

# Division of Advancement

Top Accomplishments - April 2022, Year-End Evaluation

---

1. Surpassed our \$500 million Impact Campaign goal and are now at \$512.6 million.

*Working in Partnership*

- › 5.2.4 Refresh and expand Impact: The Campaign for York University, and deepen engagement with our global alumni network

2. Increased our alumni engagement score by 6.15%, measuring four core modes of engagement: volunteerism, experiential, communications, and giving. We also enhanced our social media presence and increased engagement by 500%.

*Working in Partnership*

- › 5.2.4 Refresh and expand Impact: The Campaign for York University, and deepen engagement with our global alumni network

3. Boosted experiential education with Cinespace's \$3.12 million gift for the AMPD Motion Media Studio.

*21<sup>st</sup> Century Learning*

- › 1.1.4 Support experiential education and work integrated learning

4. Launched a first-of-its-kind initiative to address barriers for Black youth across Canada backed by \$1.2 million from the RBC Foundation as part of RBC Future Launch.

*Living Well Together*

- › 6.1.3 Complete and advance actions of an ABR Framework

5. Committed to a successful implementation of the CRM, Service Excellence, and Data Governance program.

*Living Well Together*

- › 6.3 Establish a culture of service excellence

**DIVISION:** Division of VP Advancement

**UNIT:** Division of VP Advancement

**PLAN ID:** 1397


**1. 21st Century Learning**

**1.1(.4) Support Experiential Education and Work Integrated Learning**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**

 Not Evaluated


**2. Knowledge for the Future**

**2.1 Raise funds for research activity, research chairs, professorships, postdoctoral fellows, and other faculty supports, to enable York's focus on academic excellence, in addition to raising funds for Entrepreneurship/Innovation**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**

 Not Evaluated


**3. From Access to Success**

**3.1(.3) Raise funds to support students of all backgrounds and circumstances, domestic and international, to support student success, and to support the University's EDI priorities**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**

 Not Evaluated

**4. Advancing Global Engagement**

**4.1. Continue to advance York's global engagement and internationalization plan**

**4.1.1 Finalize and launch international globalization engagement plan**

**Action/Strategy:**


**Measures/Metrics/Milestones:**

**Evaluation Status:**

**DIVISION:** Division of VP Advancement

**UNIT:** Division of VP Advancement

**PLAN ID:** 1397

 Not Evaluated


**5. Working in Partnership**

**5.2.1 Complete Stakeholder Engagement Plan including a model for new and deeper forms of collaboration across sectors including private, non-profit, government, etc.**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**

 Not Evaluated

**5.2.3 Advance plans to establish the Vaughan healthcare precinct, including a proposal for a distinct new School of Medicine**


**Action/Strategy:**

Develop Advancement strategy to support the Vaughan Healthcare Precinct initiative that includes a new School of Medicine

**Measures/Metrics/Milestones:**

Supported the proposal for the School of Medicine, once approved create Advancement strategy  
Funding next steps defined for strategic partnerships  
Funding strategies articulated for emerging capital projects and faculty namings

**Evaluation Status:**

 On Track

**5.2.4 Refresh and expand Impact: The Campaign for York University, and deepen engagement with our global alumni network**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**

**DIVISION:** Division of VP Advancement

**UNIT:** Division of VP Advancement

**PLAN ID:** 1397

Refresh and expand Campaign:

Determine next steps in Campaign by Spring 2022 in concert with stakeholders and permanent VP Advancement  
 Continue evaluation, environmental scan, and data collection  
 Articulate brand refresh concept  
 Develop overarching Campaign cases for support followed by faculty specific cases  
 Establish and refresh Campaign KPIs, including Campaign goals for alumni engagement

Next phase defined and strategic steps initiated  
 Consultations completed and stakeholders engaged  
 New Campaign goal and timeline announced  
 Refreshed Campaign brand in alignment with York brand  
 Priorities identified, ranked, and scheduled  
 Campaign goals and KPIs defined  
 Stakeholders and communities engaged in Campaign refresh strategy  
 Resource requirements defined (budget, people, reporting, research, communications, etc.)  
 Defined volunteer engagement – Board of Governors, Campaign Cabinet, etc.  
 Continued implementation of collegial and collaborative prospect management  
 Increase in call activity and donor pipelines  
 Developed and enhanced donor prospect pipeline  
 New donor pools identified against strategic priorities  
 Planned develop to increase alumni donors  
 Increase in new gifts and pledges and annual giving results  
 Call Centre work re-established and invigorated  
 Digital Channel established

On Track

Fundraise for key strategic priorities:

Capital Projects:  
 iHive, Ross Building plan, Vaughan Healthcare/School of Medicine  
 Goal: Articulated funding strategy for each of the capital projects including; sources of funding (government, philanthropy, institutional), scope, timing and the activation point when the project is confirmed to begin

Capital Projects:  
 Mobilized our strategy for Markham Campus including engaging our Markham Campus Campaign Committee  
 Mobilized strategy for The Joan and Martin Goldfarb Art Gallery of York University (GGYU) including preparing for a Fall GGYU donor event  
 Developed fundraising strategies for faculty namings, iHive Building, Ross Building plan, and the Vaughan Healthcare/School of Medicine proposal

On Track

Pan-University EDI:  
 Work with the faculties and pan-University stakeholders to identify and curate (large) scalable opportunities for potential donors interested in access and inclusion  
 Goal: Create pan-University cases for support for Black and Indigenous inclusion

Pan-University EDI:  
 Developed and mobilized pan-University initiatives focused on Equity, Diversity, Inclusion (EDI), student access and support, learning and development, and SDG-aligned priorities

