MISSION:
The mission of the University of Alaska Foundation is to seek, secure, and steward philanthropic support to enhance excellence at the University of Alaska.

VISION:
To be a sustainable organization working in alignment with the University of Alaska to grow private philanthropy to enhance excellence.

VALUES:
Trust, Excellence, Service, Teamwork

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Approved by the UA Foundation Board of Trustees December 2, 2015
STRATEGIC PRIORITY  No. 1

UNIVERSITY/FOUNDATION ALIGNMENT

The Board of Regents, University leadership, and the Board of Trustees are fully aligned to advance the core of education and research at the University of Alaska and fuel the University’s fundraising engine.

Goal: The University and Foundation leadership agree on long-term and annual priorities that advance the University, meet the State of Alaska’s higher education needs, and inspire significantly increased levels of philanthropic support. The University, with leadership and support of the Foundation, initiates its first comprehensive, system-level fundraising campaign.

Challenge: The University and Foundation must be aligned around a vision, system priorities, and fundraising goals. All must be committed to promoting philanthropy. Increased fundraising is dependent on the provision of additional resources, both by the University and University of Alaska Foundation.

COMMITMENTS

Advocate for philanthropy at the Board of Regents level, amongst University campus leadership, and externally through targeted communications and messaging. Coordinate philanthropic priorities with UA Administration, Chancellors and Regents.

Provide leadership to the University advancement team in support of a system-wide, comprehensive fundraising campaign for the University and identify resources to achieve present goals and enable accomplishment of long term goals.

Review the Memorandum of Understanding between the University and the Foundation and identify changes that will clarify roles and responsibilities and provide a process to support operational alignment and resources to meet fundraising goals.

Development Committee with strong Regent representation will work to maintain alignment between the University and Foundation, and support major fundraising initiatives.

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STRATEGIC PRIORITY  No. 2

HIGH PERFORMING ORGANIZATION

The Board of Trustees is actively engaged in the mission, goals, and priorities of the University through coordinated development of people and strategic outreach supporting the University’s fundraising capacity.

Goal: Earn and preserve our reputation as a high-performing organization that donors trust and peers strive to emulate in the quality of our people, technology, and service to constituents.

Challenge: Meeting the mission of supporting the University and fulfilling our fiduciary duty to donors requires us to have an engaged, equipped, and appropriately structured board. The staff that will carry out the bulk of the work must be purposefully developed and supported.

COMMITMENTS

Govern according to best practices, adherence to Foundation values, and the highest ethical standards.

Evaluate Trustee membership and committee structure according to the objectives of this plan.

Provide the desired level of engagement for each individual Trustee, according to their interests, and for the Board as a whole.

Review Trustee expectations regarding roles in fundraising and personal and Board financial commitment.

Evaluate areas within University and Foundation to improve efficiencies, i.e. technology, stewardship of donors, optimal staffing, and evaluating areas for centralization.

Provide leadership and support to Foundation and campus-based advancement teams for recruiting and retaining experienced and high performing staff.

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STRATEGIC PRIORITY  No. 3

ORGANIZATIONAL SUSTAINABILITY & OPPORTUNITY GROWTH

The Foundation, in partnership with the University, provides sustainable financial and organizational resources to the University to maximize fundraising opportunity.

Goal: High expectations are established for philanthropic growth and the University and Foundation have a shared commitment to providing the necessary resources and leadership to accomplish and sustain that growth.

Challenge: Clarification is needed regarding roles and responsibilities for University advancement teams and support services. A difficult University budget environment will require the Foundation and University to increase investment in advancement, and to utilize limited unrestricted resources wisely.

COMMITMENTS

Support annual, near-term, and long-term fundraising goals.

Identify resources that could be deployed in support of achieving specific development initiatives and campaign goals.

Determine level of endowment growth desired, and review policies to ensure they support goals for growth in the interest of students and faculty, with regard for intergenerational equity.