For Fun and Profit: Explaining Cooperation Between Academic Affairs and Advancement

Frank Boyd, Senior Research Fellow, Higher Education Data Sharing Consortium
Carlo Robustelli, Vice President for College Advancement, Dickinson College
Kimberly Battle-Walters Denu, Provost, Westmont College
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Findings from HEDS Survey on Collaboration between Advancement and Academic Affairs
## Institutional Priorities

<table>
<thead>
<tr>
<th>Advancement</th>
<th>Activity Description</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.07</td>
<td>Cultivating prospective donors for major gifts</td>
<td>2.15</td>
</tr>
<tr>
<td>2.72</td>
<td>Identifying prospective donors for major gifts</td>
<td>2.34</td>
</tr>
<tr>
<td>3.26</td>
<td>Engaging in stewardship of donors</td>
<td>3.29</td>
</tr>
<tr>
<td>4.48</td>
<td>Participating in constituent engagement events</td>
<td>4.52</td>
</tr>
<tr>
<td>4.96</td>
<td>Applying for foundation grants in support of faculty member’s work</td>
<td>4.92</td>
</tr>
<tr>
<td>5.28</td>
<td>Drafting applications for institution-level grants</td>
<td>5.76</td>
</tr>
<tr>
<td>5.24</td>
<td>Managing of IT for fundraising and donor data</td>
<td>6.01</td>
</tr>
</tbody>
</table>
How Important is Collaboration?

- Very important:
  - Academic leaders: 15
  - Advancement professionals: 35

- Important:
  - Academic leaders: 40
  - Advancement professionals: 45

- Somewhat important:
  - Academic leaders: 45
  - Advancement professionals: 10

- Not important at all:
  - Academic leaders: 30
  - Advancement professionals: 5

(Diagram credit: HEDS Consortium)
How Important is Collaboration?

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Are Your Colleagues Aware of Your Work?

- Not at all aware
- Slightly aware
- Aware
- Very aware

Survey results:
- Advancement
- Faculty
Are Your Colleagues Aware of Your Work?

- Not at all aware
- Slightly aware
- Aware
- Very aware

0 10 20 30 40 50

Orange: advancement  Blue: faculty

Dickinson
To What Extent Would the Following Enhance Your Institution’s Capacity to Secure More External Grants?

- Identifying external resources related to your institution’s strategic goals
- Additional support in drafting and submitting grant applications
- Additional information about grant opportunities related to your work

**Chart:**

- Advancement Professionals
- Academic Affairs

**Dimensions:**

To What Extent Would the Following Enhance Your Institution’s Capacity to Secure More External Grants?
What is the Best Strategy for Maximizing Fundraising?

- Stressing the critical needs of the institution
- Showcasing the best faculty
- Putting bolder aspiration plans in front of donors
- Getting current and prospective donors more engaged in the institution
- Better educating donors about institutional strengths
- Asking more people more often
Frequency of Collaboration by Functional Area*

- Participating in constituent…
- Drafting applications for institutional…
- Applying for foundation or other…
- Engaging in stewardship of donors
- Cultivating prospective donors for…
- Processes used for identifying…

* % of respondents who answered “very often,” “often,” and “sometimes”
Describe the Level of Knowledge that Advancement Colleagues have of Academic Affairs

* % of academicians who responded that their colleagues have “little knowledge” or “no knowledge”

- Resources for department
- Incentives for fundraising
- Demands from tenure/promotion
- Time for students at your institution
- Resources for scholarship
- Service responsibilities
- Non-teaching responsibilities
Describe the Level of Knowledge that Faculty have of Advancement Work*

* % of advancement professionals who responded that their colleagues have "little knowledge" or "no knowledge
Questions for Discussion

• Group 1: What are the best examples of collaboration between advancement and academic affairs, either at your institution or elsewhere?

• Group 2: What are the processes and procedures that serve as barriers to enhanced collaboration?

• Group 3: Are there ways that leaders can support and develop these essential collaborative relationships?