

SP#10: Build a strong foundation and alumni outreach for philanthropic growth and development

Description	Diversification of the revenue portfolio	Critical Success Factor
Tactics	<i>i) Establish multiple endowed professorships over the next 3 years</i>	<ul style="list-style-type: none"> • Sustainability • Operational Effectiveness
	<i>ii) Create support for programmatic development for COR focused on health disparities research; Center for Well-Being and basic science research</i>	Timeline to Implementation
	<i>iii) Engage community, philanthropic support and governmental advocacy for new clinical case models of care</i>	
	<i>iv) Develop and execute on a comprehensive advancement plan that includes alumni and grateful-patient giving</i>	
	<i>v) Develop a process to maintain ongoing engagement with alumni to enhance recruitment and retention in the region</i>	
Metrics	Number of endowed professorships established	<u>PROVIDE FEEDBACK</u>