Alumni and Philanthropy Plan 2015 - 2018

Overview

This Alumni and Philanthropy Enterprise Plan will support the growth in the reputation of the University and its capacity to deliver the goals set out in Crossing the Horizon. The plan will enhance the career prospects of the University’s students; as well as the financial standing of its research, scholarships and infrastructure needs through innovative alumni relations and inspiring philanthropic campaigns and strategies.

It will support the functions of the Divisions, Schools and Institutes across the University, and will work in close collaboration with key service Units including Communications and Marketing, Careers, UniSA International, ITEK, and Research Services.

By 2018, UniSA will have a 200,000-strong alumni community engaged in support of the University’s goals. Their careers and stories will inspire future alumni; they will provide mentorships, internships and careers; their business connections will support each other and the University; their experience will inform and support the Divisions, Schools and enterprises at the University; and their support will create a vast collective of donors to build a fund that will launch the future of many great minds.

By 2018, UniSA will also have expanded its support from a vast array of non-alumni donors, philanthropists, business leaders, foundations and organisations each providing inspiration, leadership, financial support and career pathways for our students and alumni.

The combined energies, generosity and resources of this motivated and engaged global community will refuel and reinvigorate the future of our University.
Supporting Crossing the Horizon

In Crossing the Horizon the University has created the framework for success and this enterprise plan will support and engage with the majority of the targets set by this vision.

Predominantly this plan addresses Action set 6: A globally visible university with global reach and leverage.

Develop a global strategy for philanthropy
We will develop a philanthropic fundraising plan that will significantly increase our philanthropic support base and deliver enough revenue and an endowment of sufficient size to support our aspirations. All of our major philanthropic projects will be tied to major initiatives within the plan. The plan will include corporate philanthropy strategies through industry-linked scholarships with internship components.

Build an active global alumni network
We will connect and reconnect with our global alumni to build a strong global network. We will introduce new mechanisms, including an annual alumni awards scheme, and establish new alumni chapters in Australia and overseas.

The plan also supports other aspects of Action set 6, from international student recruitment to developing international research collaborations and developing innovative programs.

Additionally in respect to Action Set 1: Enhanced educational offerings and an outstanding student experience this plan will support the global capabilities of our students through offering more international internships and scholarships; and assist in the sourcing and provision of industry expertise for advisory boards. This plan will also play a key role in the process of scholarship review to ensure our scholarships are aligned with student needs and University objectives.

In relation to Action Set 2: Industry and end user informed research supporting an industry relevant curriculum this plan will enable us to develop a productive relationship with Alumni who can leverage our domestic and global industry connections while also actively sourcing internships and placements though the vast alumni network.

The plan will enable the University to approach key alumni to support the Practitioners in Residence program as participants, as highlighted in Action set 3: Increased Human Capital in the Classroom and increased efficiencies beyond.

This plan also responds to Action set 4: Transformational infrastructure enriching the fabric of our institution by being intrinsically involved in the development of much of the infrastructure that will enrich the fabric of our institution - from sponsorship sources for SciEd though to multilayered fundraising for the Health Innovation Building as well as fundraising/philanthropic strategies for the Great Hall.

Action set 5 Engagement with society beyond the classroom and the campus provides further opportunities for alumni engagement with the Social Entrepreneurship Hub. The plan seeks to engage staff and students in fundraising initiatives such as peer-to-peer adventure trips to raise funds for research and scholarships.

This plan will also support Action set 5 by contributing to UniSA becoming the Aboriginal and Torres Strait Islander University of Choice by enhancing strategically targeted scholarships and prizes as well as assisting the establishment of a Deadly Alumni network.
And finally through Action set 7 Key enablers and supports this enterprise plan will contribute to a culture of service excellence by streamlining our internal systems, building trust and a service oriented team in order to provide an efficient service for Schools and Divisions and students.
Essential strategies for 2015 – 2018

Alumni

- Improve our knowledge-base about our alumni
- Improve two-way targeted communications with our alumni.
- Create key benefits that enhance engagement.
- Create unique alumni events and engage alumni with existing UniSA events.
- Support our chapters to expand and engage more with the offshore alumni.
- Seek out mentorships, internships and careers for students and alumni.
- Engage student body as early as possible in the alumni program.

