

APRIL 2021

ORGANIZATIONAL DEVELOPMENT & ADVANCEMENT REPORT

This report reflects the completed and ongoing work of the Advancement Team at Colorado State University Pueblo. The following pages introduce our team and detail the connections we are making in order to expand the appeal of our university, enhance students' success, and develop our people.

Since its inception in Fall 2020, the Advancement Team has identified and capitalized upon existing strengths in order to accomplish early "wins," even as we continue to develop and expand a future advancement pipeline for long-term major gift opportunities in Denver and beyond.

DEFINITIONS



ADVANCEMENT

- 1 All endeavors to reposition CSU Pueblo in the higher education marketplace, build external partnerships, seek expertise, and radically rethink approaches to advancing CSU Pueblo in order to guarantee institutional resilience
- 2 Foster unique collaborations, and support inclusion, access, and affordability to create new pathways and possibilities for student success; prepare students to navigate opportunities in a rapidly changing world



PROSPECTS

The people, corporations, and foundations in the Metro-Denver area (and beyond) that we are creating relationships with to support Vision 2028 initiatives



CAPACITY BUILDING

- 1 The monies (including federal funding) that allow us to implement and drive Vision 2028 initiatives
- 2 Efforts to expand opportunities for our campus—including students, staff, and the Pueblo community—particularly in terms of resource development and philanthropy

OVERARCHING GOALS, COMPLETED:

DENVER ENGAGEMENT AND REPUTATION BUILDING

- Engaged with new Metro Denver influencers and furthered existing relationship with passionate individuals interested in supporting CSU Pueblo to further resource development
- Wrote Op-Eds for national and Metro Denver publication
- Participated in civic community events representing CSU Pueblo

CAPACITY-BUILDING GRANT STEWARDSHIP

- Title V stewardship (La CALLE, PPOHA, La GENTE) of \$9.1 million grant activities, implementation, and all reporting
- Close-out MAESTRO Grant (2021, Year 6 Extension)

FUNDRAISING PIPELINE

- Identified and engaged highly qualified Metro Denver prospects and influencers to serve in an advisory capacity
- Built new and expanded upon existing relationships with high net-worth individuals, companies, and foundations that have a cumulative value of over \$2B
- As a collaborative effort between CSU System, CSU Pueblo, CSU Fort Collins staff: secured \$10,000 gift commitment from TIAA's Denver Leadership Council for CSU Spur Scholarship
- Facilitated applications for capacity building and philanthropic grant opportunities

INFRASTRUCTURE BUILDING

- Hired and completed initial onboarding of new DRPD Coordinator
- Conducted search for new Office Manager; onboarding to begin early in Q2 (anticipated April 12, 2021)

OTHER

- Advance and Steer Academy Project (StraighterLine partnership); hand-off for implementation
- Explore SHRM opportunities with Strategic Partnerships
- Oversee, communicate, and manage all COVID-19 Response and planning, including oversight of cross-functional team, reporting, campus dashboard, communications to system, state, and public health officials as required or requested
- Steer and complete 2021 strategic planning and all processes for campus involvement and protocols beginning AY 21-22
- Develop timeline and processes for next steps in external partnerships
- Establish cultural competency plan for campus, in collaboration with Title V programming, the Diversity & Inclusion Committee on Equity, and Human Resources

2021 GOAL Identify and meet with 20 new influencers interested in CSU Pueblo in Denver

Collaborated with high-profile Denver professionals to expand networking opportunities, develop resources, and elevate reputation.

2021 GOAL Identify new and existing engagement opportunities for 10 prospects in pipeline development

Engaged with multiple high-wealth individuals to gauge interest and cultivate pathways to meaningful philanthropic relationships.