

Vice Chancellor for University Advancement Vision Seminar

Monique Dozier

Thursday, April 21st, 2022



ADVANCEMENT EXCELLENCE AT SCALE

Vision Seminar

April 21, 2022

Monique Michelle Dozier
Candidate, Vice Chancellor for University Advancement

Background

25 Years in Advancement Operations, Fundraising and Strategy

- Front-Line Fundraising
- Advancement Administration, Services and Technology
- Alumni Engagement
- Marketing and Communications
- Crisis Communications

My Passion is Personal

I am:

- A first-generation College graduate
- Grateful for those who invested in my academic achievements
- A believer that access to Higher Learning can change the inequitable disparities amongst marginalized populations

The image features large, three-dimensional letters spelling out 'UNIVERSITY' in a blue-tinted outdoor setting. The letters are positioned on a paved area with trees and a building in the background. A white horizontal line is drawn across the middle of the text.

The opportunities and challenges facing Advancement in higher education over the next several years.

Advancement Industry Opportunities and Challenges (Macro)

Fundraising Capacity – Vested Partnerships

- Reduction in Individual Giving
 - Economic Downturn
 - Changes in Tax Laws
- Increase in Transformational Mega Gifts (Mega Donors)
- Changes in Corporate and Foundation Philanthropy
 - Reduction and New Approaches

Brand Equity

- Value Proposition and Market Prominence
- Social Prominences and Influencers

Technology Innovations and Nimbleness

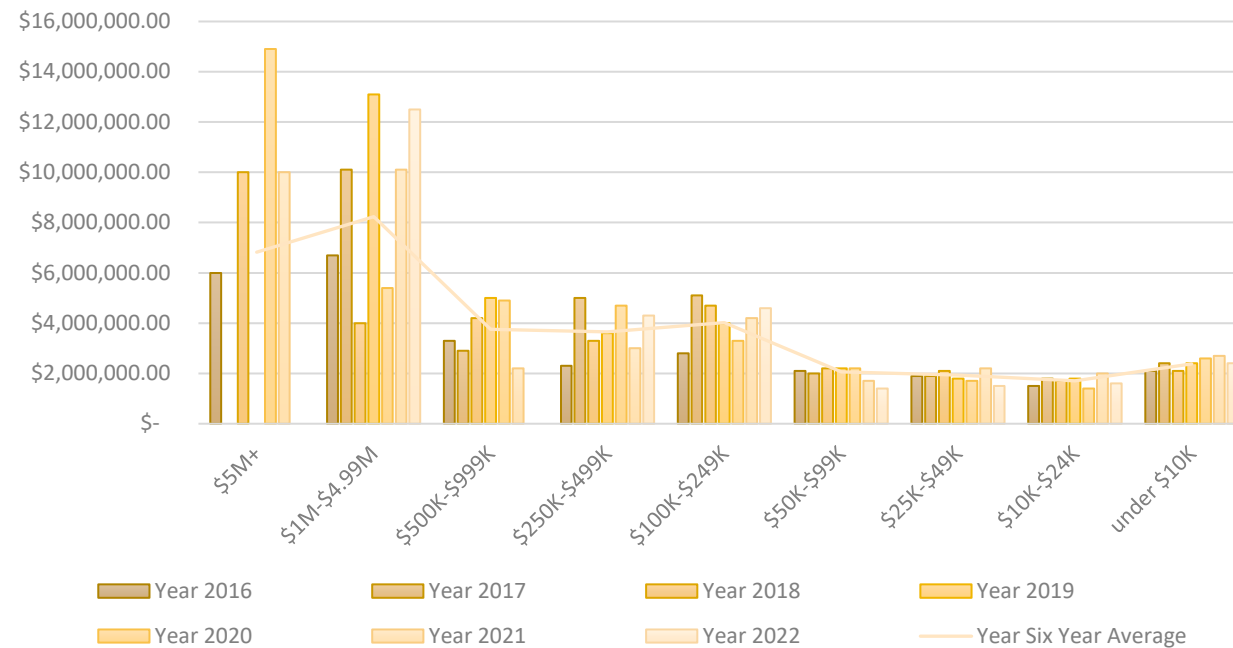
- Analytics (Structured and Unstructured Data)
- Stakeholder Experiences



The specific opportunities and challenges you see at UCR.

