

# University of South Florida

## Advancement Management Council

**Members:** VP – University Advancement  
AVP & ED – USF Alumni Association  
AVP – University Development  
AVP – USF Foundation, Legal Affairs & Advancement Operations  
AVP & CFO – USF Foundation  
AVP & GM – WUSF Public Broadcasting  
AVP – USF Health Development  
AVP & ED – USF Foundation Board  
AAD – USF Athletics Development  
USF Lakeland – Executive Director of Campus Advancement  
USF St. Petersburg – Executive Director of Campus Advancement  
USF Sarasota-Manatee – Executive Director of Campus Advancement  
*(Non-member representatives may participate in meetings at the discretion of the AMC Chair. The Council chair shares responsibility with the other management council chairs for calling joint meetings as appropriate and timely.)*

**Chair:** The Vice President for University Advancement/CEO USF Foundation, serves as Chair for the Advancement Management Council (AMC) and will represent the AMC to the Executive Management Council, at University Board of Trustees' and Trustees' Workgroup meetings.

**Purpose:** Institutional Advancement at the University of South Florida encompasses activities and programs undertaken by the University to develop understanding of and support from external constituencies in order to advance its mission. The Advancement Management Council (AMC) serves an important function in support of the University's Board of Trustees' governance process and will review proposed action items on the agendas of BOT workgroups, which have either a fiscal or programmatic impact on more than one college, institution or campus.

The system-wide operations of University Advancement include the USF Alumni Association, Public Broadcasting, and the USF Foundation, including the Development Office. Together, these areas coordinate the planning and implementation of initiatives with participation of all areas of the University that have a stake in its success. The aim is to mobilize the University with an approach that emphasizes everyone's responsibility to help USF achieve its goals and aspirations.

The AMC will encourage innovation, communication and collaboration and provide a venue for discussion of issues related to institutional advancement by senior representatives from USF

Athletics, USF Health, USF Lakeland, USF St. Petersburg, USF Sarasota-Manatee, and USF Tampa, including the Division of University Advancement and the USF Foundation.

**Charge:** The charge to the Advancement Management Council (AMC) is to recommend to the Vice President for University Advancement, and through the Vice President to the President's Executive Management Council, all system-wide policies and processes that impact the infrastructure and the areas of institutional advancement. It is the responsibility of the entity/individual seeking action to submit items the AMC in a timely manner for consideration. AMC staff and deadlines for council agenda items will be posted on a calendar available on the President's website.

Specific topics the AMC will address include: system-wide strategic direction for University Advancement; federal and state legislative updates; identifying potential partnerships; issues and opportunities that impact the effective management of external relations with USF's constituents; and, communication, planning and coordination of University Advancement programs, services and resources.

Areas within the scope of the AMC include, but are not limited to:

- Access and use of USF alumni and donor records;
- Prospect and donor clearance and management;
- Naming convention associated with private gifts.
- Planning and coordination of University Advancement marketing, communication and events; and,
- Policies and procedures governing the raising, management and investment of private contributions to the University of South Florida.

**Meetings:** Meetings will be scheduled quarterly with subcommittees or additional sessions called as needed. A meeting agenda will be distributed in advance of each meeting and meeting reports will be provided to Advancement Management Council members. The Office of the President will post agenda and meeting dates and locations to the President's website.