



Global Advancement and Academic Leadership

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The Council of Chinese American Presidents and
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Advancement Overview

Advancement is the activity dedicated to building and **strengthening relationships with key external constituencies**, including:

- Benefactors
- Graduates
- Opinion leaders
- Decision makers
- Prospective students



Advancement Overview

Advancement functions include:

- Alumni Relations
- Communications & Marketing
- Fundraising
- Advancement Services

And may also include:

- Government Affairs
- Community Relations
- Special Events



Advancement Overview

All Advancement disciplines are united by:

- the common goal of ensuring the **long-term success of the institution** in fulfilling its mission.
- the common strategy of **building supportive relationships** among those constituents who can make significant contributions to that long-term success.



Role of the President

- **Visionary:** Openly and consistently articulates a clear vision for the institution.
- **Face of the institution:** Represents the values, the promise, and the integrity of the institution for key constituencies.
- **Advocate:** Champions both the institution and its advancement efforts, internally and externally.



Role of the President

- **Role model:** Sets the management behaviors for the leadership team.
- **Resource provider:** Invests the human and financial resources needed to ensure the desired results from the advancement operation.
- **Recruiter:** Professional advancement leadership and volunteer leadership.
- **Accessible:** Able to be available for key interactions within short timeframe.



Our Latest Trend





Student Unrest



Birmingham-Southern College students protest upcoming lecture by Dinesh D'Souza

NIT students protest in Delhi, demand shifting of campus from Srinagar

Students protest suspension of Essex County College president amid financial probe



Racial Discrimination Protests Ignite at Colleges Across the U.S.



Leadership and Governance

Ousted Head of University Is Reinstated in Virginia

New Lake Michigan
College president could
be fired over spending

DuPage prosecutors sue
College of DuPage board
over Breuder contract vote

After tumultuous year, U. of I.
chancellor abruptly steps down

**University of Arizona President Keeping
Controversial Job at For-profit DeVry**



Political/Governmental

REGULATING FUNDRAISING FOR THE FUTURE

Trust in charities, confidence
in fundraising regulation

September 2015

Sir Stuart Etherington
Lord Leigh of Hurley
Baroness Pitkeathley
Lord Wallace of Saltaire

Kentucky Governor
Orders Immediate Cut
in Funds to Universities

**Proposed bills could limit
University employee
severance pay**

**State aims to tax
University
endowment**

State funding at community colleges has decreased by six percentage points in the last few years.



Economic Disruption

Europe Faces Pension Predicament

Now Utah, Free Community College Grows With Salt Lake Community College Promise Program



College Grads Buried in Student Loan Debt

State funding at community colleges has decreased by six percentage points in the last few years.



Campus Violence & Security



ARSON UPDATE:
University police fingerprint
faculty, staff, students

**GSU Police Chief Demoted
Following Double Shooting**

Stony Brook issues campus safety advisory

**College Rankings Should
Include Campus Safety**

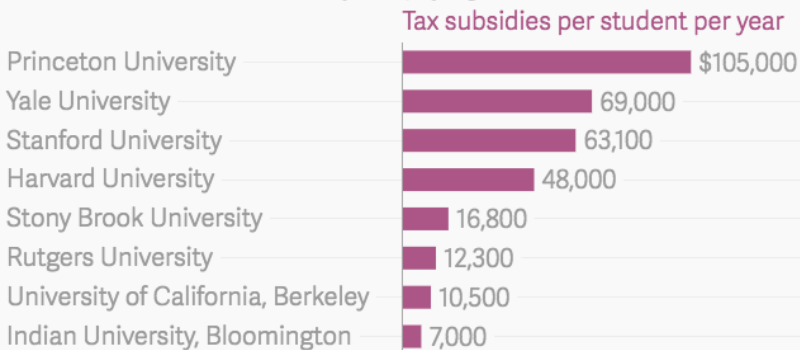
Ateneo Katipunan campus
declared safe after bomb threat

