

**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 (fundraising and Alumni Relations) activities of the System.
- 2.2. Fundraising activities involving the System Administration, universities, UH-related foundations and other volunteer groups will be led by the Office of the Vice Chancellor for University Advancement through the Vice Chancellor for University Advancement and the University Advancement Leadership Team.
- 2.3. Communications involving UH-related foundations and other volunteer groups will be coordinated through the Vice Chancellor for University Advancement and the University Advancement Leadership Team.

3. REVIEW AND RESPONSIBILITIES

Responsible Party: Vice Chancellor for University Advancement

Review: Every three years on or before March 1

4. APPROVAL

Approved: Eloise D. Brice
 Vice Chancellor for University Advancement

Renu Khator
 Chancellor

Date: February 12, 2018

REVISION LOG

Revision Number	Approval Date	Description of Changes
1	09/04/1990	Initial version (Original Title: “Management and Development of Activities”)
2	11/26/1990	Changed title to “Management and Development of Fund Raising Activities.” Changed Sections 2.2 and 2.3 for the responsibility to be devised by UH system-wide communication processional staff for the Chancellor
3	04/14/1994	Changed title to “Management and Development of Institutional Advancement Activities.” Changed Sections 2.2 and 2.3 for the responsibility to be devised by the UHSA office of Institutional Advancement through the UHS Development Executive Staff or the UHS Public Affairs Group
4	01/31/2009	Applied revised SAM template to meet current documentation standards. Changed title to “Management and Development of University Advancement Activities.” 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
5	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

Revision Number	Approval Date	Description of Changes
6	02/12/2018	Added fundraising and Alumni Relations as activities in Section 2.1 as a responsibility for the Chancellor. Revised titles to reflect current operating requirements. No additional changes were made by the Subject Matter Experts (SMEs)