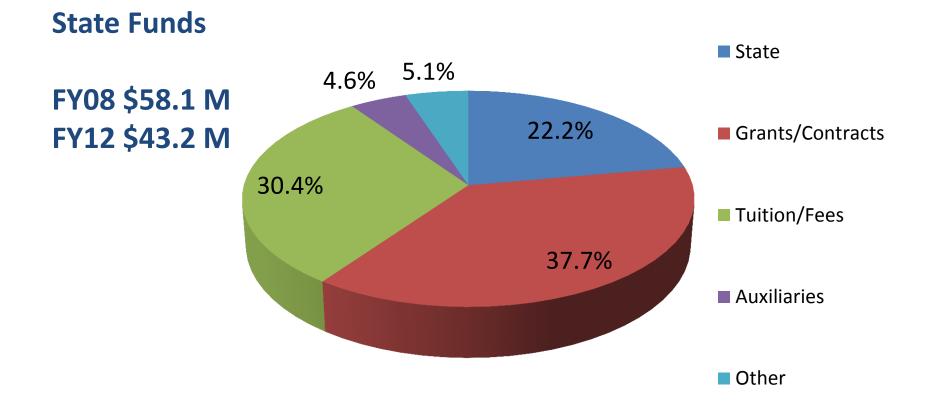




# The future ain't what it used to be

You have to be very careful if you don't know where you are going because you might not get there





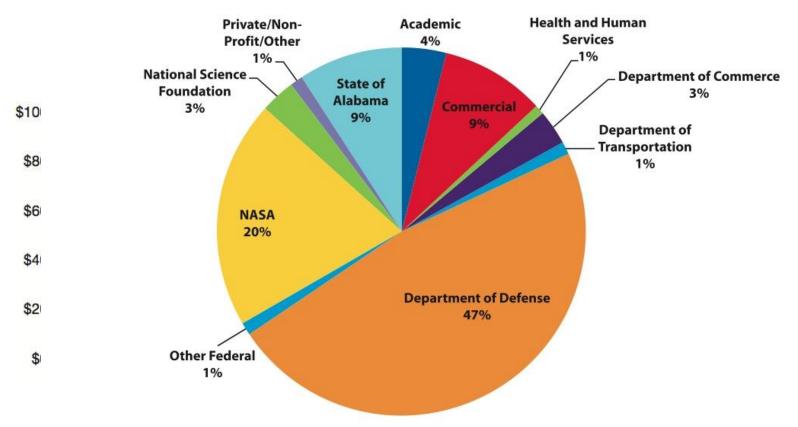


Nursing example  $1,000 \rightarrow 1,300$ 2012-2020 **Revenue less expenditure** crossing point: 2016 "Profit:" \$700K/yr



### Sponsored research expenditures by source FY 2010

Total \$82,102,043 (excluding construction)





# **Priorities**

- Broaden research portfolio
- Couple more closely faculty and research staff effort
- Increase student involvement in research



## **Priorities**

- Student Life Center
- Bond refunding
- Barriers to research discussion
- **IT** 
  - Implementation of current plan
  - CIO
- Planning
  - Enrollment
  - Integrate academic units and research
- Advancement
  - Organizational Structure
  - VP for Advancement
- Athletics financing



## **Strategic Planning Elements**

- ↑ <u>Mission</u>: Purpose
  - Vision: Desired end-state at some point in the future
  - Core Values: Guide behavior
  - <u>Value Proposition</u>: What is promised to be delivered; why we matter to constituents and customers
  - <u>Goals</u>: What is to be accomplished in order to reach our vision Strategic Priorities: Define direction to accomplish goals
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  - Strategic Objectives: Guide fulfillment of Strategic Priorities;
- Strategic Objectives: Gui
  - <u>Tactics</u>: Actions required to meet Strategic Objectives