MSU student still missing, police seeking info

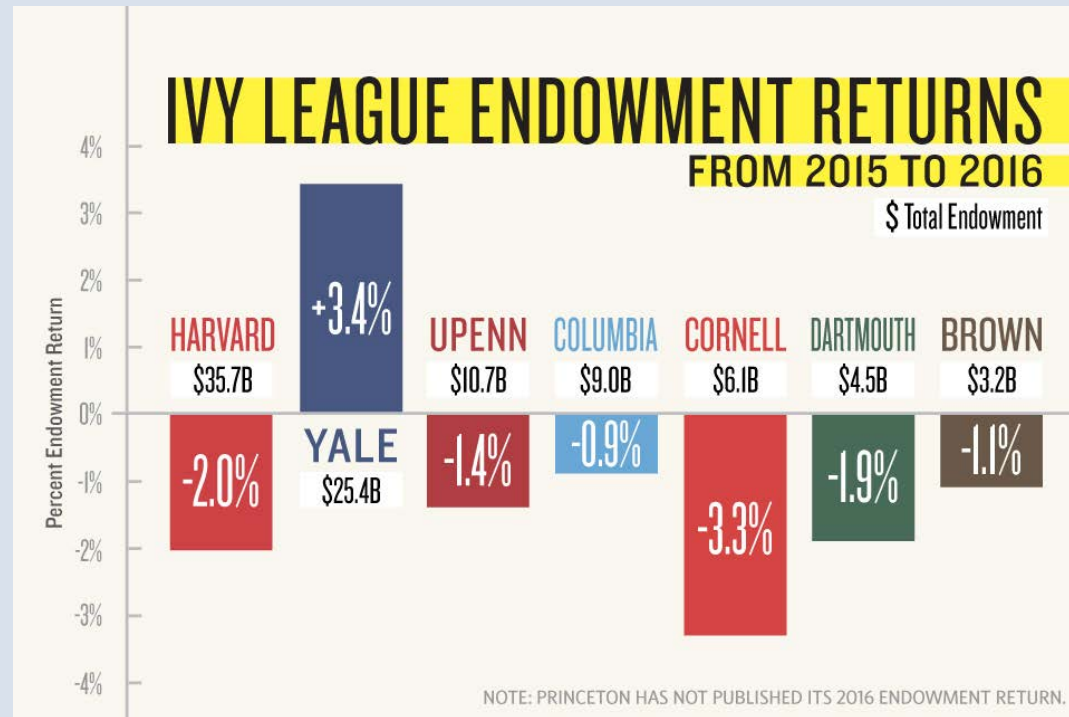


Endowment legacies

How much universities save by not paying tax on endowments



Δ T L Δ S | Data: De Alva et Schneider



Georgetown joins Brown, U-Va. and others in looking anew at slavery



