

Vice Chancellor for University Advancement Vision Seminar

Marie Schultz

Thursday, April 14th, 2022

Vision Seminar

Advancement and Higher Education

Marie Schultz
April 2022

Advancement in Higher Education Past and Present

Advancement practices have changed dramatically

From the Past

Fundraising

Alumni
Relations

Publications

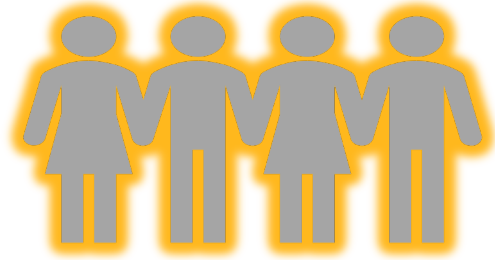
To the Present

Culture of
Philanthropy

Alumni
Engagement

Communications

➤ Future of Advancement in Higher Education



Economic and Social Change

- ✓ Pandemic
- ✓ Inflation
- ✓ Transfer of Wealth

Giving Trends

- ✓ Donor Investors
- ✓ Giving Mechanisms
- ✓ Diversity, Equity, Inclusion, Belonging

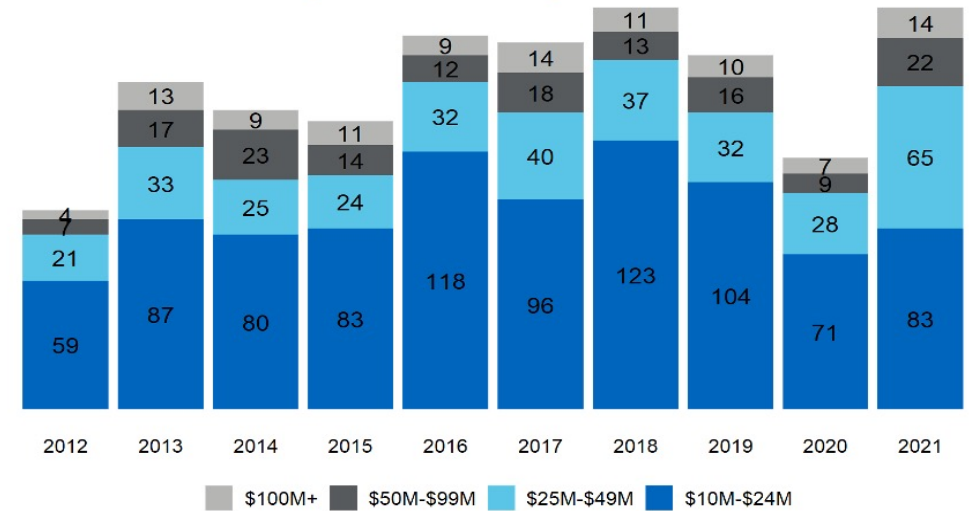


Higher Education – A Changing Value proposition

- ✓ Social Mobility (Inclusivity, Access, and Excellence)
- ✓ Addressing real world problems
- ✓ Time to degree and career readiness

Higher Education Private Philanthropy Continues to Grow

\$10M+ Gifts to Higher Ed by Level



Data source: Chronicle of Philanthropy

Marts&Lundy

2021 Voluntary Support of Education survey (VSE)*



Higher education fundraising rose nearly 7% to \$52.9 billion



Foundations and alumni continue to be lead benefactors. Contributing 56.3% of all reported gifts



Increase in giving to restricted endowments

*2021 CASE VSE survey

UC Riverside

Opportunities for the Future

Leading the Country in Student Success

- ❖ #1 in Social Mobility
- ❖ Graduation rates that transcend national higher education standard – parity amongst URMs
- ❖ University Innovation Alliance



National Brand

Solving Real World Problems

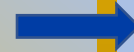
- ❖ Addressing physician shortages
- ❖ Ensuring clean air and sustainable food
- ❖ Academic Excellence



130,000 alumni strong

Redefining the Value of Higher Education

- ❖ A campus of choice
- ❖ Student debt
- ❖ Access, inclusivity, and excellence



Building on Fundraising Success



Preparing for
Campaign #2



Alumni
Engagement
at the next
level



Culture of
Philanthropy



Telling our
story to the
World



Talent and
Culture

**UCR Advancement -
A Vision for the Future**