Philanthropy

- Improve our capacity to fundraise.
- Improve our ability to attract donations.
- Ensure we have all the tools we need to be successful fundraisers.
- Expand the donor pipeline by investing in effective and creative marketing.
- Activate and pursue corporate/industry giving.
- Activate and engage in public fundraising initiatives.
- Focus on prospect identification and moves management.
- Be strategic and consistent with our stewardship to engage our donors.
- Ensure international capability for donations to UniSA.
- Capitalise on existing UniSA events to raise money.
Strategy Overview

Alumni

Improve our knowledge-base about our alumni

- We will invest in a series of outreach programs in order to ensure our alumni are inspired to connect and engage with us.

- Our investment will include innovative incentives as well as software to enhance our online capacity to source and manage our global alumni networks.

- Our aim is to connect, network and to ascertain detailed information about our alumni so that we can track their journey since graduating throughout the world.

- We will ensure our alumni gain on-going social and professional benefits through this connection.

Improve two-way targeted communications with our alumni

- We will create instant connectivity between our outreach programs and events, and social media with our database to create a centralised system of critical information about our alumni and their areas of interest.

- We will use this data create multi-level dialogues between the University and alumni, between alumni and other alumni throughout the world as well as between current students and alumni.

- We will also invest in all appropriate online social networking mediums both editorially and through paid media to ensure inspiring and ongoing outreach, dialogue and networking. Forums, debates, surveys and social commentary driven by the University will also enhance better two-way communication.

- By utilising our enhanced data-base facility we will help create more bespoke communications, forums and events that will assist Schools and Divisions to generate more targeted outreach programs with their alumni.

Create key benefits that enhance engagement

- In order to provide benefits to enhance connections we will invest in alumni engagement platforms to create online forums, discussion groups linked with Schools and Divisions, open access listings that enable alumni to find or register as mentors, job providers or industry collaborators.

- This investment provides a networking world map so alumni may seek connections with other alumni no matter where they are in the world.

- We will provide financial and professional benefits through our many corporate associations – such as alumni discounts to hotels, sporting facilities and memberships.

- We will also provide educational benefits by providing access to online learning modules, open knowledge forums and online streaming of lecture series.

- We will continue to offer alumni free access to our library online and in person though the Jeffrey
Smart building.

Create unique alumni events and engage alumni more with existing UniSA events

- In the lead up to our 25th Birthday in 2016 will create a catalogue of events, including annual alumni awards, that will create the foundation for future annual events.

- We will also capitalise on existing UniSA events - Hawke lectures, Samstag openings, Knowledge Works, Successful Ageing, 3-Minute thesis – to engage local alumni.

- We will enhance sponsorships such as Tour Down Under, OZAsia and WOMADELAIDE - to engage alumni with special invitations and offers.

- We will co-ordinate visits by the Chancellor, Vice Chancellor as well as other senior staff to each state in Australia to ensure outreach with our interstate alumni.

Support our chapters to expand and engage more with the offshore alumni

- We will create a list of key speakers/academic staff members and work in with their travel plans to seek opportunities for them to meet with alumni and showcase the best of the University’s teaching and research expertise.

- We will capitalise on our investment with groups such as Australia China Alumni Association and the Western Returned Scholars Association to ensure we hold more regular events in China.

- We will engage with Australia Government lead initiatives to provide enhanced activities for offshore alumni.

- We will develop VIP alumni as speakers for chapter engagement and to create a register of speakers (e.g. for those travelling regularly into our regions willing to speak).

- We will offer incentives to and work with all alumni chapters to increase their size and reach.

- We will measure their contribution to the University’s reputation, student recruitment, mentors, internships, employment, research networks for divisions, philanthropic supporters.

- We will establish new chapters in China, Indonesia and India in line with our Global Engagement Framework.

- We will ensure our Chapter Presidents meet regularly to share ideas and maintain targets.

- We will support reunions/chapter recruitment drives with digital/social media advertising.

Seek out mentorships, internships and careers for students and alumni

- By investing in alumni engagement software that seeks out and encourages online mentorships, internships and career offerings for students and alumni we can create a global support network.

- We will work closely with the Business School’s mentorship program to enhance the existing program through person to person and online development and seek to develop similar schemes with other Divisions.

- We will create an online internships register for alumni to register paid and nonpaid internships and or work experience for our students or recent graduates.
• We will work with LTU and Careers Shop to identify students’ needs and share them with alumni via forums.

• We will establish a *share the journey* program whereby alumni offer an hour of their time to skype or appear in person to speak with students.

**Engage student body as early as possible in alumni program**

• We will work with the LTU and Career Shop to provide better pathways for student engagement and the alumni network.

