



## The University of Iowa Foundation Strategic Plan Outline 2008-2014

### **Mission**

*Advancing The University of Iowa and fulfilling the aspirations of those it serves.*

### **Vision**

*Inspire generosity. Exceed expectations.*

### **Core Values**

We have identified seven core values for the UI Foundation's future. Each is critical toward our attainment of the UI Foundation vision.

- Innovation
- Donor Centric
- Stewardship
- Collaboration
- Communication
- Professionalism
- Integrity

### **Goals**

In order to pursue the UI Foundation mission and vision, we strive to make significant progress in a number of areas. By achieving the goals set forth in this strategic plan, we will build on current success and overcome impediments that may hinder future success.

- Maximize fundraising through innovative strategies.
- Ensure donor-centric service and excellent stewardship.
- Enhance the culture of philanthropy on campus.
- Expand communication to reach strategic objectives.
- Be wise stewards of resources.
- Promote an exceptional and effective workplace.
- Strengthen development of UI Foundation board and its leadership.

### **Strategies**

#### **Maximize fundraising through innovative strategies.**

- Expand donor base using targeted outreach approaches for key constituencies.
- Regularly identify and adopt best practices in fundraising.
- Utilize innovative, creative, and collaborative approaches toward fundraising.
- Invest resources to identify and maximize returns from high-growth areas for increased donor support.

**Ensure donor-centric service and excellent stewardship.**

- Maintain the highest level of stewardship, seeking creative ways to engage donors, embracing technology, and providing cost-effective service that consistently exceeds expectations.
- Provide excellent service to campus partners, working collaboratively to ensure donor satisfaction, educating them about the importance of stewardship, and contributing to the development of the culture of philanthropy on the UI campus.

**Enhance the culture of philanthropy on campus.**

- Increase giving from all campus constituents (e.g., faculty, staff, students).
- Enhance outreach to students.
- Solidify relationships with and actively engage campus partners (e.g., UI administration, UI deans and directors) in the UI Foundation's work.

**Expand communication to reach strategic objectives.**

- Enhance regular communication with and among UI Foundation employees.
- Establish a comprehensive UI Foundation communications plan.
- Enhance the UI Foundation's virtual presence.
- Enhance bi-directional communication with campus partners.

**Be wise stewards of resources.**

- Develop an organizational "go green" initiative that supports the UI President's vision for conservation and sustainability.
- Ensure internal resources (e.g., people, space, funds, etc.) are utilized optimally to maximize operational effectiveness and business processes.

**Promote an exceptional and effective workplace.**

- Continue to develop an atmosphere of trust, respect, and support that enhances employee satisfaction and productivity throughout the organization.
- Provide regular training in fundraising for all UI Foundation employees.
- Provide additional opportunities to employees for leadership development and training.
- Attract and retain an exceptional staff.
- Enhance professional development for all employees.

**Strengthen development of UI Foundation board and its leadership.**

- Offer board members educational and training opportunities to stay abreast of current philanthropic issues.
- Clearly define the expectations for a UI Foundation board member.
- Establish and implement a plan that addresses ongoing identification and recruitment of new board members, as well as succession planning.
- Exemplify best practices for governance of charitable non-profit organizations.
- Offer more opportunities for student interaction with UI Foundation leadership and the board.