



# INSTITUTIONAL ADVANCEMENT

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# WHAT IS INSTITUTIONAL ADVANCEMENT?

- Inspiring impact by connecting students, alumni, friends, employers and the community with TAMU-CC in ways that are meaningful to them, in order to benefit the university





# Institutional Advancement

Adv.  
Services

Alumni  
Engagement

Development

TAM-  
CC Fdn.

MarCom

Career & Prof. Dev.

Event  
Services

Alumni  
Relations

Annual  
Giving

Mid to  
Major  
Giving

Fdn & Corp  
Relations

Planned  
Giving

Marketing

Comms.

Web  
Services

Counseling

Employer  
Relations

PAC

# ADVANCEMENT SERVICES

- Database Administration
- Gift Processing
- Prospect Research and Portfolio Management
- Reporting and Lists
- Donor Relations and Stewardship



# MARKETING AND COMMUNICATIONS

- Marketing
  - Promotion, placement and positioning of the university
  - Licensing
- Communications
  - Communicate our story and impact to expand brand and visibility
  - Crisis communications
- Web Services
  - Social Media



# CAREER & PROFESSIONAL DEVELOPMENT CENTER

- Engaging students, alumni and employers
- Counseling and academic integration assigned by college
- Employer Relations team connecting with employers
- Goals:
  - Graduate career-ready students
  - Maximize job and internship opportunities for our students
  - Support local and regional workforce needs



# EVENT SERVICES



- University signature events
- Ribbon cuttings/grand openings as needed
- External client renting spaces on campus
- PAC
- Goals:
  - Showcase our beautiful campus
  - Service excellence
  - Revenue generation





# ALUMNI ENGAGEMENT

- Creating meaningful campus experiences
- Preserving university traditions and fostering pride in the university
- Impacting future generations of Islanders through service and philanthropy



# ALUMNI RELATIONS

Engage unique alumni through:

1. Events
2. Communication
3. Non-event programming
4. Philanthropy



# ANNUAL GIVING

- Gifts typically range from \$25-\$1,000
- Multi-channeled solicitations
- Participation means more than amount given
- Islander Annual Fund
- Faculty & Staff Giving
- President's Circle
- Family Council



# DEVELOPMENT

- Includes:
  - Mid-Major Giving (gifts of \$10,000+)
  - Foundation and Corporate Relations
  - Planned Giving
- Funding priorities:
  - Capital Campaign
  - Unit Development Plans for colleges and SEAS
- Goals:
  - Build and sustain mutually beneficial relationships between stakeholders and the university
  - Support the university's mission through financial contributions from private donors



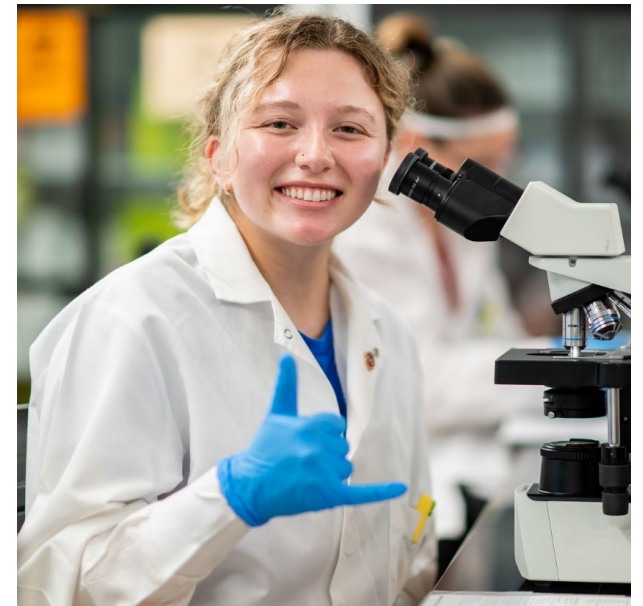
# TEXAS A&M-CORPUS CHRISTI FOUNDATION



- Affiliated 501c3 private foundation
- 14-member Board of Directors
- \$49M endowment
  - \$2M+ annual distribution
- Goal= Board members champions, grow endowment, and expand our network

