



Philanthropic Expansion

Executive Summary

Total Number of Sessions: 6 sessions; 2 with Faculty, 3 with Staff, 1 with Alumni

Date	Modality and Location	Audience	# of Participants	Total # per audience
March 29 th , 2023	In-Person, LPC	Faculty	11 faculty	23
April 13 th , 2023	Virtual	Faculty	12 faculty	
April 3 rd , 2023	Virtual	Alumni	18 alumni	18
March 31 st , 2023	In-Person, LPC	Staff	18 staff	76
April 13 th , 2023	Virtual	Staff	40 staff	
April 18 th , 2023	In-Person, Loop	Staff	18 staff	
Philanthropic Expansion Total Participants:			117 community members	

Faculty and Staff Discussion Questions:

1. What obstacles impede our ability to develop a culture of philanthropy within academic departments and disciplines?
2. What local and or national philanthropic organizations are you actively engaged with to advance your academic interests?
3. How can the university help you to turn your relationships into a source for major gifts and other forms of support?

Alumni Discussion Questions:

1. How can DePaul cultivate a culture of philanthropy with alumni?
2. With what local and or national philanthropic organizations are you actively engaged that we should consider speaking to or to which you can connect us?
3. How can the university help you turn your relationships into a source for major gifts and other forms of support for DePaul?
4. What do you see or remember about DePaul that is unique and needs philanthropic support?

Narrative of the efforts:

The President or Chief of Staff began each session by welcoming the group, introducing the initiative, and explaining the value of focusing our immediate efforts on using our connections to expand philanthropic efforts across the university. After the introduction, we split into smaller groups of about 10 community members, either in person or through Zoom break-out

rooms, to respond to the topic's discussion questions. Each small group discussion was facilitated and documented by a member from the offices of the President or Continuous Improvement.

Many staff and faculty would like to contribute to philanthropic efforts but expressed the need for a better understanding of their role and how they can best partner with Advancement to showcase unique projects, programs, and initiatives to create a comprehensive donor "menu". To do this successfully, employees would like access to philanthropic data to understand if personal connections are already in our donor pipeline. Our alumni-session group would like a central place to see the ways they can give back to DePaul – whether that's through monetary donations, speaking on a panel, representing alumni in student groups, or volunteering at events. They also mentioned the desire for more program or department-specific updates to keep them engaged in the DePaul community.

Recommended Initiatives to design our philanthropic expansion:

We documented over 400 pieces of feedback in response to the Philanthropic Expansion discussion questions. From this feedback, 22 overarching themes represent most of our community's thoughts on the current obstacles and ways in which the university can turn relationships into sources of philanthropic support. We converted the themes into 18 recommended initiatives that address changes to our internal policies and procedures as well as contribute to the future of our philanthropic efforts.

Initiatives addressing a change in *access to philanthropic data*:

Initiative 1: Develop a view into the Advancement database that allows employees to access existing donor information and potential donor activities, as well as alumni contact information.

Discussion themes supporting this initiative:

- Many faculty and academic units are unaware of philanthropic processes at DePaul, existing and potential donor relationships, the results of fundraising efforts, and how they can contribute to university-wide efforts.
- Employees would like access to alumni and donor information that Advancement maintains to better understand how they can support potential or existing relationships.
- Broaden access and provide structured governance to data so everyone can make better data-informed decisions based on philanthropic strategies.

Initiative 2: Develop a university-wide data governance policy to provide transparency and equity to the university data, including alumni and donor data.

Discussion theme supporting this initiative:

- There is uncertainty around what personal information can be disclosed/shared/used to help increase alumni participation and engagement across different chapters and regional areas.

Initiative 3: Review privacy policies to determine a compliant way to share alumni contact information with chapter leaders and faculty, or others outside Advancement.

Discussion theme supporting this initiative:

- There is uncertainty around what personal information can be disclosed/shared/ used to help increase alumni participation and engagement across different chapters and regional areas.

Initiatives addressing a change in *university process or structure*:

Initiative 4: Create a “Philanthropy at DePaul” training, or series of resources, to educate the university community on best practices and ways they can contribute to raising funds/donations/support, or what to do when someone expresses interest in donating to DePaul.

Discussion themes supporting this initiative:

- Many faculty and academic units are unaware of philanthropic processes at DePaul, existing and potential donor relationships, the results of fundraising efforts, and how they can contribute to university-wide efforts.
- Identify roles or areas outside of Advancement that would benefit from philanthropic training and messaging to strengthen the university’s focus and skill in this area.
- There’s a lack of support, guidance, and recognition for philanthropic efforts.

Initiative 5: Assess the current philanthropic support offered to academic units and departments to determine needs and gaps to improve partnership.

Discussion themes and comments supporting this initiative:

- Would like stronger working relationships with Advancement to be more involved with philanthropic efforts. Currently, we do not have fundraisers covering all areas within the university (like those outside of an academic department) and might be missing

philanthropic opportunities to support other initiatives.

- Are gift officers in Advancement assigned to staff departments in the same way that they're assigned to the colleges?

Initiative 6: Identify and communicate the high-level, university-wide fundraising priorities based on topic (i.e., sustainability) and design a framework to include contributions from the entire community, across diverse geographic areas and within DePaul, to develop a “menu” of ways donors could support DePaul.

