

GOAL FIVE

By 2005, the assets of the Southwestern Oklahoma State University Foundation will have increased to \$10 million.

<i>INITIATIVES</i>	<i>ACTIONS</i>	<i>PRIMARY RESPONSIBILITY</i>	<i>OVERSIGHT</i>
1. Instill a commitment to the importance of supporting the University into Southwestern's family including students, faculty, staff, and alumni.	1. Develop promotional/informational strategy by holding a year-long series of meetings with academic and administrative units, alumni officers, and other groups to explain the expanding role of the Foundation, and to obtain support ideas.	Asst.to President for Instit. Adv., Dir. Public Information	Exec. Council, President
	2. To facilitate the execution of the Team's action plans, two personnel should be added to the Development Office--an assistant director and one clerical staff member.	Asst.to President for Instit. Adv.	Exec. Council, President
2. Develop a broad-based constituency within each school, division and department. (Expand to include communities of Weatherford and Sayre.)	1. Request that each academic unit identify and prioritize financial needs that have a low probability of being funded in the University's operating budget. Establish a reporting mechanism to communicate this information.	VPs; COD	Exec. Council, President
	2. Seek additional funding by exploring city sales tax opportunities in Weatherford and Sayre.	Dir.,Public Information	President

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<p>3. Develop university-wide alumni monitoring and tracking system.</p>	<p>1. Appoint an ad hoc committee to explore the best practices for developing an alumni database that can be continuously updated by all who are aware of name, address, and employer changes.</p>	<p>Asst.to President for Instit. Adv.</p>	<p>President</p>
<p>4. Continue to enhance and expand alumni relations.</p>	<p>1. Develop promotional/informational strategy in connection with Initiative 1, Action 1, and Initiative 3, Action 1, to organize a Key Alumni Supporter Strike Team list. The mission is to elicit help and support directly from other alumni.</p>	<p>Asst.to President for Instit. Adv.</p>	<p>President</p>

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<i>STATUS AS OF 9/25/02</i>
Assigned to ad hoc committee appointed and chaired by Brian Adler
Tabled due to budget constraints
Assigned to ad hoc committee to be appointed and chaired by VP Admin & Finance
Completed

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