



INSTITUTIONAL FUNDRAISING PRIORITIES

The University of Wyoming Institutional Fundraising Priorities are a blueprint to help focus ideas and assign energies to priorities that have the most potential to generate support among UW's many dedicated alumni, engaged supporters, and generous donors.

UW Institutional Fundraising Priorities are established by the President in collaboration with the Provost and in consultation with deans, directors, faculty, and staff. They are intended to be flexible enough to meet opportunities as they arise and the university's most strategic priorities while also fulfilling donors' interests and aspirations. It is the University of Wyoming Foundation's assignment to implement a plan to fund these priorities through annual giving, major giving, and planned giving programs.

POWERING AND SUSTAINING THE FUTURE

Promote, sustain, and build UW's distinction in life sciences; science and technology; energy; biodiversity conservation; and the environment and natural resources.

Areas of UW Distinction:

- Science and Technology
- Environment and Natural Resources
- Life Sciences

EXPLORING CREATIVITY AND IMAGINATION IN THE ARTS AND HUMANITIES

Enhance cultural assets including the fine and performing arts, the humanities, focused initiatives in the colleges and departments, as well as the UW Art Museum and American Heritage Center.

Areas of UW Distinction:

- Cultural Assets, Arts, and Humanities
- History and Culture of the Rocky Mountain Region

REACHING OUT TO WYOMING AND THE NATION

Strengthen partnerships within the state and respond to the economic needs of Wyoming and the nation, focusing on collaborative research and alliances with industry leaders, private partners, and the public sector.

Areas of UW Distinction:

- Professions critical to the state and the region

ENHANCING THE UW EXPERIENCE

- Cultivating a Global Perspective
- Enhancing Student Enrichment and Scholarship
- Improving Facilities through Renovation and Remodeling
- Fostering Academic Excellence with Named Chairs and Professorships
- Supporting College, Unit, and Departmental Excellence Funds
- Advancing Athletic Excellence

These fundraising efforts are closely integrated with the university's six areas of distinction, as defined in *University Plan 3*. Areas of distinction are broad categories of academic inquiry and curriculum in which UW has both an existing foundation in faculty expertise and a commitment to sustained and increasing prominence. They include: critical areas of science and technology; cultural assets, arts, and humanities; environment and natural resources; history and culture of the Rocky Mountain region; life sciences; and **professions critical to the state and region**.

The generous support UW receives from its important private contributors is not only about funding a single set of priorities. It is also about creating a dynamic relationship between those who desire to impact people's lives and the causes that inspire their generosity. In the process, Wyoming's university will continue to be transformed for generations to come.

FY 2012 FUNDRAISING INITIATIVES —

MAJOR FUNDRAISING INITIATIVE	AREA OF DISTINCTION OR STRATEGIC PLAN THEME
College of Agriculture and Natural Resources Wildlife-Livestock Health Program Reclamation and Restoration Center	E&NR, Life Sciences E&NR, Life Sciences
College of Arts and Sciences Biodiversity Conservation Initiative Summer Independent Research Study Abroad Scholarship Support Arts Outreach	E&NR, Life Sciences Enhancing UW Learning Experience Enhancing UW Learning Experience Cultural Assets, Arts, Humanities
College of Business Endowed Faculty Chair in Entrepreneurship Endowed Faculty Chair in Leadership Outdoor Leadership Opportunities for Students Speaker Series and Leadership Conference	Professions Professions Enhancing UW Learning Experience Enhancing UW Learning Experience
College of Education Literacy Research Center and Clinic	Professions
College of Engineering and Applied Science School of Energy Resources Unconventional reservoirs and renewables	Science & Technology
College of Health Sciences Pharmacy Facilities Enhancement Health Professions Immersion Program	Professions Professions
College of Law Natural Resources Law and Policy	E&NR, Professions
Haub School for Environment and Natural Resources Support for ENR faculty positions	E&NR
UW American Heritage Center Support for archives faculty	Rocky Mountain History & Culture
UW Art Museum Master Teacher in Art Museum	Cultural Assets, Arts, Humanities
UW Athletics Arena Auditorium enhancements	Enhancing UW Learning Experience
UW International Programs International opportunities for students and faculty	Enhancing UW Learning Experience
UW Libraries Endowed librarian and collections	Enhancing UW Learning Experience
UW Outreach School Sheridan facility Gillette initiative	Enhancing UW Learning Experience Enhancing UW Learning Experience