

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

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Council of Independent Colleges CAO Annual Meeting

Findings from HEDS Survey on Collaboration
between Advancement and Academic Affairs

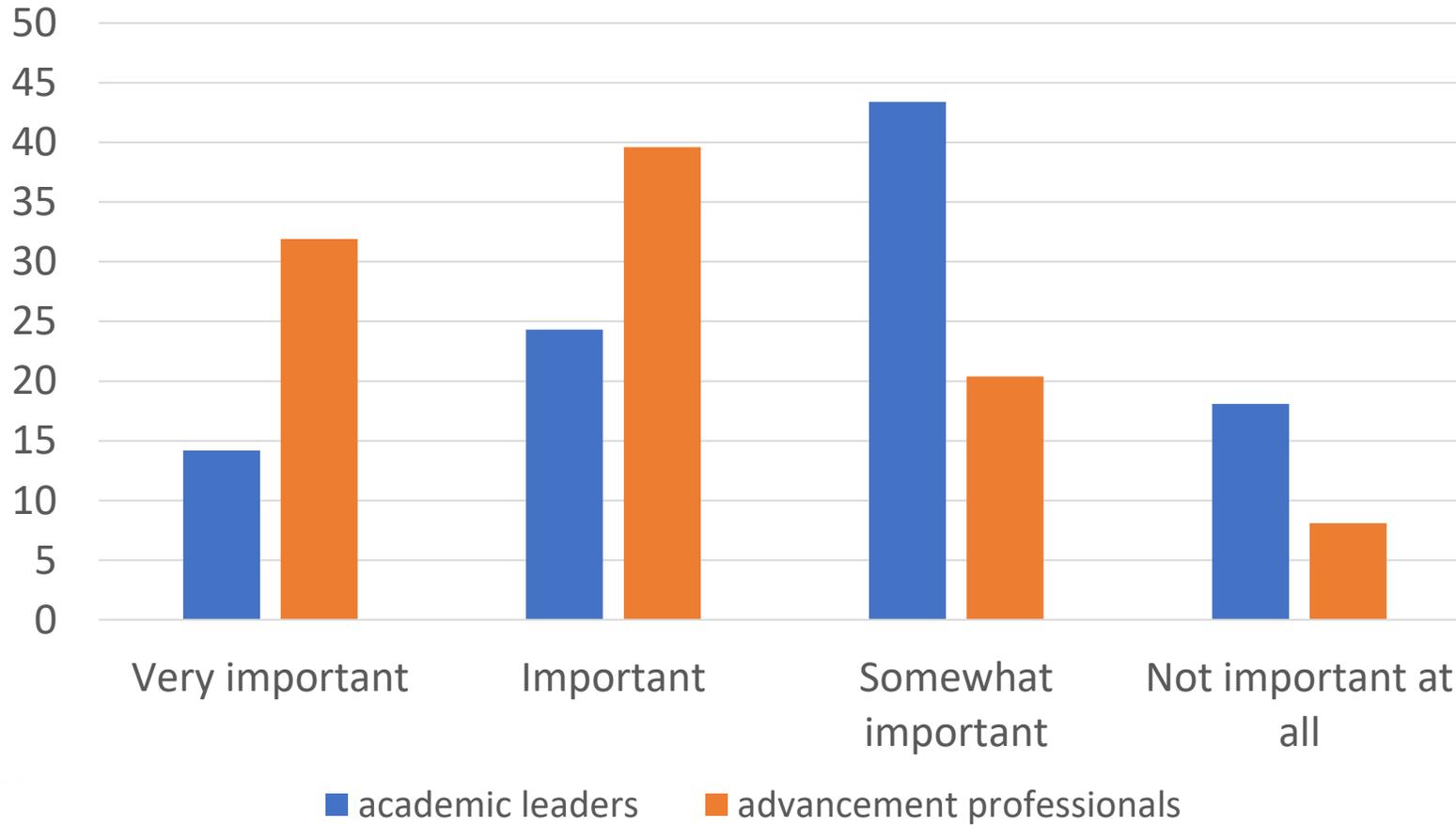
Dickinson



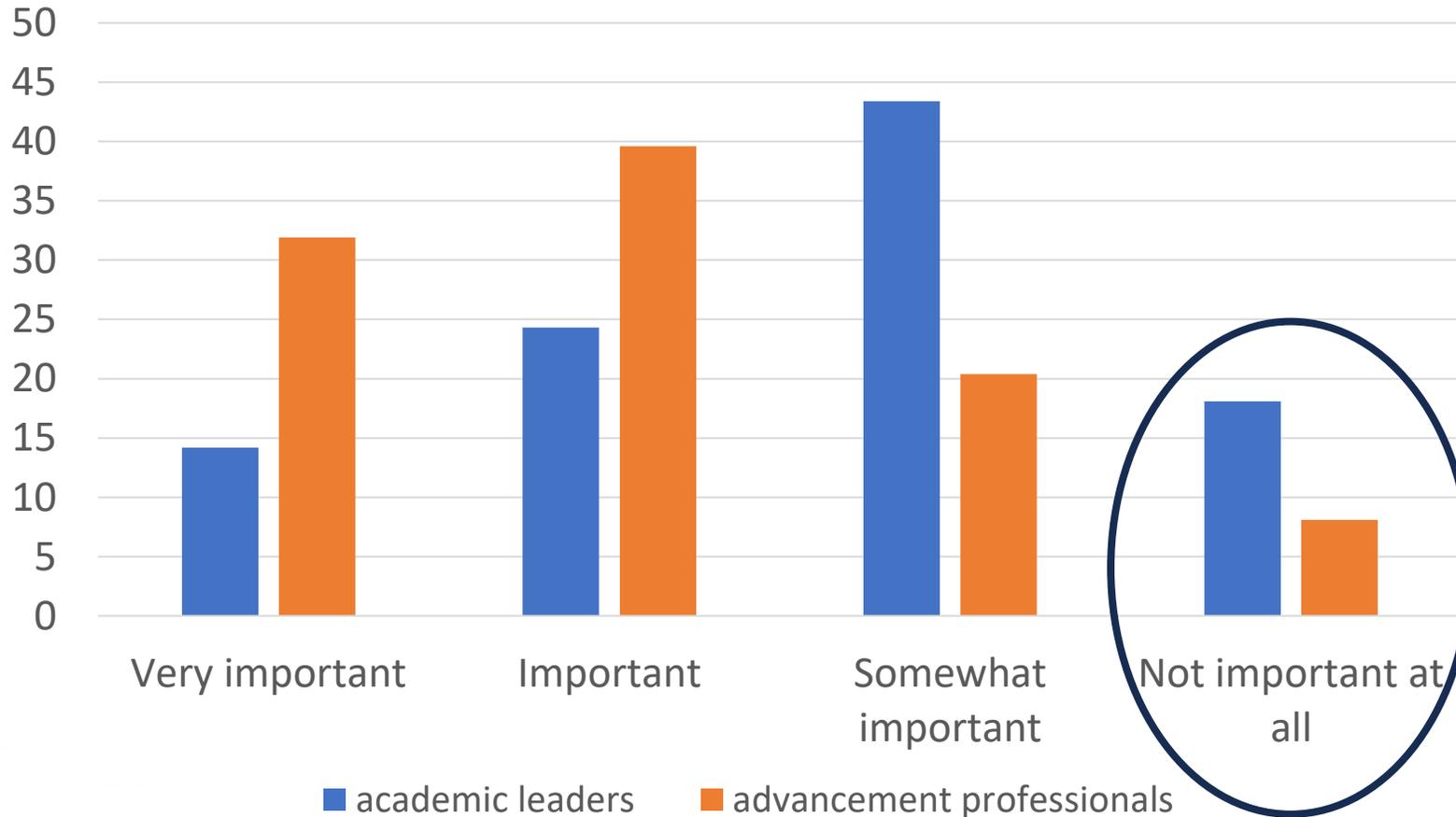
Institutional Priorities

Advancement		Faculty
2.07	Cultivating prospective donors for major gifts	2.15
2.72	Identifying prospective donors for major gifts	2.34
3.26	Engaging in stewardship of donors	3.29
4.48	Participating in constituent engagement events	4.52
4.96	Applying for foundation grants in support of faculty member's work	4.92
5.28	Drafting applications for institution-level grants	5.76
5.24	Managing of IT for fundraising and donor data	6.01

