**Goal 6: Development -- Establish a robust culture of philanthropy to enable the university to sustain excellence**

**Goal Leader: Foundation President**

**Strategy 6-A:** Clarify the roles of the Alumni Association, University, Foundation, and Hardrock Club as entities in an effective development process of informing, cultivating, asking, and acknowledging donors and potential donors.

**Strategy 6-B:** Foster an “attitude of gratitude” by engaging students and their parents in our culture of giving back and making them aware of the generosity from which they are benefiting at Mines and the value of perpetuating this culture into their professional careers.

- **Action Step 6-B-1:** Make scholarship recipients, their parents and alumni aware that philanthropy is the source of scholarships.

- **Action Step 6-B-2:** Increase engagement of recent graduates as they transition to alumni, including senior class gift, young alumni engagement activities, and a young alumni giving program.

- **Action Step 6-B-3:** Review process for data migration and capturing the student experience.

**Strategy 6-C:** Broaden our donor base across the community, state, and nation

- **Action Step 6-C-1:** Restructure development assignments.

- **Action Step 6-C-2:** Implement best practices in development to position for long term success.

**Strategy 6-D:** Review, propose and implement effective ways to strengthen operating funding sources

- **Action Step 6-D-1:** Increase Mines Annual Fund support and unrestricted gifts.

- **Action Step 6-D-2:** In conjunction with the University, review and consider implementing best practices and models for operations funding to increase development effectiveness and support.

- **Action Step 6-D-3:** Review the scholarship stewardship process.

**Strategy 6-E:** Energize Mines fundraising and extend culture of giving

- **Action Step 6-E-1:** Sustain and strengthen strong, positive relationships between the Foundation, the University, and other development team members.

- **Action Step 6-E-2:** Engage more faculty and key staff in the philanthropic process as partners to foundation development officers, able to articulate the case for philanthropy and build relationships on which the Foundation can expand.

- **Action Step 6-E-3:** Develop policies, procedures, training, and support for an integrated database so information is shared and relationships are jointly advanced for the long term.

- **Action Step 6-E-4:** Evaluate and strengthen all university and department advisory committees to engage key alumni and university partners in the mission and needs of the university.

- **Action Step 6-E-5:** Senior university leaders, particularly the President, will actively engage in development and fundraising activities.
Strategy 6-F: Engage alumni, corporations, community, and champions of Science, Technology, Engineering, and Math education in active partnerships.

**Action Step 6-F-1:** Actively and frequently communicate the message and value proposition of the university through consistent branding, messaging, and meaningful stories to develop a compelling case for philanthropic support.

**Action Step 6-F-2:** Ensure that gifts to the university are appropriately acknowledged and celebrated.

**Action Step 6-F-3:** Build and execute an effective corporate engagement plan.