

**UNIVERSITY OF HOUSTON SYSTEM
ADMINISTRATIVE MEMORANDUM**

SECTION: University Advancement

NUMBER: 08.A.01

AREA: General

SUBJECT: Management and Development of University Advancement Activities

1. PURPOSE

This Administrative Memorandum states the University of Houston System policy regarding management and development of university advancement activities in accordance with Board of Regents Policy [32.01](#).

2. POLICY

- 2.1. The Chancellor is responsible for giving broad direction to and ensuring coordination of the university advancement activities of the System.
- 2.2. Fund raising activities involving the System Administration, component universities, UH-related foundations and other volunteer groups will be led by the System Office of University Advancement through the System Development Executive Staff.
- 2.3. Communications involving UH-related foundations and other volunteer groups will be coordinated through the System Advancement Executive Staff.

3. REVIEW AND RESPONSIBILITIES

Responsible Party: Vice Chancellor for University Advancement

Review: Every three years on or before March 1

4. APPROVAL

Approved: Eloise Stuhr
 Vice Chancellor for University Advancement

Renu Khator
 Chancellor

Date: July 27, 2015

REVISION LOG

Revision Number	Approval Date	Description of Changes
1	04/14/1994	Initial version
2	01/31/2009	Applied revised SAM template to meet current documentation standards. Throughout document, changed Institutional Advancement to University Advancement. In Section 2.3, changed the UHS Public Affairs Group to the System University Relations Group. Added the VC of University Advancement to the approval cycle. Changed the review period from annually on or before December 31 st to every three years on or before March 1 st . Removed Section 5.0, Indexing Terms
3	07/27/2015	Applied revised SAM Template and added Revision Log. Added "led" to Section 2.2. Changed Section 2.3 to remove outreach strategies, marketing/branding, media relations, and publications activities. Changed System University Relations Group to System Advancement Executive Staff in Section 2.3