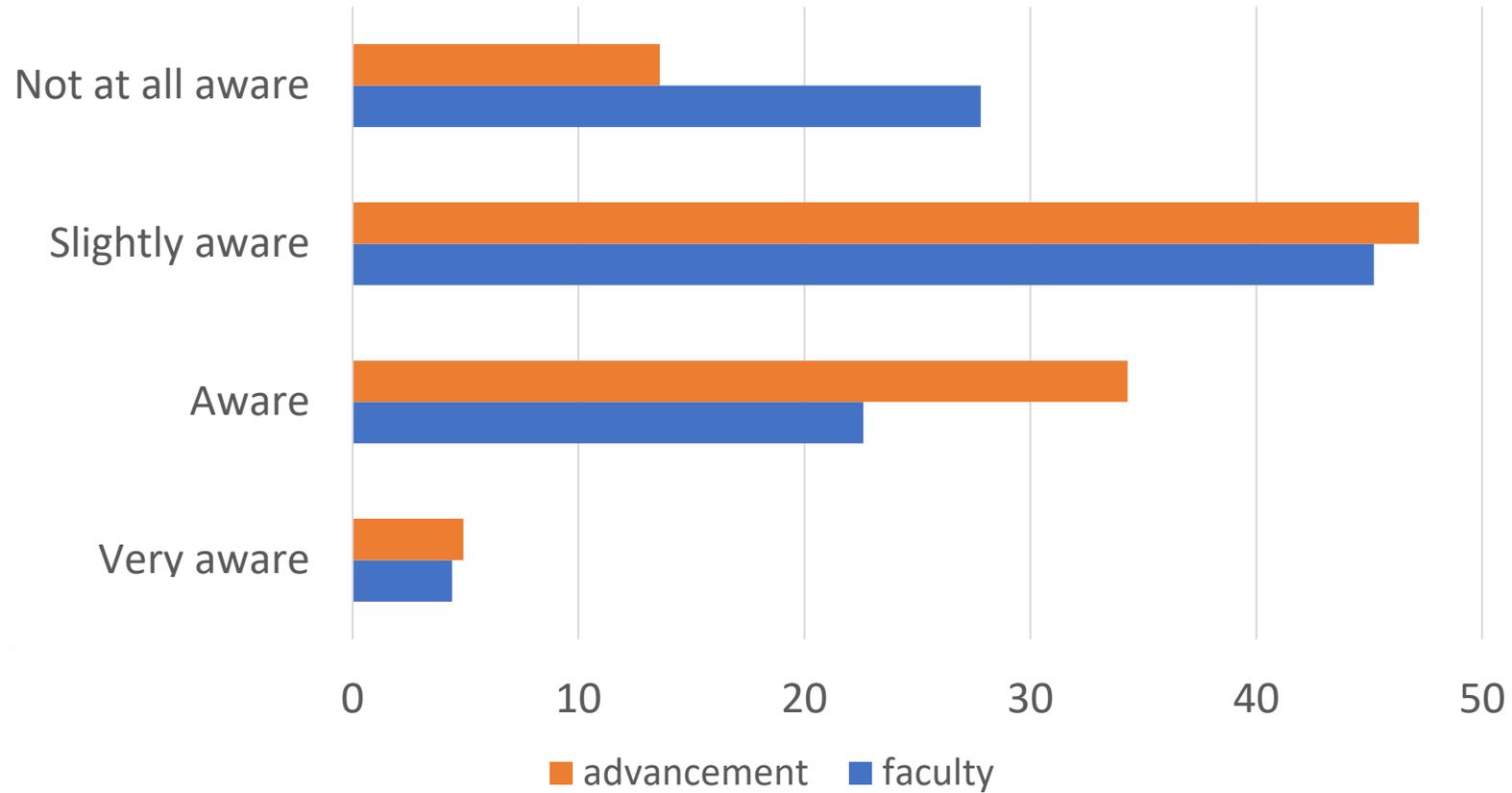
How Important is Collaboration?