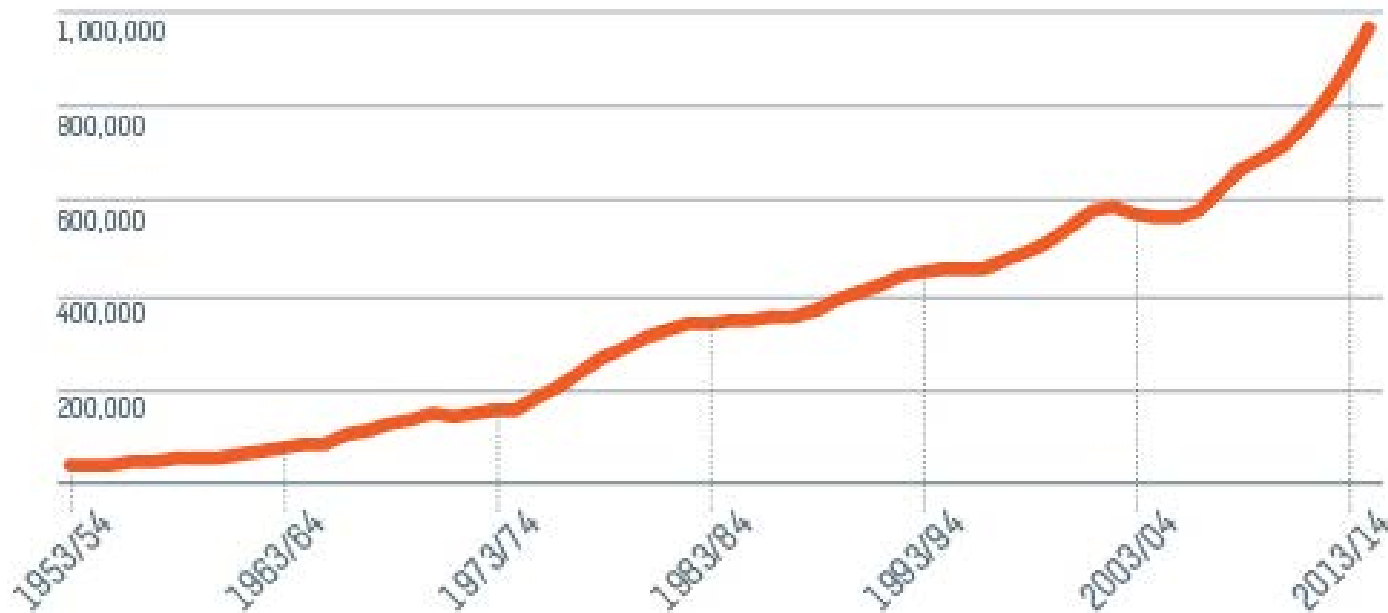
Global Fundraising Trends





Some Context: Enrollment Trends

INTERNATIONAL STUDENTS IN THE U.S. 1953/54 – 2014/15

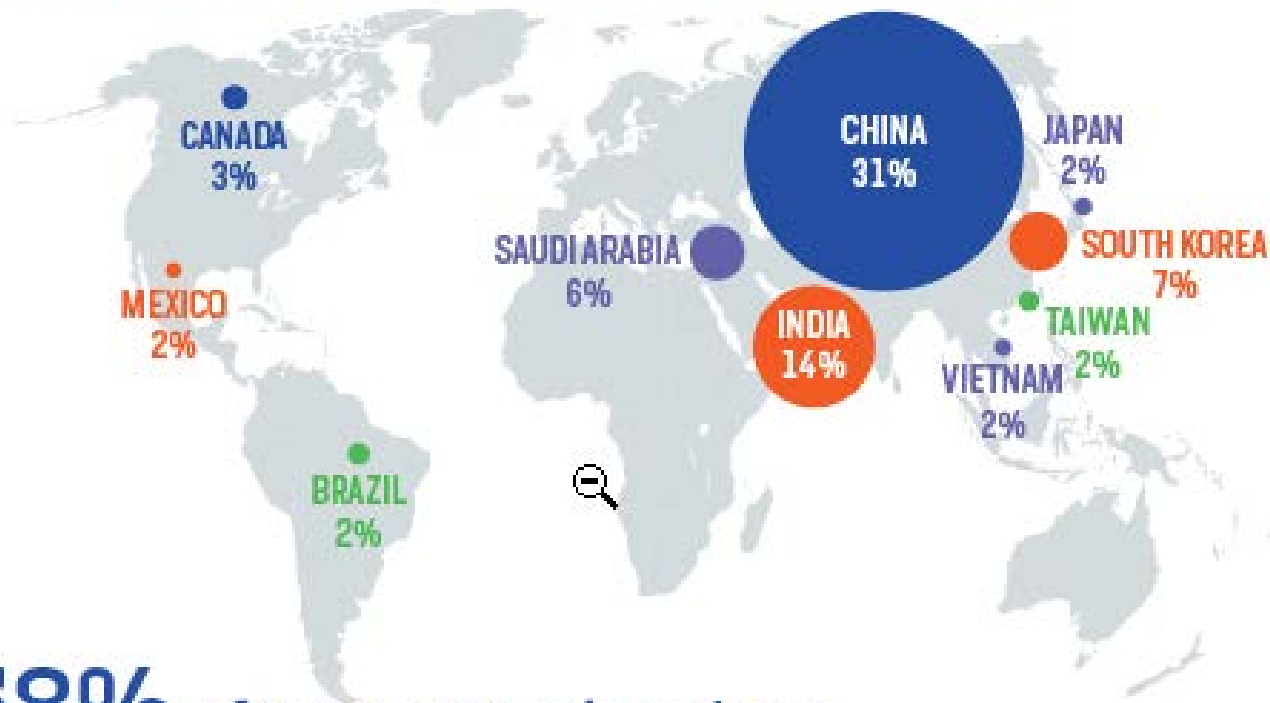


In 2014/15 international students **increased 10%** over the prior year, the highest rate of growth since 1978/79.