Advancement strategic plans by faculty:  
 Articulated faculty fundraising plans defined, goals articulated with alignment with UAP, IRP and UN SDGs (inclusive of student support, research, programming, outreach and capital)  
 Goal: Faculty plans and metrics articulated reviewed/approved by Provost & President

Advancement strategic plans by faculty:  
 Worked with faculties to have well-articulated Advancement strategic plans aligned with UAP 2020-2025

Research initiatives:  
 Support major research initiatives and ORUs such as DRG, VISTA, Observatory on Homelessness and other priorities as identified  
 Goal: Develop cases for support and mobilize fundraising

Research initiatives:  
 Supported Research initiatives including finalizing pan-University funding initiatives such as Disaster Risk Governance (DRG), VISTA, and Homelessness

**DIVISION:** Division of VP Advancement

**UNIT:** Division of VP Advancement

**PLAN ID:** 1397

Increase and strengthen alumni engagement globally and locally:

Increase engagement overall

Young alumni:

Engage York’s 50,000+ young alumni; create targeted deliverables that address the unique interests of this cohort including expanded career resources, benefits and discounts, as well as networking events and volunteer opportunities online and in person

Student experience:

Mobilize alumni to enhance the student experience through mentorship programs and by establishing and supporting networks and programs to support diverse students and alumni

Internationalization:

Support York’s internationalization strategy by continuing to grow alumni networks in priority regions, creating reputation-enhancing events and communications and engaging alumni in student recruitment, experiential education, and philanthropically taking into consideration the COVID-19 landscape

Convocation:

Enhance Fall 2021 Convocation including in-person activities and prepare for re-establishment of in-person Convocation starting Spring 2022

Increase engagement overall:

Overarching goal to increase engagement in 4 categories—Alumni Engagement Metric (AEM), tracks: communications, philanthropy, experiential, and volunteer engagement of alumni  
2-year baseline exists with year 3 results published in Jan. 2022

Young alumni:

Developed new programs, communications, mentorship, and networks  
Tracked number of programs, communications, events, networks, and alumni participation; pull numbers from AEM for alumni under 30; and establish baseline

Student experience:

Launched online mentorship program and focus on the Black, Indigenous, Chinese alumni networks to connect with students and establish LGBTQ2S network  
Tracked number of programs, network events and alumni involved and establish baseline

Internationalization:

Re-established networks post-pandemic in NY, London, and Hong Kong; develop a travel plan for FY 2023, including Singapore and California  
Tracked number of events and alumni engaged to establish baseline

Convocation:

In-person Spring 2022 Convocation executed with high level student satisfaction

On Track

Enhance donor recognition and stewardship:

Strategically refresh stewardship and donor recognition to leverage new brand and Campaign refresh concepts

Complete digitization of endowment reports

Develop donor recognition strategy, physical and other

Plan refresh on donor stewardship and recognition

Stewardship reports developed on demand, and annual reports enhanced for stewardship portfolio

Stewardship processes enhanced and expanded

Donor recognition strategy defined, and implementation begun

Digital endowment report process established and implemented

Physical recognition strategy established

On Track

**6. Living Well Together**

**DIVISION:** Division of VP Advancement

**UNIT:** Division of VP Advancement

**PLAN ID:** 1397

**6.1 Enhance Mino Bimaaddiziwin/The Good Life to strengthen our sense of inclusion and well-being**


**Action/Strategy:**

Contribute to the UAP Priority, Enhancing the Good Life, by supporting the internal relations in the Division, and identifying opportunities for team building

**Measures/Metrics/Milestones:**

Continued progression on workplace culture through execution of defined roadmap as collaboratively designed by team and consultants (NOUS, Pat Ferris)  
Adapted best practices for issues management  
Training and tools provided to understand and cope with change  
Recognition programming implemented across the Division  
Attracted and retained top level talent  
Ensured team cultural alignment with brand  
On-boarded new VP Advancement

**Evaluation Status:**


 On Track

**6.1.1 Complete and implement York University Equity Plan including intensifying efforts to embed human rights, EDI training across the University**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**


 Not Evaluated

**6.1.2 Continue actions to support TRC through Indigenous Framework**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**


 Not Evaluated


**6.2.3 Continue to advance approved capital projects including Markham Campus, revitalized Harry Arthurs Common, GGYU, optimization of libraries as both physical and virtual spaces for scholarship, collaboration and community building**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**

 Not Evaluated

 Not Evaluated

**DIVISION:** Division of VP Advancement

**UNIT:** Division of VP Advancement

**PLAN ID:** 1397

Not Evaluated

**6.3 Establish a culture of service excellence**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**

Not Evaluated

**7. Answering the Call**

**Advancement strives to support all faculty and pan-University initiatives that align with SDGs:**

- **GOAL 1: No Poverty**
- **GOAL 4: Quality Education**
- **GOAL 10: Reduced Inequality**
- **GOAL 11: Sustainable Cities and Communities**
- **GOAL 13: Climate Action**

**Action/Strategy:**

Examples include:  
 Student support  
 EDI initiatives  
 Research projects such as:  
 Homelessness, Great West Life funding for students working for NFPs, Richard Hornsey Co-op for Change, Bee ORU, Waste Wiki, Climate Action, etc.  
 Dissemination of critical fact-based knowledge: DRG, Homelessness

**Measures/Metrics/Milestones:**

Increase in student support  
 Increase in EDI initiatives  
 Increase in support for critical research areas  
 Critical fact-based knowledge disseminated

**Evaluation Status:**

On Track