

**University Advancement
Program Review Master Calendar**

Department	Unit	Type of Review	Phase 1 Start Date	Phase 1 End Date/Phase 2 Start date	Phase 2 End Date/Phase 3 Start Date	Phase 3 End Date/Review Completed	Final VP Mtg		Committee Chair	Department Director
Corp/Found Rel.*	Development	Full	4/1/2023	10/1/2023	1/3/2024	2/3/2024			Sheila Smith	John Meck
Digital Marketing*	Communications & Marketing	Full	4/1/2023	10/1/2023	1/3/2024	2/3/2024			Jeff Gilligan	Randy Budnikis
Strategic Gifts	Development	Alternate	7/1/2023	1/1/2024	4/1/2024	5/2/2024			TBD	Cynthia Cline
Parent Relations	Constituent Engagement	Alternate	<i>12/2019 on Hold</i>							
Annual Giving	Constituent Engagement	Full	2/15/2024	8/15/2024	11/15/2024	12/15/2024				
Communications	Communications & Marketing	Full	6/11/2024	12/11/2024	3/31/2025	4/30/2026				
Gifts and Records	Information Services	Full	<i>4/2020 on hold due to director retirement</i>							
Reporting	Information Services	Alternate	<i>3/26/2021 on hold due to department merge</i>							
Content Marketing*	Communications & Marketing	Full	<i>10/4/2022 on hold due to director leaving and unit re-org</i>							

*Never completed a review

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COMPLETED REVIEWS

Department	Unit	Type of Review	Phase 1 Start Date	Phase 1 End Date/Phase 2 Start date	Phase 2 End Date/Phase 3 Start Date	Phase 3 End Date/Review Completed		Time to Complete	Committee Chair	Department Director
Annual Giving	Development	Alternate	1/1/2011	3/31/2011	8/15/2011	9/15/2011		9 months	Andy Perrine	Sheila Smith
Donor Relations	Constituent Relations	Full	4/1/2011	9/30/2011	1/15/2012	2/15/2012		10 months	Chris Pipkins	Linda Elliott
Alumni Relations	Constituent Relations	Alternate	7/1/2011	9/30/2011	12/31/2011	1/31/2012		6 months	Weston Hatfield	Ashley Privott
Prospect Research	Information Services	Full	1/1/2012	9/30/2013	12/20/2013	1/31/2014		2 years	Steve Smith	Martin O'Donoghue
Planned Giving	Development	Full	4/1/2012	4/30/2013	5/31/2013	7/8/2014		2 years	Chris Pipkins	Susan Fersner
Gifts and Records	Information Services	Full	6/1/2013	11/30/2013	4/30/2014	6/5/2014		1 year	Sheila Smith	Brenda Nester
Marketing	Communications & Marketing	Full	7/1/2013	7/30/2014	10/31/2014	Technically never finished		Technically never finished	Jeff Gilligan	David Taylor
Parent Relations	Constituent Relations	Full	11/1/2013	5/30/2014	11/30/2014	12/30/2014		1 year	Andy Perrine	Sherry King
Reporting	Information Services	Full	3/1/2015	8/31/2015	11/30/2015	3/26/2016		1 year	Robin Bryan	Brad Kurtz
Strategic Gifts	Development	Full	7/1/2017	1/19/2018	4/19/2018	7/9/2018		1 year	Sheila Smith	Cynthia Cline
Annual Giving	Constituent Engagement	Full	2/3/2017	10/01/2017	01/15/2018	02/15/2019		2 years	Jeff Gilligan	Gretchen Armentrout
Communications	Communications & Marketing	Full	7/1/2017	2/1/2018	12/1/2018	6/11/2019		2 years	Cannie Campbell	Bill Wyatt
Business Applications	Information Services	Full	7/1/2018	6/25/2018	4/1/2019	6/11/2019		1 year	Weston Hatfield	Barry King
Prospect Research	Planning & Operations	Full	2/18/2019	8/18/2109	11/18/2019	12/18/2019		10 months	Debbie Jordan	Martin O'Donoghue
Alumni Relations	Constituent Engagement	Full	8/21/2019	2/21/2020	8/17/2020	9/30/2020		13 months	Sheila Smith	Carrie Combs
Advancement Marketing	Communications & Marketing	Full	3/23/2020	12/4/2020	3/26/2021	4/16/2021		14 months	Sheila Smith	David Taylor
Donor Relations	Planning & Operations	Full	10/1/2017	2/19/2019	5/19/2019	Technically never finished		Technically never finished	Andy Perrine	Linda Elliott
Advancement Relations*	Planning & Operations	Full	Department was dissolved in May 2021							
Recruitment Marketing	Communications & Marketing	Full	7/1/2020	3/30/2021	8/1/2021	11/10/2021		16 months	Weston Hatfield	Chris Meyers
Planned Giving	Development	Alternate	1/1/2022	8/26/2022	12/2/2023	1/25/2023	3/3/2023	14 months	Sheila Smith	Kathy Sarver