Vision

Advancement will strategically position Georgia Gwinnett College as an effective and innovative leader in higher education through inspiring engagement and advocacy, building and strengthening partnerships, and securing and stewarding support.

Mission

Advancement supports the strategic priorities of Georgia Gwinnett College (GGC) through communication, advocacy, and philanthropy by engaging with GGC's key constituents.

Areas of Advancement

- Advancement Services
- Communications
- Development
- GGC Foundation
- Government Relations

ADVANCEMENT

DIV	RELATED OUTCOME	RESPONSIBLE		

ADVANCEMENT: GOAL 2

DIV	RELATED OUTCOME	RESPONSIBLE POSITION OR GROUP	RESOURCES (PMSTDTP) OR AUTHORITIES NEEDED	METRICS (AT LEAST TWO)
ADV	2.1 Career Ready Alumni	Advancement ASA CDAC	Strong academic program Strong internship program Mentoring and engagement opportunities	Increased ability to track and report career placement Increased ability to track and report internship placement Increased unique attendees at alumni events and participation via NetworkGGC
ADV	2.2 Engaged stakeholders	Advancement ASA	People: We Are GGC Ambassadors, GGCF Board, Alumni Board, Cabinet, Deans, Program administrators Meaningful engagement opportunities	Members of all GGC boards are leaders in both 678F8(Alum)4(ni)13(Board,)]T

GOAL 3: Expand financial support / resources

DIV	RELATED OUTCOME	RESPONSIBLE POSITION OR GROUP	RESOURCES (PMSTDTP) OR AUTHORITIES NEEDED	METRICS (AT LEAST TWO)
ADV	3.1 Invested Stakeholders	Advancement	• Engagement opportunities • Philanthropic priorities • Strong support from government partners	• 100% giving by all GGC boards • Increase alumni giving year over year • Public funds / support secured to meet needs of GGC year over year • Increase all sources of private support year over year

GOAL 4: Build, support and strengthen the College

DIV	RELATED OUTCOME	RESPONSIBLE POSITION OR GROUP	RESOURCES (PMSTDTP) OR AUTHORITIES NEEDED	METRICS (AT LEAST TWO)
ADV	4.1 The college is supported by Advancement in building/procuring technology solutions to facilitate the storage, access, and timely exchange of information necessary to communicate effectively with constituents	OET	Advancement	
ADV	4.2 Timely and effective communications response to crisis situations promotes a safe and secure environment for students and employees.	ADV in coordination with Cabinet, Public Safety, Operations	Digimind (tracking software)	
ADV	4.3 A functional, intuitive, integrated editorial, communications, activities, and events calendar that is compatible with an institutional master calendar.	Advancement OET		
ADV	4.4 Standardized technology protocol implemented across the division and is compatible with institutional IT strategy.	Advancement		
ADV	4.5 Zero-based budget process fully implemented across the division, enabling sound fiscal oversight and division long-range planning.	In coordination with B&F	$	