Raised \$\$ By Giving Levels

Patterns

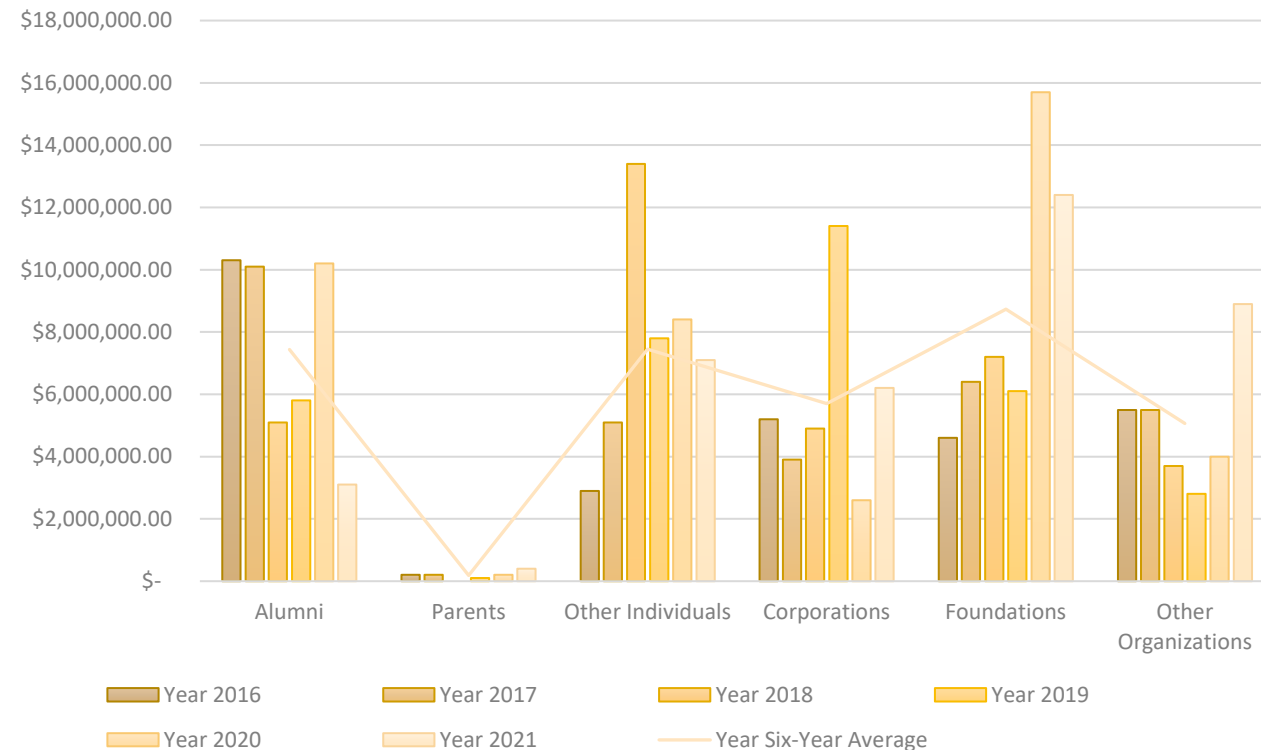


Patterns

- Consistent Annual Raised Amounts
- Episodic at Major and Principal Gifts Level (\$100K+)
 - 76 percent of raised revenue stream (AVG)
- Limited Pipeline at Leadership Annual Giving Levels and below
 - 14 percent of raised revenue stream (AVG)
 - 7 percent below \$10K (AVG)

Raised \$\$ By Constituent

Patterns



Patterns

- Inconsistent Alumni and Individual Giving
 - 44 percent (AVG)
- Inconsistent Organization Giving
 - 56 percent (AVG)
- Estimated cost per \$\$ raised = 60 cents



Your vision for University Advancement at UCR and how you would work towards achieving that vision.

Advancing at Scale

Advancement is the catalyst of change whereby institutions of *Higher Learning* should seek transformational opportunities, build sustainable capacity and innovate. To address the complexities of the 21st century and beyond, institutions must honor their history and abiding principles while striking out in bold, new directions.

We must embrace change with daring vision and push boundaries, including our own.



Advancing at Scale



- Build Private Philanthropic Pipeline
 - Principal and Major Gifts
 - Bottom of the Funnel
 - Increase \$\$ across all gift bands
- Build strategies for Other Revenue Sources
 - Auxiliary
 - Federal Appropriations
- Balance episodic giving with fundraising goals and objectives
 - Match philanthropic capacity with predictive and prescriptive modeling

Advancing at Scale



- Leverage and Expand Engagement Opportunities
 - Alumni Ambassadors and Networks
 - Faculty, Staff, and Students
 - Communications, Brand and Impact Awareness
 - Cultural Shift
- Internal and External Communications
 - Alumni, Benefactors, Stakeholders and Prospects
 - UC Riverside Community
- Enterprising Technical Landscape



QUESTIONS

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