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# Advancement Disciplines

Advancement professionals play a crucial role in educational institutions, and the Florida Poly Advancement Team is no exception. This team is dedicated to managing relationships with key constituents and increasing understanding and support for the institution's mission.

## Florida Poly Advancement Team

Advancement professionals are closely aligned through governance and best practices from the Council for the Advancement and Support of Education (CASE). CASE is a global nonprofit association dedicated to educational advancement professionals who share the goal of championing education to transform lives and society. The information following outlines key roles in Advancement and the responsibilities for each of these important positions on an Advancement team.

The Florida Polytechnic University Advancement Team utilizes a strategic, integrated method of managing relationships to increase understanding and support among our university's key constituents including alumni and friends, government policy makers, the media, members of the community and philanthropic entities of all types. The primary core disciplines of educational advancement are alumni relations, communications, marketing, operations, database analyst, stewardship, and fundraising.

Advancement professionals work on behalf of educational institutions to:

- Secure private financial support from potential donors committed to the mission of the institution
- Engage alumni in the life of the institution as volunteers, advocates and supporters
- Promote or market the institution to prospective students, their parents and others
- Communicate about the institution with those who have a stake in its success, including community members, business leaders, government officials, the press and others

### Alumni Relations

Alumni relations programs at educational institutions build and strengthen relations with students, former students, faculty, friends and others. Advancement professionals in alumni relations:

- Build life-long relationships with alumni in support of the institution
- Facilitate two-way communication between the institution and alumni
- Leverage a powerful alumni voice on behalf of the institution
- Maintain history and traditions and help secure a bright future for the institution

### Communications and Marketing

Communications and marketing programs at educational institutions engage constituents in two-way conversation and promote the institution using a variety of strategies and tools. Advancement professionals in communications and marketing:



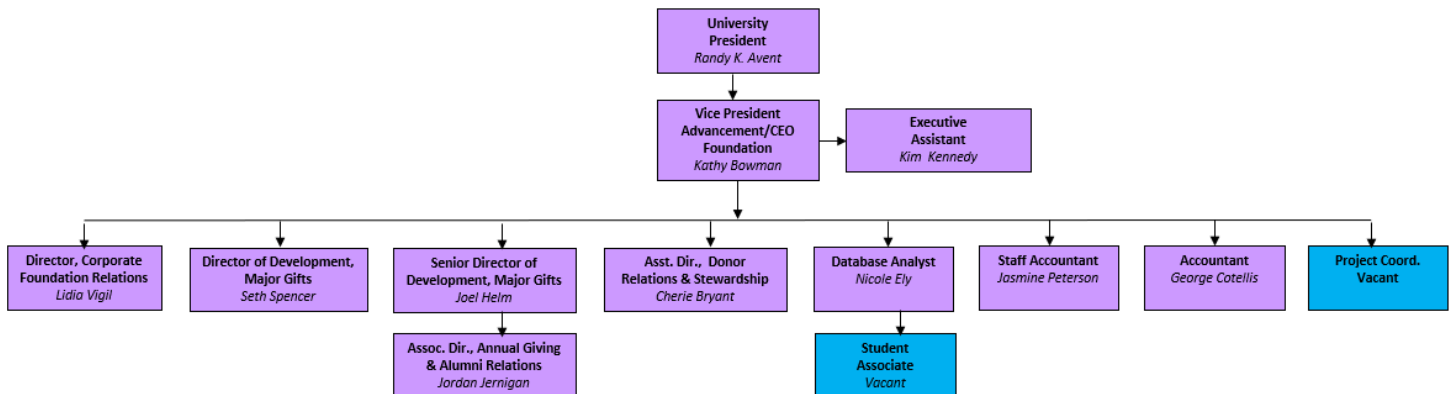
- Conduct strategic programs designed to engender understanding and support among key publics for the institution and its goals
- Manage institutional reputation and responses to issues that may affect it
- Coordinate communications and marketing efforts across the organization
- Provide specific communications and marketing services to offices throughout the institution

## Fundraising

Fundraising programs at educational institutions secure private support in the form of annual gifts, major gifts, planned gifts and corporate and foundation gifts, often through strategically developed fundraising campaigns. Advancement professionals in fundraising:

- Secure private support that will help the institution achieve its goals
- Build and steward relationships with potential and current donors, including alumni, community members, corporations, foundations, trustees, faculty and staff, parents and current students and others
- Work across the institution to identify the need for private support and ensure that gifts are used according to the donors' intent
- Manage and analyze relevant data regarding donors, gifts and giving trends

## Current Advancement Team Organizational Chart



**LEGEND:**  
New/Vacant Position  
No Change