Some Context: Enrollment Trends

TOP TEN PLACES OF ORIGIN OF INTERNATIONAL STUDENTS

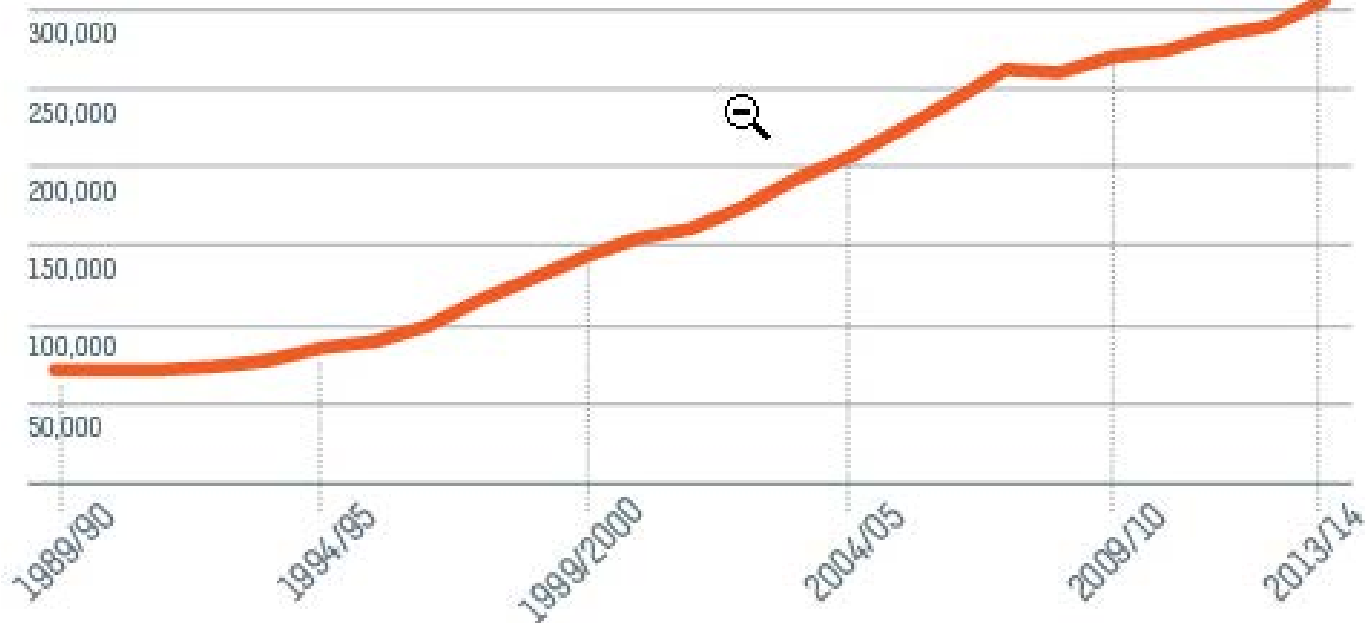


58% of international students
come from China, India, South Korea, and Saudi Arabia.



