

Criteria for the Evaluation of the Vice-President, Advancement and Alumni Relations, Kathy Assayag

Success in meeting the goals and objectives established at the time of the initial appointment and in the areas of responsibilities set out in the position profile with respect to:

Fundraising and alumni relations

- overseeing the planning, establishing the table of needs and campaign objectives, recruiting campaign leaders and volunteers, preparing the launch and ensuring the effective implementation of the forthcoming comprehensive campaign
- setting and supporting objectives for annual giving, planned giving and special campaigns (Athletics, Refectory, Grey Nuns, Libraries, etc.)
- completing the restructuring plan and monitoring the performance and return on investment for each fundraising unit by establishing performance objectives
- working closely with the alumni associations in expanding their activities, increasing their memberships and their support of the University
- increasing outreach and supporting cultivation efforts with respect to events, alumni, students, and personal canvassing

Leadership and management

- directing the advancement and alumni relations divisions and coordinating their work so that they are mutually supportive in furthering the University's objectives
- fostering a collaborative, transparent and productive workplace environment for all staff within the sector
- collaborating closely with the President, the other Vice-Presidents and the Deans in furthering the objectives of the University
- taking personal leadership in meeting the University's fundraising and friend raising goals
- reviewing and reorganizing the operations and plans of the advancement and alumni relations divisions

February 25, 2010