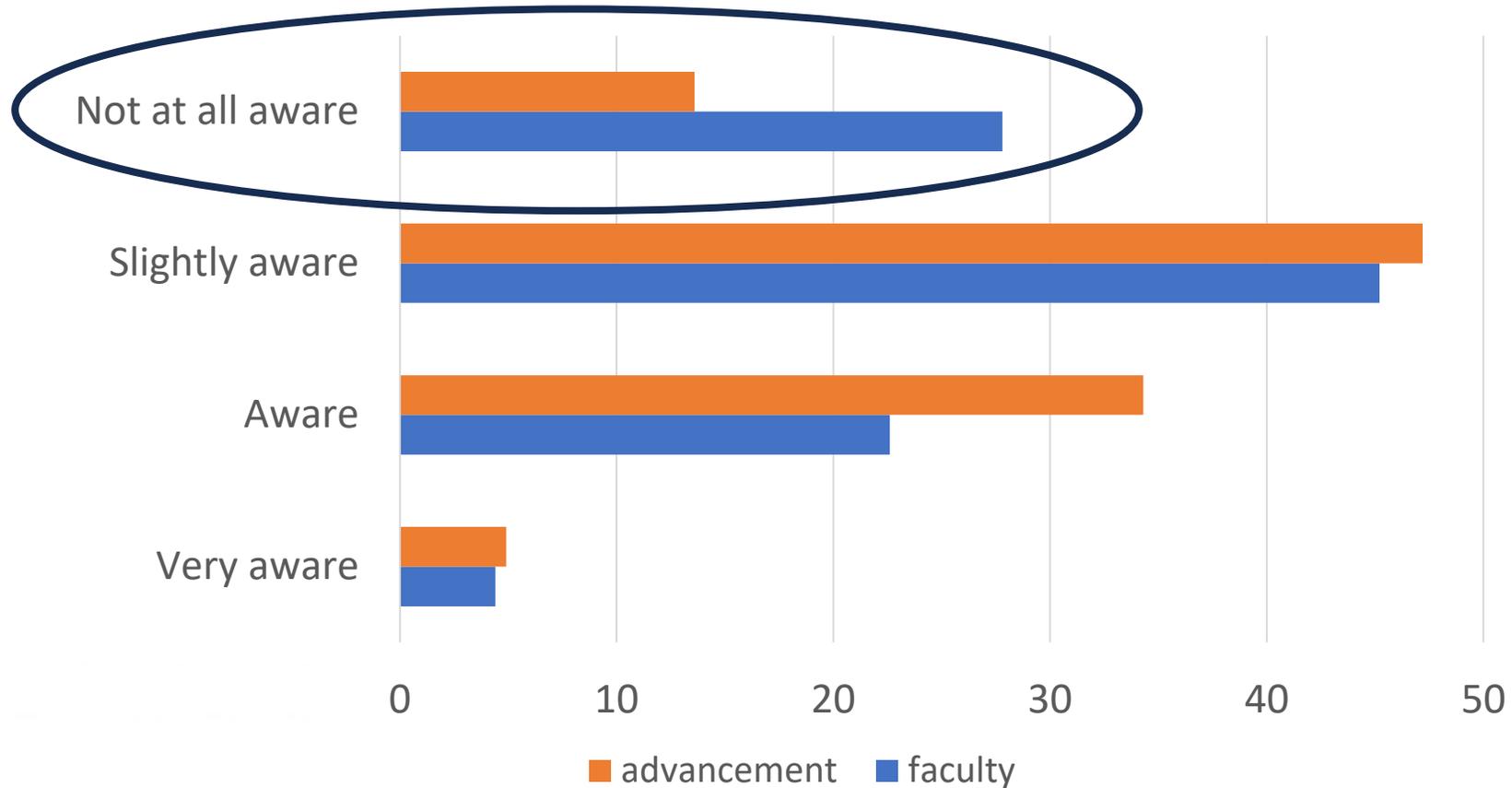
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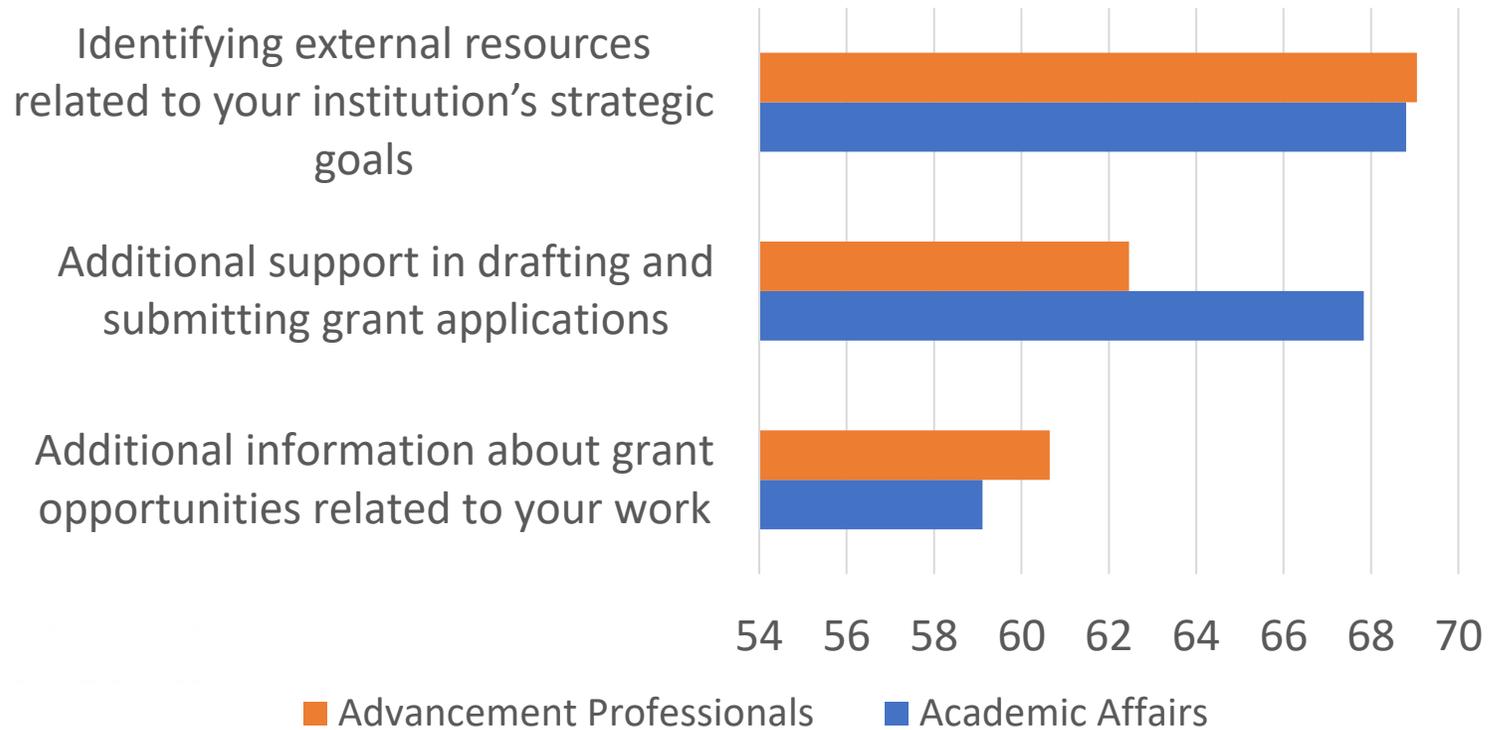
Are Your Colleagues Aware of Your Work?