• We will work closely with all student organisations to support their needs and to encourage targeted networking opportunities through our alumni network.

• We will provide open access to our online alumni network facility so students become engaged earlier in alumni-led networking opportunities throughout the world.
Strategies and Actions

Philanthropy

The University will focus its philanthropic efforts on creating a large scholarship endowment; seeking funds to support its research activity; as well as the development of fundraising strategies to support the creation of the Great Hall.

The University will also create sponsorship propositions to attract external support for key properties such as SciCed and Samstag as well as Divisions/Schools/Institute key targets as agreed by PVCs, DVC: I&A, DVC: R&I, Provost and VC.

The key strategies to support these goals include:

Improve our capacity to fundraise

- We will streamline internal scholarship red tape and enhance our capacity to fundraise.
- We will ensure all fundraising is recorded against the centralised database to enhance reporting procedures and stewardship.

Improve our ability to attract donations

- We will invest in appropriate software to enable mobile responsive online donations.
- By developing and redesigning the giving areas of the website we will create a more dynamic online facility to attract funds for our research, scholarships and major capital campaigns.

Ensure we have all the tools we need to be successful fundraisers

- We will update our general donation, bequest, in memoriams online and printed material.
- We will develop a high quality campaign brochure for Great Hall fundraising campaign.
- We will develop campaign brochures for 25th Birthday Fund highlighting scholarships/research fund fundraising.
- We will research and prepare a range of stories/proposals to attract philanthropic support from individuals, foundations and corporations.

Expand the donor pipeline by investing in effective and creative marketing

- We will invest in series of digital and direct mail campaigns to our alumni based on three campaigns: 25th Birthday Fund for Scholarships, Research and Great Hall.
- We will also invest in digital campaigns and editorial social media to reach out to South Australia public (beyond alumni) to attract new donors to key areas strategic research themes.
- We will create propositions that will motivate staff for work place giving.

Activate and pursue corporate/industry giving
• There are over 2000 companies that engage with the University though various means, hence we will take a strategic and co-ordinated approach to seek new, and to expand or reinvigorate old philanthropic relationships within the corporate sector.

• We will create targeted research lunches/days for companies to experience a showcase of research propositions.

• Advancement Services will work closely with ITEK, RIS, BUE and CMK to create list of corporate targets and match targets with optional strategies.

Activate and engage in public fundraising initiatives

• We will develop a new online peer-to-peer fundraising platform for the University.

• We will research among staff, students and alumni to create bucket-list trips in order to create travel or adventure programs to match these lists.

• We will match these aspirational trips with inspiring research or projects to make effective peer-to-peer fundraising propositions.

Focus on prospect identification and moves management

• We will identify key individuals who would be considered prospects for major gifts within our alumni and community database.

• This will then lead to the creation of a series of specialised ‘moves’ to attract and engage each prospect.

• We will also review current stewardship practices to ascertain their effectiveness.

Be strategic and consistent with our stewardship to engage our donors

• We will reinstate the regular email and newsletters to tell our success stories and will invest in staff time to create the narrative and promotion of success philanthropic stories.

• By creating showcases for research through programs such as Successful Ageing and Knowledge Works we will inspire greater engagement for staff, alumni and donors.

Ensure international capability for donations to UniSA

• We will establish charitable legal entities in each key country (UK, Hong Kong, China and Singapore in 2015).

• We may use existing relationships with offshore partners to establish donation portals where possible.

• We will engage international alumni to create peer-to-peer fundraising opportunities.

• We will establish an international student fund to support international students needs including accommodation scholarships for newly arrived students.

Capitalise on existing UniSA events to encourage philanthropy
• We will seek opportunities to invite prospective donors to key UniSA events including Samstag openings and Hawke Centre events.

• We will encourage philanthropy by providing access to philanthropic information as well as having staff well briefed to be able to respond accordingly to a prospective donor.

• We will seek to innovate ideas that will inspire fundraising such as the sale of limited edition prints via the Samstag or an online auction.

• We will also seek donations from appropriate audiences including those attending the Successful Ageing Sseminars and the 3-minute Thesis event.

Provide Crowdfunding resource and support

• We will consult with all Divisions and Schools to develop crowdfunding policy and establish the most cost effective vehicle for crowd funding.

• We will invest in shared crowdfunding resource as well as establish a list of advocates/supporters who will to assist in crowdfunding support (for example: supporters/alumni with large Twitter/Facebook/blogs).

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