

3.2.12

Governance and Administration: Fund-raising activities

The institution demonstrates that its chief executive officer controls the institution's fund-raising activities.

Judgment

Compliance Partial Compliance Non-Compliance Not Applicable

Narrative

Tennessee Technological University's (TTU's) chief executive officer, the University President, is responsible for setting strategic goals and objectives that support the mission and vision of the institution. In line with the mission and vision are fund raising initiatives that correlate to the goals and objectives set by the University President. The President exercises control over the fundraising activities of the University through the Vice President for University Advancement.

Responsibility for Fund-Raising Activities

The division responsible for the University's fund-raising activities is the Office of University Advancement [1], headed by the Vice President for University Advancement [2]. The current Vice President has over 13 years' experience in higher education fund raising serving in leadership roles for over five years. The Vice President has served both public and private higher education institutions [3]. The Vice President for University Advancement reports directly to the University President [4] and is responsible for carrying out the President's directives for fund raising. This organizational relationship places definitive control of the institution's fund-raising under the President [5] [6].

Each major college or unit on campus (Agriculture and Human Ecology, Arts and Sciences, Athletics, Business, Education, Engineering, Interdisciplinary Studies, and Nursing) is assigned a major gift fundraiser [7]. All fund-raising activities for the college or unit are coordinated through the major gift fundraiser. Each of the major gift fundraisers reports directly through the Office of University Advancement. Fund-raising activities encompass all activities benefiting the college or unit whether by alumni groups, advisory boards, or individuals within the college or unit. These fund-raising activities are discussed during monthly fund-raising staff meetings [8]. Any fund-raising activity outside the college or unit is managed by the Associate Vice President for University Development, through completion of the Fund-raising Project Request Form [9], which requires the approval of the Vice President for University Advancement.

The fund-raising activities approved by the Chief Executive Officer support the University through alignment with the Flight Plan [10]. This plan sets forth the strategic direction for the University with the identification of four priorities: improve the undergraduate student experience; transform technology; create distinctive programs and invigorate faculty; and expand financial resources and modernize infrastructure. The fund-raising activities undertaken directly relate to these priorities, especially growth of endowment levels in Flight Plan Goal 4 [10] and increased scholarship opportunities in Flight Plan Goal 4 [10]. The construction of a new Science Building is in line with Flight Plan Priority Area 4. The President was directly involved in the first eight-figure solicitation for this fund-raising endeavor [11].

The Office of University Advancement was realigned in 2014 [7] to include the following units: Advancement Services, Alumni Relations, Communications and Marketing, and University Development. All fund-raising staff report through the Associate Vice President for University Development, who reports to the Vice President for University Advancement. All fund-raising activities are coordinated through the Vice President for University Advancement's office, where a staff member within University

Development is directly involved in the fund-raising venture. Periodic fund-raising reports alert each dean to the impact fund raising has on his or her unit [12].

Conclusion

TTU's chief executive officer controls the institution's fund-raising activities exclusive of the institution-related foundation, which is independent and separately incorporated. The President oversees the unit responsible for conducting the fund-raising initiatives and actively engages in those activities. Therefore, TTU is in compliance with Comprehensive Standard 3.2.12.

Sources

-  [01] Section_I University Advancement Policies
-  [02] Job Description of the Vice President for University Advancement
-  [03] Braswell Vita
-  [04] TTU Organization Chart_1_2015
-  [05] Tennessee Board of Regents Solicitation and Acceptance of Gifts
-  [06] Job Description for University President
-  [07] University Advancement Organization Chart
-  [08] Agenda of_August_2014_Staff Meeting
-  [09] Fundraising Project Request Form
-  [10] Flight Plan Publication
-  [11] Proposal from President to Donor
-  [12] Fund Raising Report_FY2014