

ADVANCEMENT PLAN
SCHOOL OF HEALTH AND HUMAN SERVICES
THE UNIVERSITY OF NEW HAMPSHIRE

November, 2005

Objectives: To engage and recruit SHHS alumni/ae through existing communication vehicles and through enhanced departmental outreach, with the goals of significantly increasing:

- alumni/ae involvement with academic programs, particularly with student internships and practica;
- contributions to the SHHS department-based annual appeal; and
- alumni/ae participation in both major gift and planned giving programs.

Assumptions:

- The School of Health and Human Services supports a diverse array of professional educational programs. Our graduates identify most strongly with their chosen professions, and with the HHS departments that launched their professional careers. The link to the department is much more salient than any link to the School, and our Advancement Plan should, accordingly, be strongly department-based.
- The School's coordinated and explicit advancement efforts to date have been minimal. We need to develop and sustain a basic advancement "infrastructure" that will provide the foundation we need for long-term success.
- Individual departments and faculty throughout HHS have extensive professional contacts with UNH alums through formal programs and informal linkages. These contacts have the potential to contribute in vital ways to a formal advancement plan.

Existing Communication Tools:

- Web site
- Electronic Newsletter (and associated Post Card mailings)
- Annual Fund Appeal (department based)
- College Brochure (primarily for admissions purposes)
- UNH Media Relations releases
- UNH Magazine
- UNH Connection e-mails
- Benefactor database (15,746 living HHS alums, 14,273 mailable addresses)

Proposed Initiatives:

- Re-constitute the HHS Dean's Leadership Council with a clear focus on enhancing linkages between HHS departments and their alums. Recruit to the Leadership Council a small number of "champions" from each department and program. These Champions will be asked to function as the equivalent of Class Agents, by encouraging their fellow alums to become more involved in the work of the department or program they represent.
- Establish a regular series of "Outreach Events" for each department, events that would draw interested alums (and other professionals) to the work of the departments. Each department would commit to hosting at least one public event per year. Seminars, lectures or workshops are all examples of public events. (Most departments already host such events, but not as part of an overall advancement strategy.)
- Insure that current students are deeply involved in departmental Outreach Events, both to enhance their linkages with their desired profession and to begin the process of socializing students into their future roles as dedicated and involved alums.
- Use these events to more precisely identify those alums who are deeply connected to and deeply interested in various HHS programs.
- Work with the UNH Alumni Association to better capture the addresses of HHS alums, with a special focus on improving our now limited list of current e-mail addresses. Work with the UNH Foundation to insure that information on HHS alums is more effectively incorporated into the Benefactor database.
- Enhance HHS presence at both UNH Homecoming and UNH Reunions, possibly through clustered departmental booths at each event.
- Use each of the above initiatives to identify a small group of alums with the ability and the interest in making substantial (i.e. \$1,000 or more per year) contributions to the Annual Fund.
- Enhance administrative support within the HHS Dean's Office to help with the logistics of running Outreach Events, supporting the newly reconstituted Dean's Leadership Council, and better coordinating the Annual Fund and linkages between HHS and the UNH Alumni Association and the UNH Foundation.
- Work with UNH Media Relations and other offices to implement content management/news syndication process for real time linkage among UNH Media Relations news releases and the HHS web site, UNH Magazine stories, President's Report pieces, Faculty Excellence publications, etc.

Additional Resources Required:

- HHS funds to support departmental Outreach Events (room rentals, publicity, possibly speakers fees), and Homecoming and Reunions. Some cost-sharing with departments and programs may be possible.
- Addition of a full-time Administrative Assistant to the HHS Dean's Office. This person will have the clear and sole focus to facilitate the School's and the department's enhanced attention to advancement.