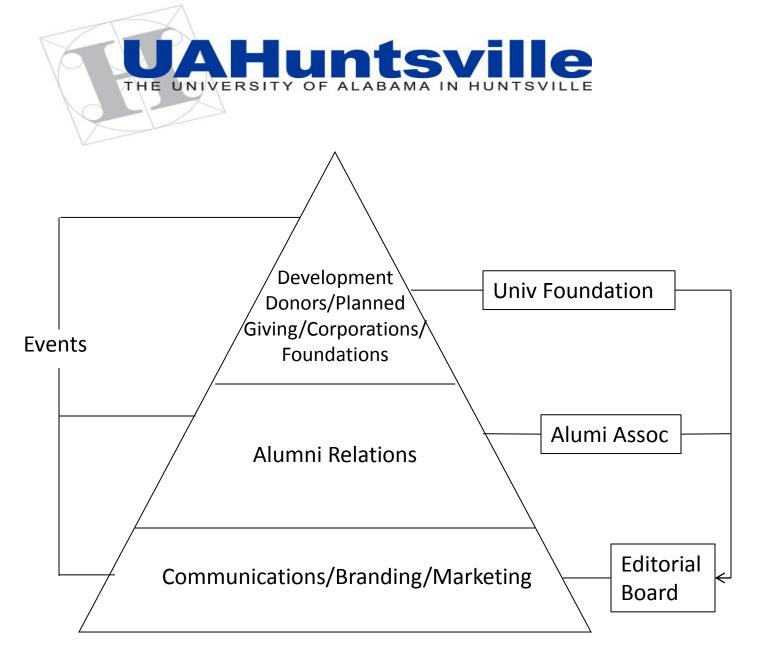
→ Steering Committee



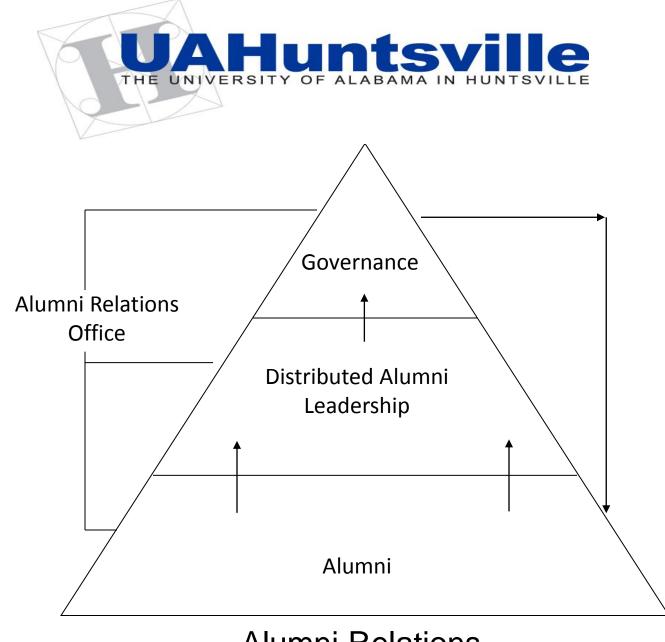
# **University Advancement**

Advancement is an integrated activity involving close, cooperative working relationships among:

- Communications/Branding/Marketing: informs large constituency
- ✓ Special Events: orchestrates large/on-campus functions; provides opportunity for involvement
- Alumni Relations: coordinates relations with alumni/friends; provides opportunity for involvement/ leadership; nurtures future donors
- Development: raises funds; efforts benefit from cooperative efforts of advancement components

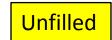


**University Advancement** 



**Alumni Relations** 

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE VP for Advancement UAH Foundation UAH Alumni Assoc Development Communications Alumni Relations Special Events Graphic Design Clubs Corporate Relations Assistants. Development Directors Editor Planned Giving Writers Foundations Web Services Donor Services





# **Current Hockey Funding Stream Comparisons as % of Median D I Expenditures**

Univ	U Fnds	Tkt	Fundraise	Total (%)	<b>Total (000's)</b>
UAH	53.4	1.8	4.8	60	\$900K (\$800K Univ)
#1	0	64.4	27.6	92	\$1,380
#2	51.4	32.1	23.5	107	\$1,605
DI	10	17	73	100	\$1,500



# **Required Actions for Hockey to be Successful at Division 1 Level:**

- Reliable annual funding stream
- Acceptance into a conference
- Significant increase in game attendance (2,500 average)
- Better facilities arrangement



### Three Year Hockey Revenue Ramp Up as % of Athletic Budget Reallocation Commitments Needed

%	Univ	+Univ	TotU	Tks/Fdrais	Total
50	\$688,300	<b>\$0</b>	\$688,300	\$811,700	\$1,500,000
80	\$565,500	\$84,500	\$650,000	\$850,000	\$1,500,000
100	\$483,500	\$166,500	\$650,000	\$925,000	\$1,575,000



# Pro-forma Hockey Funding Stream Comparisons as % of Median D I Hockey Budget

Univ	<b>U</b> Fnds		Fundraise	Total	Median
UAH	43	57		100	100%
#1	0	70	30	100	92%
#2	<b>48</b>	30	22	100	107%
UAH	43	<b>40</b>	17	100	100%
	\$650K	\$600F	K \$250K	<b>\$1,500K</b>	



### Timeline

#### <u>January</u>

- Brochure/marketing materials/game entertainment strategy
- Ticket pricing structure
- Conference Presidential contact

#### **February**

- Schedule complete
- Meet with Major Donors
- Meet with Mid-level Donors
- Prepare corporate materials
- Meet with corporate entities
- Meet with Mayor

#### <u>March</u>

- Meet with Mid-level Donors
- Meet with corporate entities
- VBC contract negotiations
- Mass ticket appeal



### Timeline

### <u>April</u>

- Mass solicitation/ticket appeal
- Follow-up with Mayor
- Meet with corporate entities
- Mass corporate solicitation

<u>May</u>

• Announcement