

# University Advancement

**UNIVERSITY ADVANCEMENT** generates the external recognition, support and financial resources the university needs to carry out its mission and to achieve its goals. Working with alumni, parents, donors and the community, University Advancement broadens the resources available to the university to enhance academic quality and strengthen the region. The University Advancement division represents an institution with the highest standards of excellence and accountability to its constituencies. Visit <http://www.fresnostate.edu/advancement/> for more information.

## Departments

**Alumni Engagement and Annual Giving**, formerly known as Fresno State Alumni Association, is dedicated to uniting and advancing the interests and traditions of alumni and friends of, Fresno State, and providing scholarship opportunities that attract and support highly motivated students to the University. The Alumni Engagement and Annual Giving has roots to the first Fresno Normal School graduating class of 1912 and was incorporated in 1940. To date more than 140,000 graduates and thousands of others who have had a Fresno State educational experience, have migrated to every state in the nation and many have located abroad. The university maintains database records of more than 200,000 alumni, past students and friends of the university. Annual and Life memberships number approximately 8,500. The alumni, from the very first graduating class till today, desire to maintain and promote traditions and connections at Fresno State. More information may be viewed at the following link <http://www.fresnostate.edu/advancement/offices/alumni-and-giving.html>

**University Brand Strategy and Marketing** develops university-level marketing and brand-aligned promotion targeting key Fresno State audiences in the region, nation and world. More information may be viewed at the following link <http://www.fresnostate.edu/advancement/offices/brand-strategy-and-marketing.html>

**University Communications** serves the strategic communications needs of the campus. The office directs all university communications across the campus. Overall, the office works to present an accurate and substantive view of the university to a wide variety of constituents to advance the university's goals and garner community support. The Office of University Communications supports the university's academic mission by upholding campus efforts designed to encourage public, donor, community and government support of Fresno State. More information may be viewed at the following link: <http://www.fresnostate.edu/advancement/offices/communications.html>

**Development** works closely with faculty, volunteers and donors to help meet schools, colleges and program-specific needs. More information regarding may be viewed at the following link <http://www.fresnostate.edu/advancement/offices/development.html>

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**Advancement Services** manages information to better support engagement and fundraising efforts with alumni, friends and the community. More information may be viewed at the following link <http://www.fresnostate.edu/advancement/Offices/advancement-services.html>

**Advancement Operations** is responsible for managing the business operations for the division. The University's trademark licensing program is also located within Advancement Operations. More information may be viewed at the following link <http://www.fresnostate.edu/advancement/Offices/advancement-operations.html>