

Orillia Campus Plan External Relations 2013 - 2018

<p>Goal – Integrated external relations plan that leverages staff and volunteers at both sites in to order maximize revenue and opportunities.</p> <p>Plan - Extend an invitation to the community of Simcoe County to financially support Lakehead University Orillia. External Relations will actively seek opportunities to engage individuals and corporations using a philanthropic approach to enrich the activities of the student body and the communities it serves.</p>	
<p>Directional Plan</p>	<p>Specific Actions/Initiatives</p>
<p>Naming Opportunities Engagement of Simcoe County to reduce the outstanding financial burden by offering naming opportunities throughout the campus.</p>	<p>Redrafting the naming opportunities to include the cafeteria, student residence and expand the naming opportunities in the commons building. Drafting a case for support, communicating the need with donors and prospects to solicit funds.</p>
<p>Significant Partners Continued interaction with our significant community partners. Goal is to ensure their continued support and that new opportunities for support are explored.</p>	<p>Integrate our significant partners in strategic planning activities related to the Orillia Campus Plan and provide quarterly updates on mayor activities and new campus initiatives. Goal is to secure their ongoing support.</p>
<p>Signature Events The continued growth and stewardship of the “Presidents Golf Invitational” and the re-activation of “Lakehead Celebrates”.</p>	<p>Broaden the financial support from the golf event to include university wide goals. In 2013, half of the proceeds to be used to support Humanities 101 and athletics. Explore new relationships to broaden and expand donor base and commitments to new university activities.</p>
<p>Community Events On going support of the university for initiatives to grow programs and subsequent community engagement activities.</p>	<p>Increase awareness and seek financial support for Humanities 101, hands on science, Achievement Fund, annual giving campaign and the Leacock Centre.</p>
<p>Athletics Actively searching for new partners and financial sources for continued growth of athletics.</p>	<p>Actively support athletic proposals and contribute financial support from the golf tournament and potential gifts in-kind. Finding cooperative opportunities to broaden our athletic partners.</p>
<p>Scholarships Communication with donors and prospects to solicit funds.</p>	<p>Extend an invitation to community to help students realize their potential. Build case for continuing support of scholarships based on enriching the student experience in a small class environment, the impact of a university driven economy and the social and financial impact on the community.</p>