

UNIVERSITY OF HOUSTON SYSTEM
ADMINISTRATIVE MEMORANDUM

SECTION: ~~University~~ Advancement and Alumni

NUMBER: 08.A.01

AREA: General

SUBJECT: Management and Development of ~~University~~ Advancement and Alumni Activities

1. PURPOSE

1.1. ~~The Division of University Advancement and Alumni (Development, and Alumni Relations, Volunteer and Donor Engagement) for the System~~ interacts continuously with prospective donors, established donors and various donor and alumni groups. The purpose of this policy is to ensure compliance with Board of Regents Policy 32.01, support the priorities and initiatives of the University of Houston System and its universities, and maintain consistent~~consistency in all~~ representation of the System to prospective donors, established donors and various donor and alumni groups ~~in order~~ to maximize gift support to benefit the System and its universities.

1.2. For the purposes of this document, prospective donors, established donors and various donor and alumni groups, include alumni, alumni associations, individuals, corporations, the System's support organizations and other volunteer groups, including the staff, officers, and/or any designated representative of such group.

~~1.3. This policy for the management and development of University Advancement and Alumni activities is in accordance with Board of Regents Policy 32.01.~~

2. POLICY

2.1. The Chancellor is responsible for giving broad direction to and ~~coordinating~~ensuring coordination of University Advancement and Alumni activities throughout the System.

2.2. Advancement and Alumni ~~Development and alumni relations~~ activities (development, alumni relations, gift acceptance and gift reporting, including specific focuses around solicitations, events, and communications) involving the System will be planned and coordinated by the Chancellor or ~~their~~his/her designee(s) and ~~overseen~~managed by the President and appropriate professional staff at each ~~System component~~ University. The President of each ~~System university component~~ is responsible for ensuring that all Advancement and Alumni fundraising activities ~~at the system component university, and shall ensure that all fundraising activities are operated to~~ support the institution's priorities and

initiatives as identified by the Board of Regents~~governing board~~ and the Chancellor.

- 2.3. Advancement and Alumni ~~Development and alumni relations~~ activities involving System administration, the System's universities, prospective donors, established donors and various donor and alumni groups, including faculty, staff, and students, are led by the Division of ~~University~~ Advancement and Alumni through the Vice Chancellor for ~~University~~ Advancement and Alumni and System advancement leadership.
- 2.4. All Advancement and Alumni activities must be conducted in accordance with applicable federal and state law and best practices through guidelines from the Association of Fundraising Professionals and the Council for Advancement and Support of Education (CASE). To ensure the donor's intent is being satisfied, the Vice Chancellor for Advancement and Alumni is responsible for ensuring that gift agreement obligations are being met. Each restricted gift must be maintained in separate cost centers in accordance with Texas Education Code, Section 51.004 and used for the purpose intended.
- 2.5.4. Gift solicitations
 - 2.5.4.1. Gift solicitations for a Leadership principal gift (~~typically \$5+~~ million or greater) must be developed with the involvement of System advancement leadership and ~~the Office of Principal Gifts and~~ approved by the Vice Chancellor for ~~University~~ Advancement and Alumni.
 - 2.5.4.2. Gift solicitations for a major gift (~~typically \$25,000 or greater but less than \$5 million or greater~~) must be developed with the involvement of System advancement leadership and approved by the Vice Chancellor for ~~University~~ Advancement and Alumni.
 - 2.5.4.3. Gift solicitations of under \$25,000 must be developed with the involvement of System advancement leadership who will review and approve any mass solicitation through established System university policies approved by the Vice Chancellor for ~~University~~ Advancement and Alumni. ~~-~~ This includes any solicitation campaign via telephone calls, texts, email phone (call and/or text), print or digital means.
- 2.6.5. Endowment management activities must be conducted in accordance with System Administrative Memorandum (SAM) 03.F.02.
- 2.7.6. Gift acceptance activities must be conducted in accordance with SAM 08.A.03.
- 2.8.7. All System-wide communications involving prospective donors, established donors or various donor and alumni groups will be coordinated through the Vice Chancellor for ~~University~~ Advancement and Alumni or System advancement leadership designee as appropriate.

2.98. All System-wide requests involving institutional data (alumni and donor information) will be coordinated through the Vice Chancellor for Advancement and Alumni or System advancement leadership designee as appropriate.

~~The Vice Chancellor for University Advancement and Alumni shall coordinate internal requests for institutional data (alumni and donor information) through the System Advancement business Operations office.~~

2.109. The Vice Chancellor for ~~University~~ Advancement and Alumni is responsible for ensuring the privacy and accuracy of all institutional data (alumni and donor information) contained in the Division of ~~University~~ Advancement and Alumni's ~~records, as maintained by the Division through the Advancement Operations team. System Advancement business Operations office.~~

3. REVIEW AND RESPONSIBILITIES

Responsible Party: Vice Chancellor for ~~University~~ Advancement and Alumni

Review: Every ~~five~~three years ~~on or before September~~ March 1

4. APPROVAL

Approved: Eloise D. Brice
 Vice Chancellor for ~~University~~ Advancement and Alumni

Renu Khator
 Chancellor

Date: December 13, 2018

REVISION LOG

Revision Number	Approval Date	Description of Changes
1	09/04/1990	Initial version (Original Title: “Management and Development of Activities”)
2	11/26/1990	Changed title to “Management and Development of Fund Raising Activities.” Changed Sections 2.2 and 2.3 for the responsibility to be devised by UH system-wide communication professional staff for the Chancellor
3	04/14/1994	Changed title to “Management and Development of Institutional Advancement Activities.” Changed Sections 2.2 and 2.3 for the responsibility to be devised by the UHSA office of Institutional Advancement through the UHS Development Executive Staff or the UHS Public Affairs Group
4	01/31/2009	Applied revised SAM template to meet current documentation standards. Changed title to “Management and Development of University Advancement Activities.” Throughout document, changed Institutional Advancement to University Advancement. In Section 2.3, changed the UHS Public Affairs Group to the System University Relations Group. Added the VC of University Advancement to the approval cycle. Changed the review period from annually on or before December 31st to every three years on or before March 1st. Removed Section 5.0, Indexing Terms
5	07/27/2015	Applied revised SAM Template and added Revision Log. Added “led” to Section 2.2. Changed Section 2.3 to remove outreach strategies, marketing/branding, media relations, and publications activities. Changed System University Relations Group to System Advancement Executive Staff in Section 2.3

Revision Number	Approval Date	Description of Changes
6	02/12/2018	Added fundraising and Alumni Relations as activities in Section 2.1 as a responsibility for the Chancellor. Revised titles to reflect current operating requirements. No additional changes were made by the Subject Matter Experts (SMEs)
7	12/13/2018	Rewrote content to reflect current operating requirements, reflecting more task-oriented processes and responsibilities. Also included explanation of gift solicitations above and below \$25,000
<u>8</u>	<u>Fall 2024</u>	<p><u>Update to Division name reference throughout (University Advancement to Advancement and Alumni Description of Division of Advancement and Alumni updated (Development, Alumni Relations, Volunteer and Donor Engagement)</u></p> <p><u>Updates to the Gift Solicitations section</u></p> <p><u>Updates to referencing of System Advancement Operations Office (from previous System Advancement Business Operations Office)</u></p>