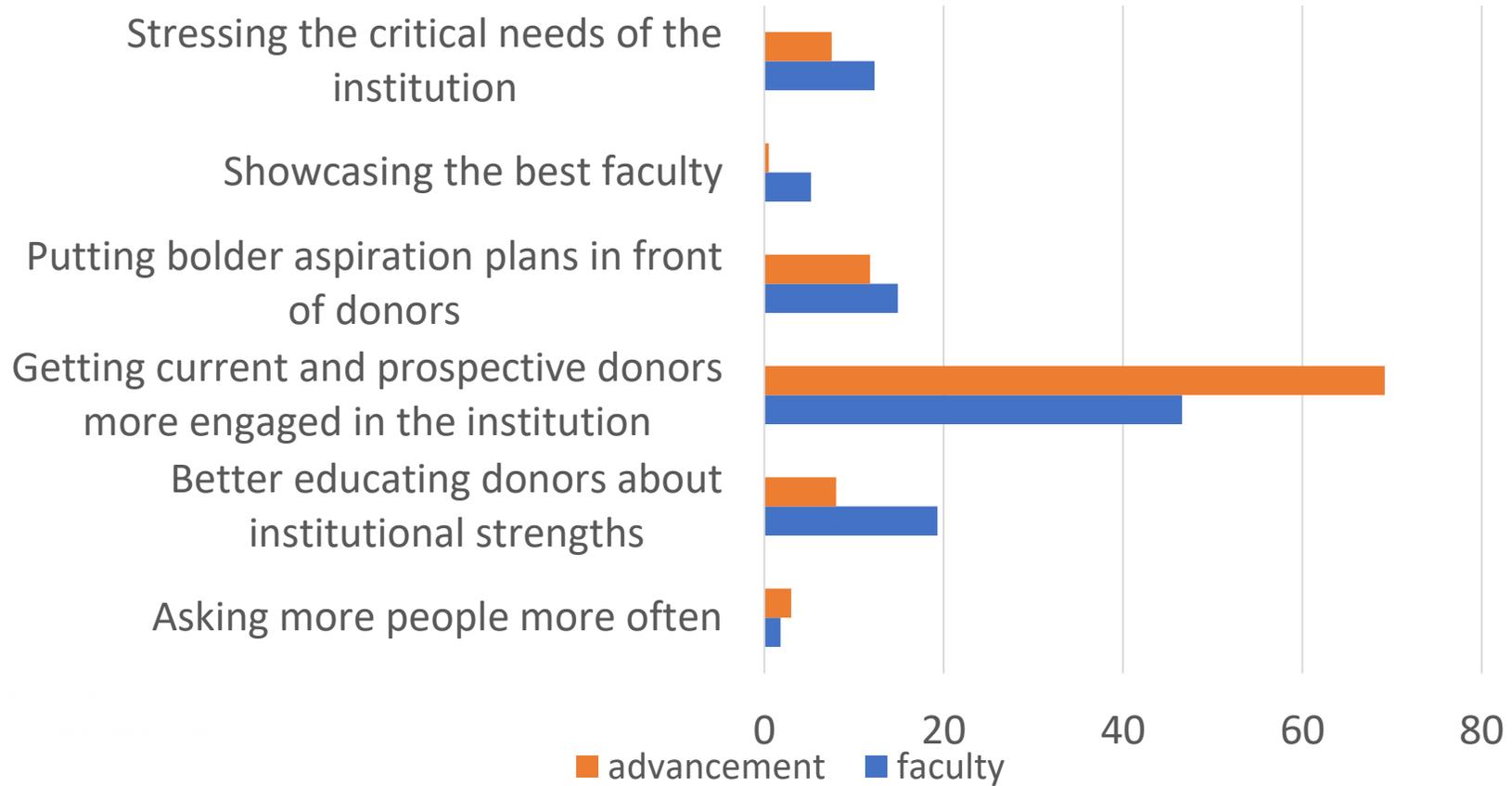
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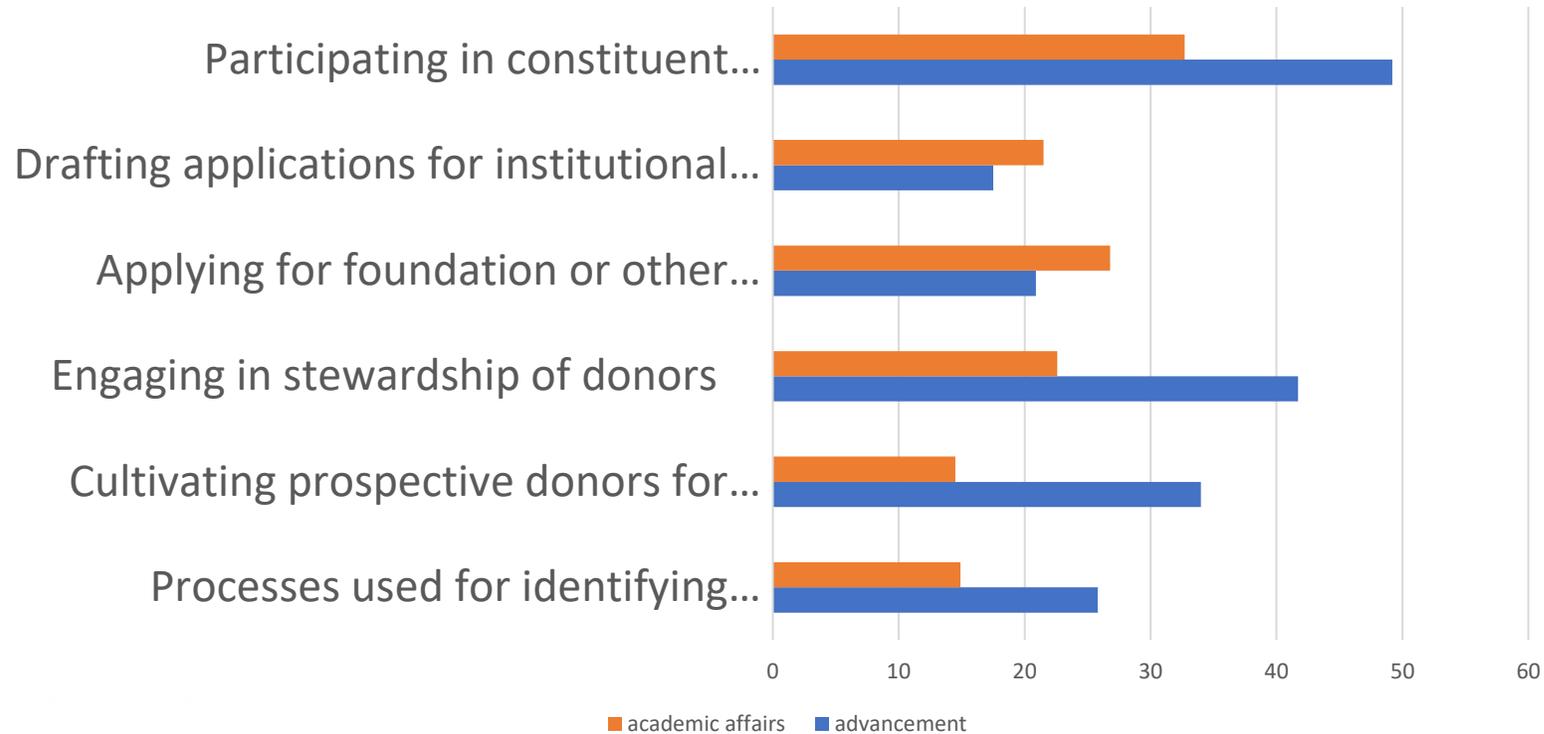
To What Extent Would the Following Enhance Your Institution's Capacity to Secure More External Grants?