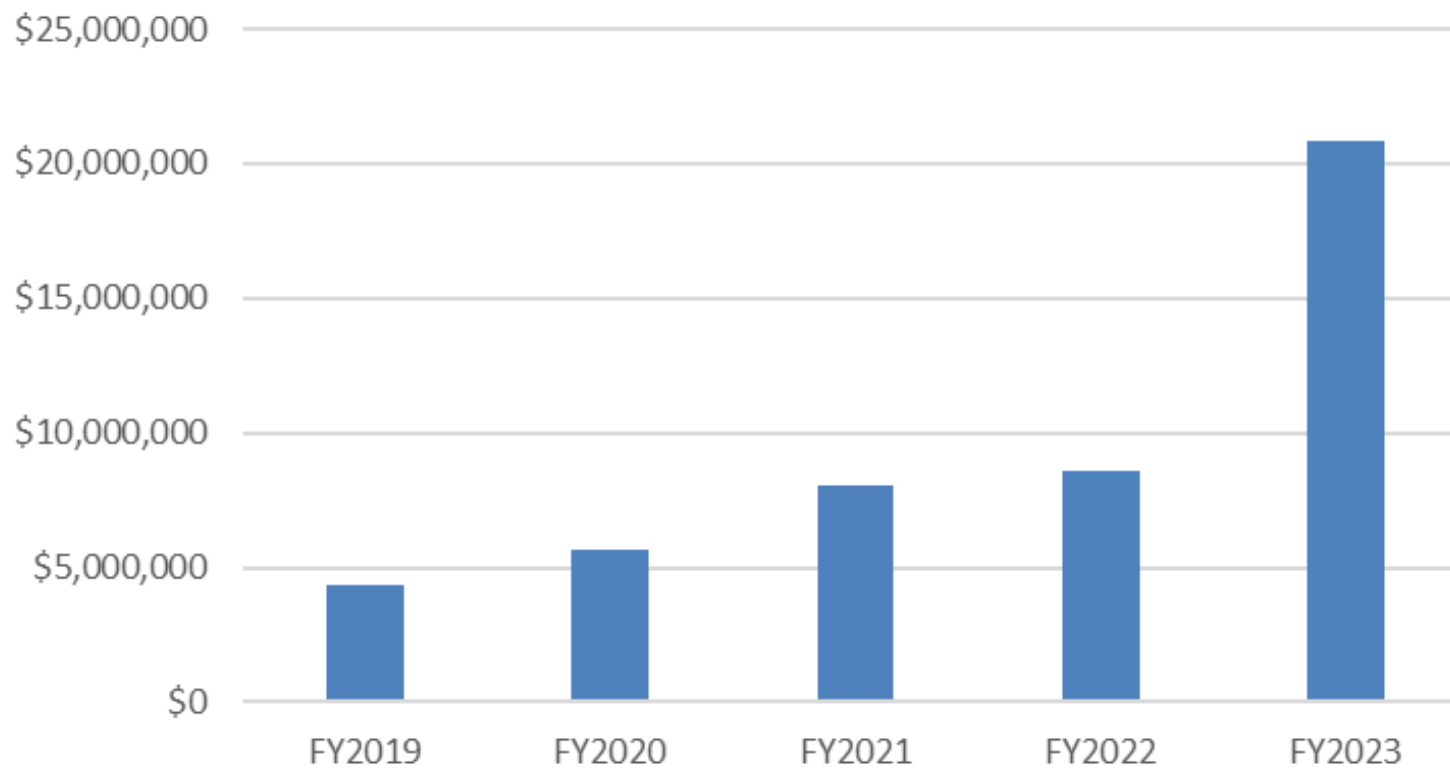
# WHERE DO FUNDS GO?

- **Scholarships**—endowed or annual
- **Faculty Support**—endowed professorships and chairs
- **Programmatic**—specific programs or departmental needs
- **Capital**—equipment or infrastructure and buildings



