



Business and Higher Education Round Table
Philanthropy Summit
Building Partnership for Mutual Benefit

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Case Study

Connection Point – developing a Capital Campaign

Jane Westbrook

Director, External Relations

Faculty of Commerce and Economics

University of New South Wales

Agenda

- The Campaign
- Background
- Rationale
- Ingredients for Success
- Key Steps
- Challenges and Opportunities
- Current Status

The Campaign

- Launched February 2006
- Almost 2 years in development
- A extension of integrated alumni & development strategies
- Not a ‘bricks and mortar’ campaign
- Focus on excellence not need
- Seeking support for 6 key Faculty initiatives – people, programs and projects
- Target of \$25 million over 5 years

The Faculty

- Established in 1955
- 8 schools
- 8,472 students:
 - 4,871 undergraduates
 - 3,315 postgraduates
 - 286 PhD and Honours research students
- High entry standards, (UAI of 93 for 2006)
- 180 full-time academics and researchers
- 7 specialist research centres
- \$2.75 million awarded in new national competitive research grants in 2005
- Over 40,000 alumni

UNSW Structure

- UNSW Foundation
- UNSW Alumni Association
- International offices in Hong Kong, Singapore, Vietnam, Thailand (soon to be established in India and China)
- Dedicated International Development Officers in US and Hong Kong
- UNSW Marketing & Development Office providing leadership, co-ordination, services and advice for alumni and development UNSW-wide
- Capital Campaigns completed for Scientia building and School of Optometry
- Faculty-based Capital Campaigns already underway for Law and Commerce
- College of Fine Arts and Medicine to follow.
- Faculty External Relations Unit, (operating independently, but working closely with the Marketing & Development Office)
- Schools-based alumni networks, linked with Faculty programs

Faculty Structure



- Director , External Relations (reports to Dean)
- External Relations Unit (team of 7)
 - Capital Campaign Manager
 - Alumni Programs Coordinator
 - Alumni Programs Administrator
 - Development Coordinator
 - Development Administrator
 - Prospect Researcher
- Faculty Advisory Board
- Industry Reference Groups
- Capital Campaign Cabinet
- Consultants (fundraising and media)

Alumni & Corporate Relations Program

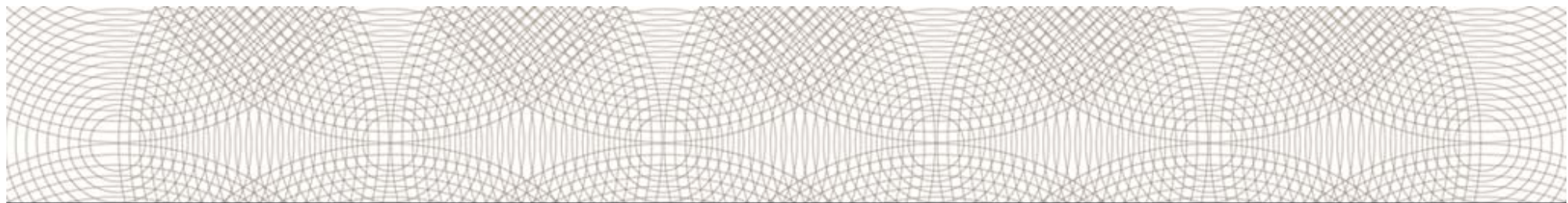
- Alumni Leaders Network
- Meet the CEO
- Annual Thought Leadership Initiative
- Bi-annual newsletter
- Industry networking dinners
- School and program based alumni networks
- Special initiatives (eg. SAVVY)

Rationale

- Sustained program of engagement with alumni, industry representatives and key stakeholders
- 50th Anniversary in 2005
- New Faculty building (completion date, July 2007)

Ingredients for Success

- Compelling Case for Support
- Strong internal support and leadership from Dean, Faculty and University
- Highly motivated Advisory Board
- Professional team
- Strong volunteer leadership
- Identified source of potential contributions



Key Steps & Timeframe

connection } POINT
UNSW Faculty of Commerce & Economics

- Nov 2004: Scoping and Consultancy brief prepared.
- Dec 2004: Consultants interviewed and selected.
- Jan 2005: Draft Case for Support developed.
- Feb 2005: Campaign Plan and Strategy presented to Faculty Advisory Board
Prospect research (ongoing).
- Mar 2005: Campaign Feasibility and Planning study commissioned.
- May & Jun 2005: Leadership interviews conducted.
- May 2005: Campaign endorsed by UNSW Foundation and Vice-Chancellor.
- Jul 2005: Feasibility and Planning Study completed.
- Aug 2005: Case for Support revised;
Major Prospect lists and detailed profiles prepared.
- Sep-Dec 2005: Leadership recruitment and organisational structure
Campaign Chair and Cabinet members secured.
- Nov 2005: Campaign announced at Alumni Leaders annual dinner
- Jan 2006: Campaign marketing plan and collateral materials
- Feb 2006: Campaign launched by Chancellor and Vice-Chancellor Designate

Challenges and Opportunities

- New Dean
- New Chancellor and Vice-Chancellor
- UNSW Asia
- Future integration with AGSM
- Evolving central structure and services
- Resources

Current Status

- Pledges of \$2.5 million to date – 10% of target
- Campaign Cabinet pledges in progress
- Campaign Cabinet members actively approaching prospects
(individuals and organisations)
- Major gift and sponsor solicitation
- 2006 Program of Events confirmed
- Communications strategy and plan developed

Questions and Answers