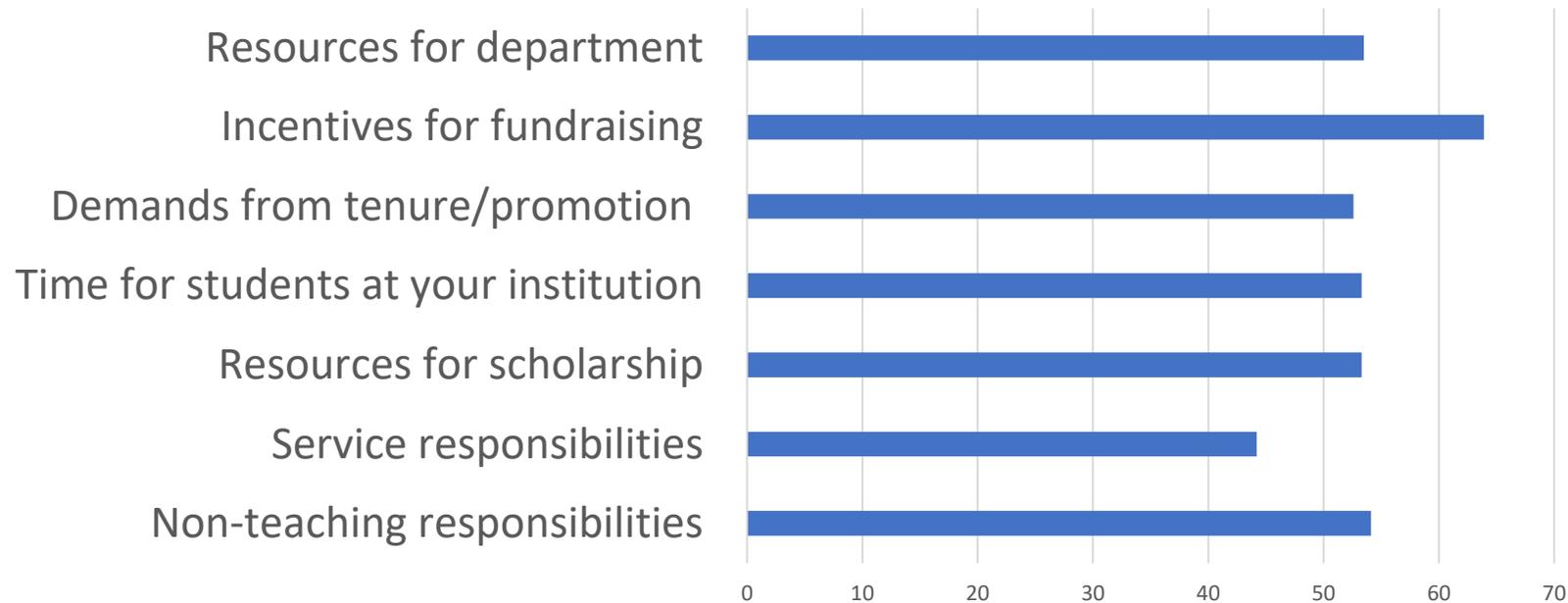
What is the Best Strategy for Maximizing Fundraising?



