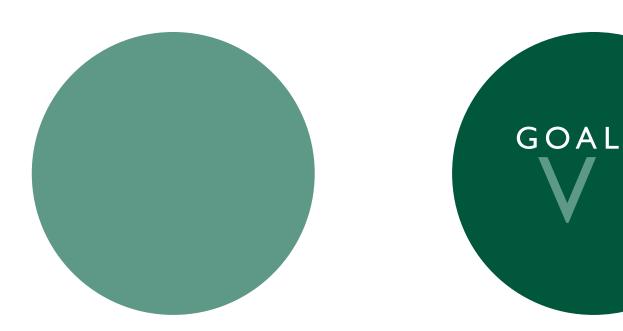
Increase available resources through coordinated, campuswide advancement activities.



^{*}defined in Glossary

NSU WILL:

- Present a compelling case for overall support.
 - 1. Assess the ways NSU communicates its identity and value, how that identity and value is perceived, and NSU's position in the higher education marketplace.
 - 2. Plan and implement:
 - Means to communicate the positive impact of higher education;
 - Strategies to build an enhanced appreciation for the role of regional universities;
 - Processes to communicate how additional resources will enhance NSU's unique contributions to the region's culture and economy;
 - Campaigns to strengthen the emotional connections to NSU with current students, employees, alumni, and friends;
 - Strategies to communicate the value of NSU activities, programs, and facilities in contributing to the vitality of the communities served.
 - 3. Monitor progress annually toward meeting the goal and make modifications based on these results.
- Pursue external grants, contracts, and develop partnering opportunities.
 - 1. Assess and inventory grants, contracts, and partnering activities and opportunities.
 - 2. Plan and implement:
 - Coordinated strategies to identify and acquire external grants and contracts:
 - Enhanced incentives, support resources, and services for extramural funding;
 - Processes to identify, build, and maintain collaborative relationships with partners and advocates who add value to NSU.
 - 3. Monitor progress annually toward meeting the goal and make modifications based on these results.





NSU WILL:

- Increase local, state, and federal government funding.
 - 1. Assess current levels of funding and comparative needs.
 - 2. Document NSU's funding status relative to peer institutions.
 - 3. Plan and implement:
 - Participation in a variety of advocacy processes to increase government investment in higher education;
 - Coordinated strategies to appeal for increased funding from all levels of government;
 - A process to identify governmental funding for specific program support.
 - 4. Monitor progress annually toward meeting the goal and make modifications based on these results.
- Secure financial support from corporations, foundations, tribes, and individuals.
 - 1. Assess the current level of support from corporations, foundations, tribes, and individuals.
 - 2. Plan and implement:
 - The facilitation of a long-term development plan for the NSU Foundation;
 - A process to continuously identify potential donors;
 - A cultivation program to encourage individuals to become NSU donors;
 - A coordinated effort to ask "the right person for the right amount at the right time for the right project";
 - Stewardship strategies to encourage donors to make bequests and gifts;
 - Expansion of resources to optimize donor cultivation.
 - 3. Monitor progress annually toward meeting the goal and make modifications based on these results.



EDUCATION'S PURPOSE IS TO REPLACE AN EMPTY MIND WITH AN OPEN ONE. MALCOM FORBES

*defined in Glossary