

Our Core Values

CHRIST-CENTERED

We are anchored in Jesus Christ and aspire to serve Him and His church in all that we do.

STEWARDSHIP

We practice faithful stewardship of our God-given time, talents, and treasures.

EXCELLENCE

We expect excellence in all our endeavors to support CUW's mission.

TRUTH & INTEGRITY

We speak truth and display integrity in all our relationships.

INTEGRATION OF FAITH & LEARNING

We integrate faith and learning.

GLOBALLY-MINDED

We are global-minded in ministry, education, and outreach.

TRANSFORMATIONAL LEARNING

We engage students in transformational learning.

COMMITMENT TO SOCIETY

We are committed to influencing society in light of our Christian life-view.

Our Critical Targets & Goals

STUDENT & FACULTY GROWTH & DEVELOPMENT

Our students and faculty integrate faith and learning as they strive for academic excellence and demonstrate their faith through service to Christ, church, and the world.

SERVANT LEADERSHIP

Curricular and co-curricular endeavors inspire Concordia community members to embody service and leadership in a Christ-like manner.

CULTURE OF ASSESSMENT

CUW assesses all processes, programs, and people involved in the fulfillment of our mission.

FINANCIAL RESOURCES

CUW attracts students to enroll, and inspires stakeholders to contribute the financial resources that enable the university to pursue its mission.

FACILITIES STRATEGY

CUW designs its facilities to emphasize stewardship that glorifies God and creates beautiful and functional places for its constituents.

MANAGED GROWTH

CUW manages growth by balancing existing programs with new opportunities in a mission-minded, data-driven, and fiscally responsible manner.

COMMUNITY/STAKEHOLDER/EXTERNAL COMMUNITY

CUW serves its internal and external communities in a Christ-like manner; this service is so valuable they become vested in its mission.

Advancement Unit

Purpose Statement

The Advancement Dept exists to help University stakeholders experience the fulfillment of their charitable objectives supporting their personal values while helping the University reach its greatest potential.

Primary Responsibilities

1. Identify current and potential stakeholders through database development and management, research, and referrals.
2. Continually expand the data base of influential and affluent stakeholders through communications, communications, contact, community involvement and research by the Advancement Staff and other University leaderships (VP's, Deans, faculty, and staff)
3. Cultivate stakeholder relationships through personal contacts, communications program and research.
4. Connect stakeholders with the mission and ministry of the University by asking for their commitment of financial resources, personal talents, and influence.
5. Steward stakeholder relationships with abundant thanks and communication.
6. Provide leadership and support for comprehensive campaigns.

Critical Targets & Goals

Data Entry Systems Banner is sufficiently developed and data entry systems integrated throughout all divisions and departments so that potential donors are available for development by the Advancement staff.

Servant Leadership Internal stakeholders provide servant leadership throughout the community and thereby connect community members with the mission and ministry of Concordia.

Stakeholders Stakeholders are well informed about mission fulfillment at the University and feel compelled to support it.

Comprehensive Campaign Through the comprehensive campaign, every stakeholder is given the appropriate opportunity to use their gifts of financial resources, personal talents, and personal influence to advance the vision of the University.

Recognition Every contributing stakeholder feels appropriately recognized and appreciated.

Advancement Goals & Objectives

Goal #1 Data Entry Systems Banner is sufficiently developed and data entry systems integrated throughout all divisions and departments so that potential donors are available for development by the Advancement staff.

2007-2008	2008-2009	2009-2010
1. By July 30, 2007, Banner research begins producing 10 individuals each month with the capacity for a major or estate gift .	1. By June 30, 2009, Banner has increased to 100,000 names.	
2. By June 30, 2008, Banner research is able to produce clean mailing lists within a 7 day request.		

Goal #2 Servant Leadership Internal stakeholders provide servant leadership throughout the community and thereby connect community members with the mission and ministry of Concordia.

2007-2008	2008-2009	2009-2010
1. By June 30, 2008, every Advancement director is actively involved in at least one community organization in such a way that Concordia becomes known among the group’s membership or constituents.	1. By June 30, 2009, every V.P. and Dean, with the support and encouragement of the University President, involves themselves in a community group in such a way that Concordia becomes known among the group’s membership or constituents.	
2. By June 30, 2008, every Advancement director, through their community involvement, has identified at least 5 new potential stakeholders to add to Banner.	2. By June 30, 2009, every V.P. and Dean, through their community involvement, has identified at least 2 new potential stakeholders to add to Banner.	
	3. By June 30, 2009, every Advancement director holds a leadership position in an organization outside of Concordia.	

Advancement Goals & Objectives

Goal #3 Stakeholders Stakeholders are well informed about mission fulfillment at the University and feel compelled to support it.

2007-2008	2008-2009	2009-2010
1. By December 31, 2007, an annual calendar of University communications is established. This calendar includes all mailings and publications from all departments targeted at both internal and external stakeholders.		
2. By June 30, 2008, a clearing and approval process is followed for all communications to stakeholders .		

Goal #4 Comprehensive Campaign Through the comprehensive campaign, every stakeholder is given the appropriate opportunity to use their gifts of financial resources, personal talents, and personal influence to advance the vision of the University.

2007-2008	2008-2009	2009-2010
1. By December 31, 2008, 1000 stakeholders have been personally visited by a member of the Advancement staff.		
2. By June 30, 2008, financial commitments to the comprehensive campaign have reached \$15 million.	1. By December 31, 2009, financial commitments to the comprehensive campaign have reached \$25 million.	
3. By December 31, 2008, 100 volunteer stakeholders have been trained and equipped to ask other stakeholders for campaign commitments.		

Advancement Goals & Objectives

Goal # 5 Recognition Every contributing stakeholder feels appropriately recognized and appreciated.

2007-2008	2008-2009	2009-2010
1. By December 31, 2007, every financial gift is recognized with a thank you phone call attempt within 48 hours of receipt in the Advancement department.		
2. By December 31, 2007, a system is in place so that every donor is thanked for their gift systematically at least 7 times within one of the gift.		
3. By June 30, 2008, a plan is developed to recognize non-financial donors for their contribution to the University.		
4. By December 31, 2008, a celebration is held to thank non-financial donors for their contribution to the University.		