# FY23 GIVING

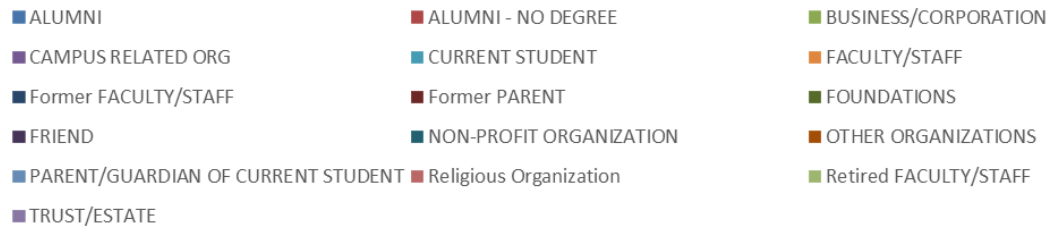
Committed Amount



## Development

- Total raised= \$20,784,443
- Scholarships= \$4,762,568
- Capital= \$11,655,545

# FY23 ALUMNI GIVING



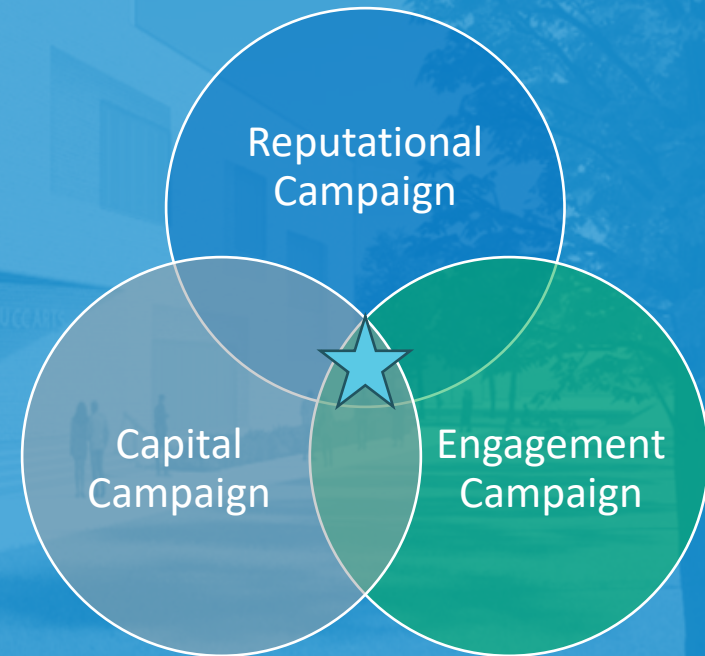
- Alumni Donors= 374, which is 27% of all FY23 donors
- Total committed= \$340,031, which is 2% of all funds raised in FY23
- Alumni giving participation rate= <1% of all living alumni gave in FY23



# FY24 PRIORITIES AND INITIATIVES

## Capital Campaign

- Student Success
  - Scholarships and student emergency funds
- HRI
  - Endowed chairs, centers and program
- Community Vibrancy
  - New Arts building naming opportunities
  - Downtown building naming opportunities
  - PAC, Tidal Hall, etc. naming opportunities
  - Multipurpose Community Center naming opportunities



# GRADUATE STUDENT SCHOLARSHIPS

## Good news:

- Student scholarships are already the top funding priority for our fundraising team
- Majority of deans have already identified the need for graduate student support in their College Development Plans

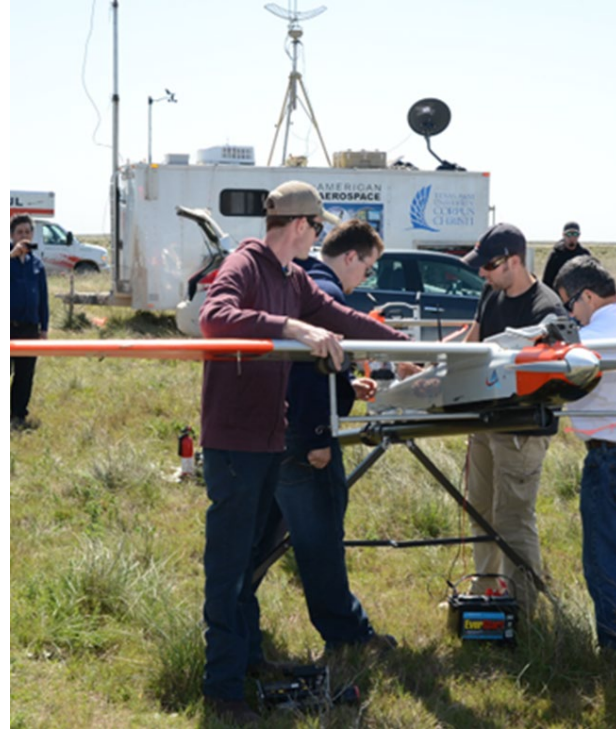


# GRADUATE STUDENT SCHOLARSHIPS

## Challenges

- Perception of higher education
- Perception of graduate school
- Young alumni base
- Donor base is not deep (yet)





# GRADUATE STUDENT SCHOLARSHIPS

## Opportunities

- Work with CPIRA and faculty from colleges to identify prospective donors:
  - Successful alumni
  - Industry partners and employers who are hiring our graduate students when they graduate
- Work with CPIRA and colleges on case for support for graduate student scholarships





# QUESTIONS AND DISCUSSION