Some Context: Enrollment Trends

U.S. STUDY ABROAD STUDENTS 1989/90 – 2013/14

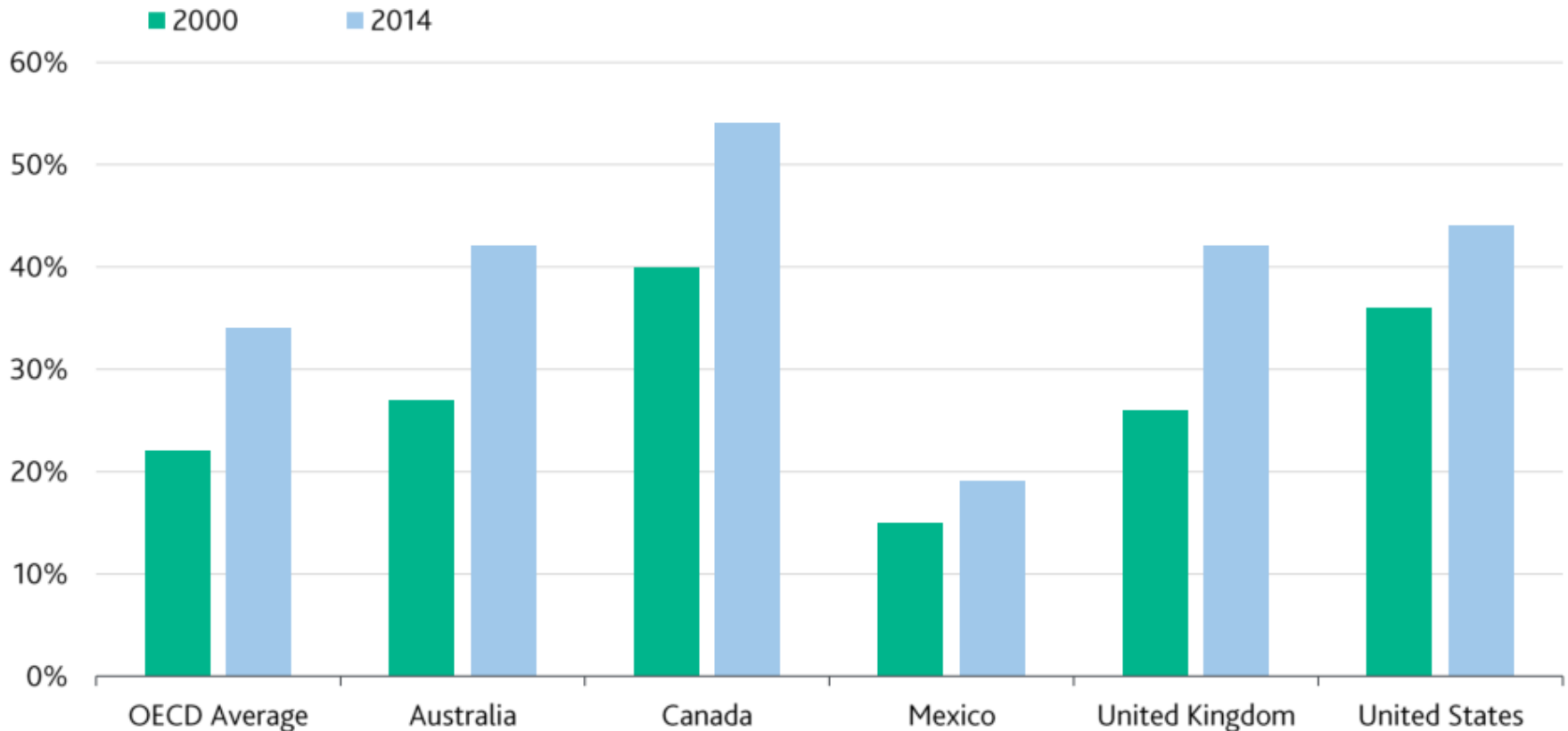


In 2013/14 there was **an increase of 5%** over the prior year in the number of U.S. students studying abroad.



Some Context: Enrollment Trends

Percent of 25-64 Year Olds Attaining Tertiary Education



Source: OECD, Education at a Glance 2015



This Changes Everything

- Where and how institutions market themselves
- How they raise private funds
- How they perceive and practice alumni relations
- How they communicate with current and former students

There Is Money Out There

Data Trends Suggest Ripe Global Fundraising Opportunities

Top Fields of Study for International Undergraduate Students

1. Business and Management
2. Economics
3. Finance
4. Accounting
5. Psychology

Where is the Money?

Region	Number of Millionaires	Total Wealth
Asia-Pacific	4.69M	\$15.8T
North America	4.68M	\$16.2T
Europe	3.98M	\$12.97T
Middle East	600K	\$2.28T

Where are they Coming From?

Rank	United States	Canada
1	India	China
2	China	India
3	South Korea	France
4	Japan	South Korea
5	Saudi Arabia	United States



Global Population of High Net Worth Individuals and their Wealth Hit New Highs as Almost 1 Million Join HNWI Ranks

Asia-Pacific overtakes North America HNWI¹ population by slim margin
Expected to overtake global HNWI wealth lead by end of 2015



Global Wealth is Forecast to Reach US\$70.5 Trillion by 2017



Global: Similarities

- Long-term relationship based
- Institutional commitment
- Faculty are essential



Global: Challenges

- The Flying Dead
- Staffing challenges
- Cost
- Time
- Long-term investment
- Sources of wealth
- Philanthropic cultures
- Language
- Coordination
- Metrics and measures



Global: Opportunities

- Brand
- Resources
- Talent: students, faculty, staff
- Partnerships
- Innovation
- Broader engagement: parents, corporations, non-alumni
- Institution-wide engagement



Questions?