Frequency of Collaboration by Functional Area*

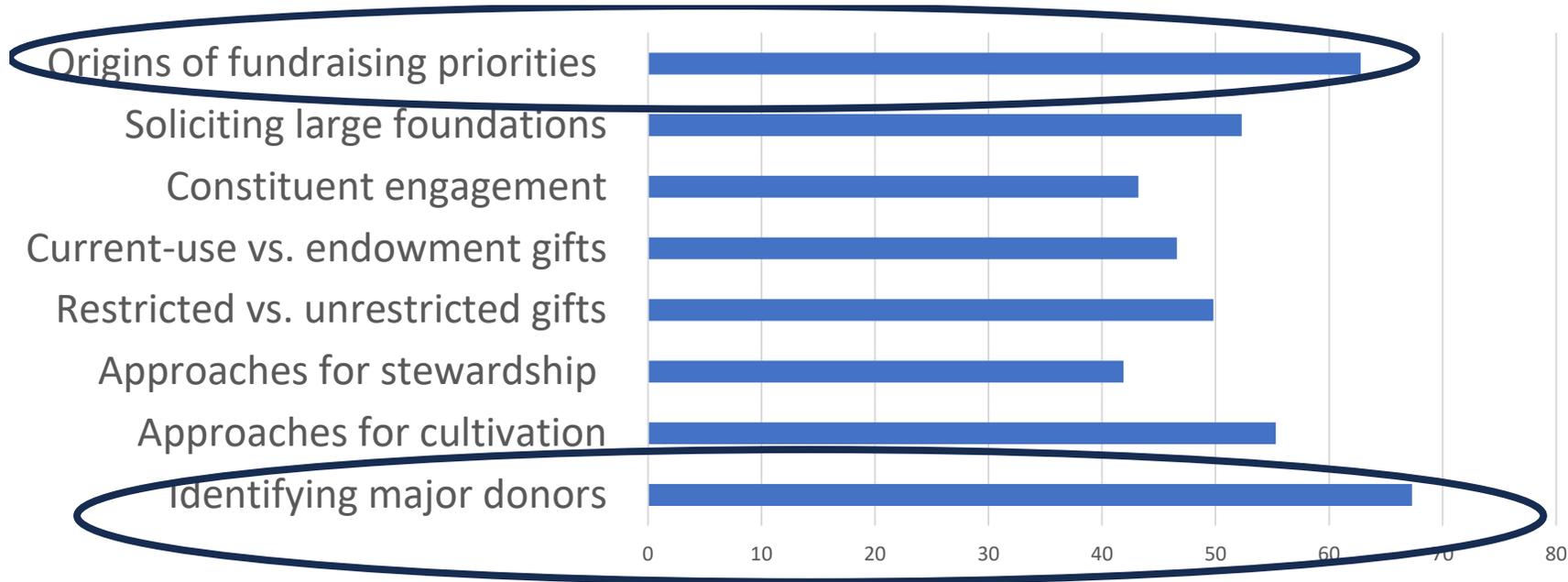


Describe the Level of Knowledge that Advancement Colleagues have of Academic Affairs



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

Describe the Level of Knowledge that Faculty have of Advancement Work*



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?



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