University Advancement  
*Submitted by Luanne M. Lawrence, Vice President*

**Progress toward March 15th Report/Plan**  
University Advancement directors are developing a new goals and objectives plan that aligns the Integrated Marketing Plan with the Strategic Plan goals and the new 2025 metrics. In writing these goals and objectives, we reviewed the Academic and Administrative Guidelines and have made decisions regarding structure and staffing. These decisions will be shared with the entire division for further input on Feb. 3rd. We will also be meeting with key stakeholders including the OSU Foundation, the OSU Alumni Association, Enrollment Management, Government Relations, Athletics and Student Affairs. We intend to have our final plan ready for submission on March 15th, pending any unexpected changes to our budgets.

At this time, the following are administrative changes that we anticipate:

**News and Communication Services and Research Communications**
- Combine the two departments
- Change department name to News and Research Communications
- Position Descriptions will be reviewed for some staff to ensure that they are contemporary and reflecting changes with multimedia, magazine writing, etc.

**University Events**
- Retains current structure while awaiting results of the Marketing Committee
- No change or staffing at present time
- Recognized need to add one FTE as a divisional priority

**Marketing**
- Some decisions pending on results of Marketing Committee
- Positions of priority: bilingual writer; designer - examine a revenue model to hire one FTE TBA
- Change department name to better reflect department’s mission and services
- Position review anticipated for one position

**Web Communications**
- Some decisions pending on results of Marketing Committee
- Transition one graphic designer from marketing to Web Comm with responsibilities for online design and leadership
- Second divisional priority hire: multi-media producer
- Positions Descriptions to be reviewed and updated for some staff to reflect changing technology
- Change department name to better reflect department mission and responsibilities

*At this time, as noted, the Division is awaiting the results of the recommendations made by the Marketing Committee and submitted to the Provost in January. Results from this review will affect much of the decision making that will remain.*

**What our March 15th Plan will look like:**
In addition to the structural changes noted above, we anticipate meeting with our stakeholders about continuing reduction of some activities.

If no additional staff is added or staff is reduced, the Division will narrow its mission most likely only institutional reputation and student recruitment marketing and communications needs. It is not anticipated that UA will be in a position to support the college-level communications at its current capacity.

Also, UA will make decisions regarding advertising. At this time all print and broadcast advertising is suspended. A decision on how we will proceed will be in our report.

Under consideration is whether the division will continue to have the funds to support Terra, the research magazine, in its current capacity. The division is examining alternatives to reporting key research news and information to our opinion leaders and key external audiences.

With an increasing dependence on licensing revenue, the division anticipates dedicating more resources to growing those funds. We also anticipate moving 2-3 more staff positions (salary and OPE) fully on to licensing revenue support.