The University of Alaska Foundation Board of Directors has identified four strategic priorities—Transformational Philanthropy; Success for Every Student; High Performing Operations; and Diversity, Equity, and Inclusion—to guide the philanthropic efforts of the foundation in partnership with the University of Alaska system over the next three to five years.
GOAL 1
Increase philanthropy for the University of Alaska system, supporting each of the universities in achieving their fundraising goals by collectively achieving an increase in average annual private funds raised.

Objective 1 | Grow a culture of philanthropy throughout the UA system so that philanthropy is a top priority.

Objective 2 | Foster connections between the board of directors and natural partners, stakeholders, and community members to support the fundraising goals of the UA system.

Objective 3 | Complete an analysis and assessment of the resources needed to support advancement operations at the foundation and universities for achieving UA system fundraising goals.

Objective 4 | Support increased engagement with alumni to foster strong, long-lasting relationships.

GOAL 2
Provide leadership, coordination, and resources for system-wide fundraising campaigns that support priority initiatives of the UA system.

Objective 1 | Complete and celebrate the For Alaska campaign highlighting key success factors and soliciting feedback from stakeholders by June 2024.

Objective 2 | Support state and federal advocacy efforts to advance philanthropic priorities of the UA system including extension of the Alaska education tax credit.

Objective 3 | Develop a new major fundraising campaign based on the strategic priorities of the universities and UA system.

Objective 4 | Facilitate the contribution of financial and in-kind resources from business and industry supporting the workforce and economic development efforts of the UA system.

GOAL 3
Strengthen donor relationships to maximize engagement and loyalty.

Objective 1 | Develop a comprehensive donor relations strategy clarifying the system-wide roles and responsibilities to provide optimal retention and growth in donor participation and satisfaction.

Objective 2 | Ensure donor intent is met by the timely use of philanthropic contributions.
STRATEGIC PRIORITY 2
SUCCESS FOR EVERY STUDENT

GOAL 1
Partner with the universities and system office to strategically invest philanthropic resources in support of student success initiatives throughout the UA system.

Objective 1 | Create a student success initiative fund in support of department, school, college, campus, university, and community partner student success priorities throughout the UA system.

GOAL 2
Improve the student scholarship experience and increase scholarship awards for all students.

Objective 1 | Convene a system-wide scholarship task force to comprehensively review the entire scholarship process and develop and implement recommendations for improvement.

Objective 2 | Identify the unmet scholarship needs and develop fundraising efforts to meet these needs.
STRATEGIC PRIORITY 3
HIGH PERFORMING OPERATIONS

GOAL 1
Demonstrate prudent financial management of philanthropic assets to donors and other stakeholders.

Objective 1 | Distribute timely financial reports and utilize modern technologies for more effective communication of financial information and performance of foundation held funds to donors and the UA system.

Objective 2 | Foundation and universities to rank in the top quartile in cost to raise a dollar and other industry measures amongst peer organizations.

GOAL 2
Identify key mission critical and labor intensive foundation and related advancement processes for review and improvement.

Objective 1 | Create and implement a systematic method for enhancing the efficiency, effectiveness, and user satisfaction of foundation and UA system processes and procedures.

GOAL 3
Drive data-inspired decisions by instilling practical data literacy and developing applicable data management for the foundation and UA system.

Objective 1 | Improve data management processes to ensure accuracy and security of all constituent data in the donor data system using a shared data governance structure.

Objective 2 | Promote a culture of practical data literacy for foundation and UA system leadership, staff, and partners.

Objective 3 | Create an advancement data council to establish data governance guidelines for the UA system.

GOAL 4
Recruit, retain, and develop exemplary fundraising, advancement, and support staff throughout the UA system.

Objective 1 | Devise new strategies and procedures for recruiting, onboarding, retaining, and succession planning of advancement employees.

Objective 2 | Develop a more competitive advancement compensation system.

Objective 3 | Enhance skills and professional development opportunities for advancement staff.
STRA TEGIC PRIORITY 4
DIVERSITY, EQUITY, AND INCLUSION (DEI)

GOAL 1
Conduct an organizational analysis and develop a DEI vision, policy, and action plan.

Objective 1 | Review baseline data, priorities, and goals across the UA system for DEI initiatives.

Objective 2 | Develop a plan for creating a DEI vision for the foundation that supports the UA system in their DEI efforts and includes a process for continuous evaluation and improvement.

GOAL 2
Support the UA system’s fundraising efforts and goals related to DEI initiatives to promote the participation and success of the UA system’s diverse populations.

Objective 1 | Identify DEI fundraising goals, plans, and initiatives and resources available for implementation across the UA system.

Objective 2 | Develop special initiatives and sustained efforts to raise philanthropic resources for DEI to benefit students, faculty, and staff at the universities.

GOAL 3
Develop and implement guidelines for inclusive communications.

Objective 1 | Integrate DEI principles into the UA system’s donor relations/stewardship efforts to honor all contributions and donors equitably.

Objective 2 | Review and update foundation publications and online presence for cultural relevance and equitable representation reflecting the diversity of Alaska.

Objective 3 | Create a DEI communications toolkit for UA system advancement.
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