Discussion themes and comments supporting this initiative:

- Faculty are interested in collaborating with Advancement to showcase current projects and unique needs that could benefit from donor funding, as well as working more closely on the engagement of alumni.
- DePaul needs to improve upon its name recognition and articulate our identity to allow every community member to speak to what’s important to us.
- Would like stronger working relationships with Advancement to be more involved with philanthropic efforts. Currently, we do not have fundraisers covering all areas within the university (like those outside of an academic department) and might be missing philanthropic opportunities to support other initiatives.
- We need to better communicate our philanthropic priorities to understand which individual or departmental stories need to be shared and connected with potential donors.
- Develop a centralized method to gather and communicate the ways in which people can give back to DePaul, like specific projects, initiatives or student populations that would benefit from funding.
- Our siloed nature prevents us from identifying interdisciplinary opportunities and connecting those to potential donors.

Initiative 7: Create open philanthropic forums that invite the university community to contribute to the development and accessible documentation of philanthropic initiatives.

Discussion theme supporting this initiative:

- Our siloed nature prevents us from identifying interdisciplinary opportunities and connecting those to potential donors.

Initiative 8: Evaluate and redefine the current Alumni Relations practices with engaging our alumni and determine ways to integrate academic units into the outreach and activities with alumni.

Discussion theme and comments supporting this initiative:

- The alumni office can help us develop our relationships with alums. The pandemic heightened exposure to the healthcare field and they'd like to send a letter on an annual basis to tell them what the School of Nursing is doing, offer CEUs, and invite them to come back and see the simulation labs.

Initiative 9: Review the existing external grant process to identify improvements and simplify the experience for employees pursuing external funding.

Discussion theme supporting this initiative:

- There's a lack of support, guidance, and recognition for philanthropic efforts.

Initiative 10: Build in capacity for employee roles to serve the university in a variety of ways (Service Day, New Student Orientation professionals, etc.) to increase awareness of university initiatives and make connections to our students who will join our alumni network.

Discussion themes and comments supporting this initiative:

- Roles need to include philanthropic expectations, or potentially some incentives, if this is a university-wide effort.
- Vincentian Service Day: sheer capacity as it is, staff limitations and other obstacles prevent community members from participating.
- The way we are serving students now will carry forward -there needs to be a greater focus on this because in the long-run this will determine alumni affinity towards DePaul. We want to make sure they remain engaged.
- Managers are unsupportive in allowing front-line staff to attend things and have conversations across the university.

Initiative 11: Review the external space rental process to determine if we can simplify this to increase the number of events or organizations we can host on campus.

Discussion themes and comments supporting this initiative:

- Girl Scout troop rented classroom in LPC to host their neighborhood meeting. Using our space was a challenge and we put them through the ringer to get access to it.
- Space capacity for alumni/donor events/community events; limited staffing to support it and even more limited time.

Initiative 12: Gather all university advisory board information to determine best practices and whether consolidation is appropriate.

Discussion comment supporting this initiative:

- The Theatre School has an advisory board; Stephanie Smith is on the board for Lyric; how do we bridge all the various boards we have connections to and relationships with?

Initiative 13: Review existing curricula to determine where it might be appropriate to infuse additional philanthropic content/guest speakers/day trips.

Discussion theme and comment supporting this initiative:

- Need to introduce the idea of philanthropy, and the various ways to give back, to our students while they're here and engaged with DePaul—develop this relationship before they are alumni.
- We do not do a good job teaching our students while they're here about philanthropy and how to give back -it doesn't always have to be money. Teaching students how to give back in different types of ways, like service and time.

Initiative 14: Evaluate and redesign philanthropic communication strategies.

Discussion theme supporting this initiative:

- We need better and more timely communications on the impact of donations or other ways alums gave back to DePaul.

Initiative 15: Identify departments and/or programs that could benefit from area-specific newsletters to connect with alums globally. Create a structure to consistently develop and share content.

Discussion theme supporting this initiative:

- There's a desire for more department/program-specific content to connect with alums.

Initiative 16: Gather and review existing platforms we use to engage alums and solicit support to determine if a central location is more effective.

Discussion theme and comment supporting this initiative:

- Alums would like a central hub that links to ways to engage with DePaul – whether that’s in the form of monetary donations, guest speakers on a panel or in a class, ways to connect current students with internships at their places of employment, or an alumni seat on student organizations.
- Missing a central way that we're communicating updates to the DePaul community. One-stop-shop as a hub for alumni info.

Initiative 17: Consider enhancing chapter leaders’ roles and programming in the different locations around the world—expand global chapter presence.

Discussion comments supporting this initiative:

- Does not have a current full list of alums in the Phoenix area, and a list of all the people would help increase engagement—other areas voiced the same thought and said the chapters having a list of people and contact information for people in their area would make a huge difference and allow them to serve a more active role in helping DePaul.
- I think also tapping into our international alumni base. I don't know how active chapters are abroad, but I know we have DePaul alum spread around the world.

Initiative 18: Explore opportunities and technology for micro-giving.

Discussion comment supporting this initiative:

- Can we use the technology that links people into the round-up feature that donates pennies and micro-giving or Amazon Giving?
- Have updated and simple system for gathering small event donations (ex. Alumni casino night).

Next Steps

The Office of the President will review this comprehensive list of initiatives and determine which ones to pursue.