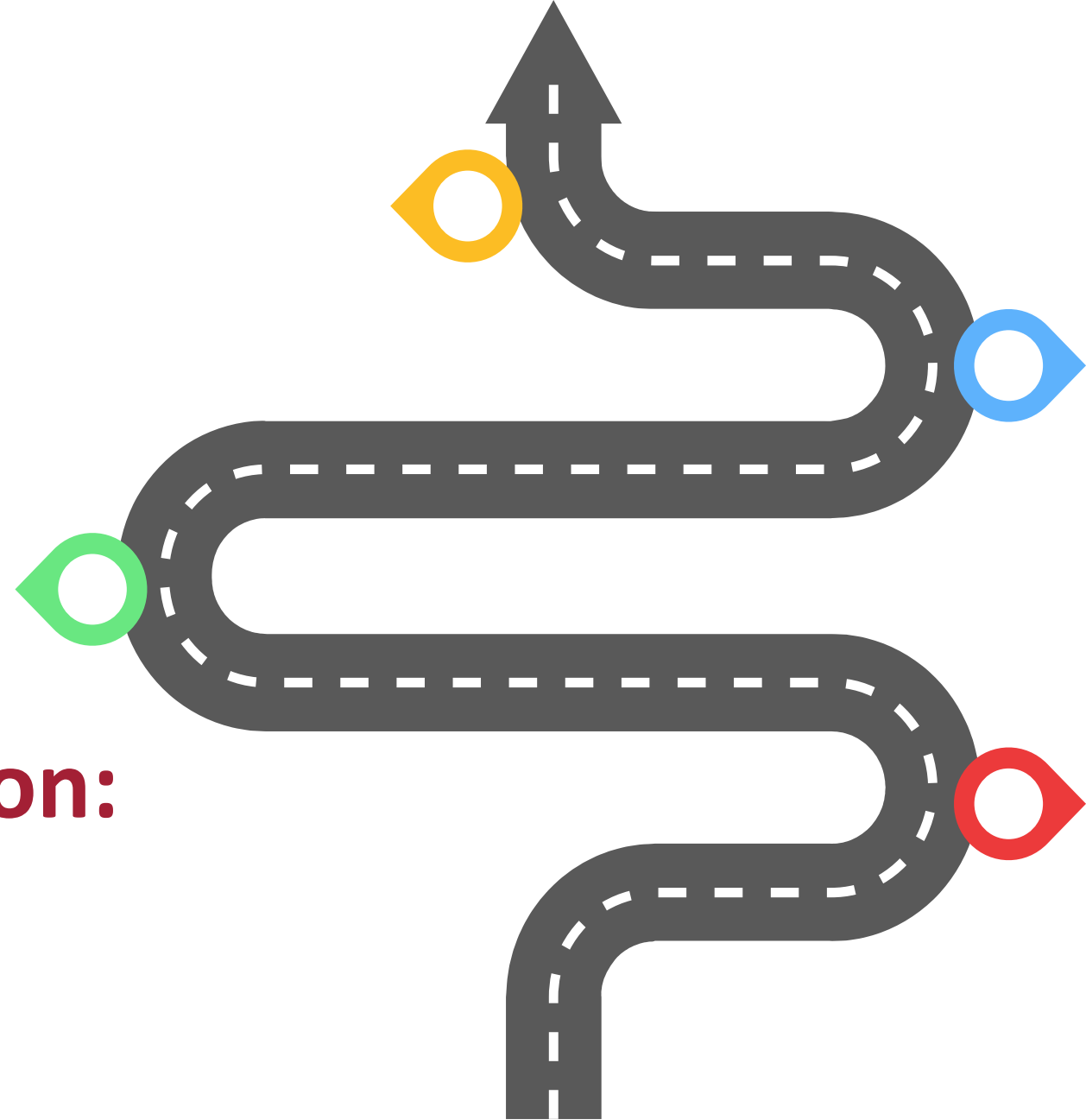


Parents & Alumni in Action: Shared Purpose



Introductions



Bukola Adesokan-Cobb

Associate Director, Recent Graduate and Student
Engagement

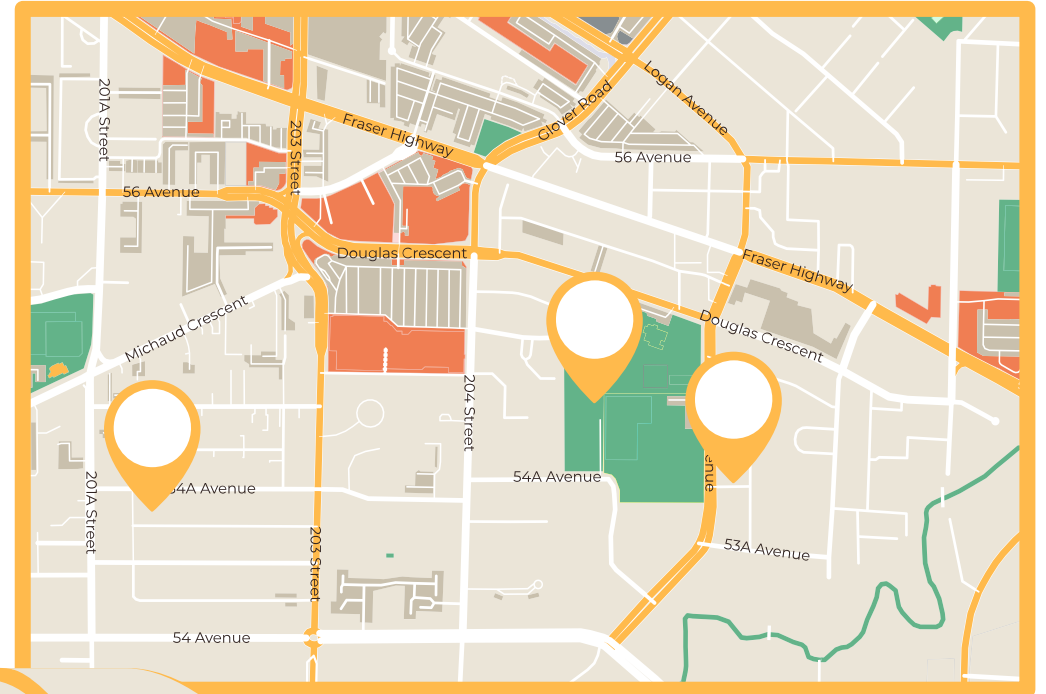


Darian Rosengard

Director of Annual Giving: Parent and Family Philanthropy
and Leadership Giving

Purpose

**Showcase how collaboration can
drive meaningful engagement
opportunities that can ultimately
drive philanthropy.**



Setting the Stage/Checking Fluids & Getting Gas

#1

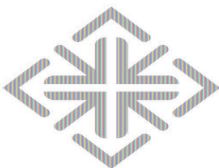
In Campus Diversity
Among National
Universities - *US News &
World Report 2025*

13:1

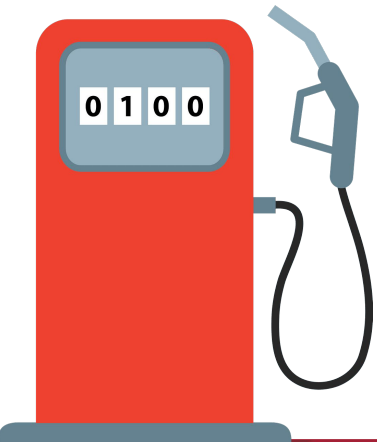
Student-to-Faculty
Ratio

97%

Satisfied or strongly
satisfied on
graduating student
survey.



UNIVERSITY
SAN FRANCISCO



Office of Development Landscape

Organizational Verticals



Annual Giving, Development
Communications, and
Campaign Operations



Alumni Engagement

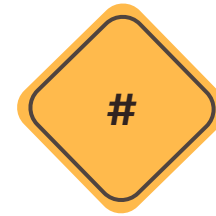


Revenue/Major Gift
Officers

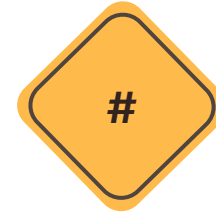


Development Operations/
Services

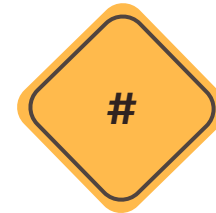
Staff Numbers



Total: 80



Annual Giving: 7



Alumni Engagement: 8

Initiatives to drive this Partnership

CORE THEMES

ENGAGEMENT

Uniquely engage 25,000 alumni through communications, events, & volunteerism.



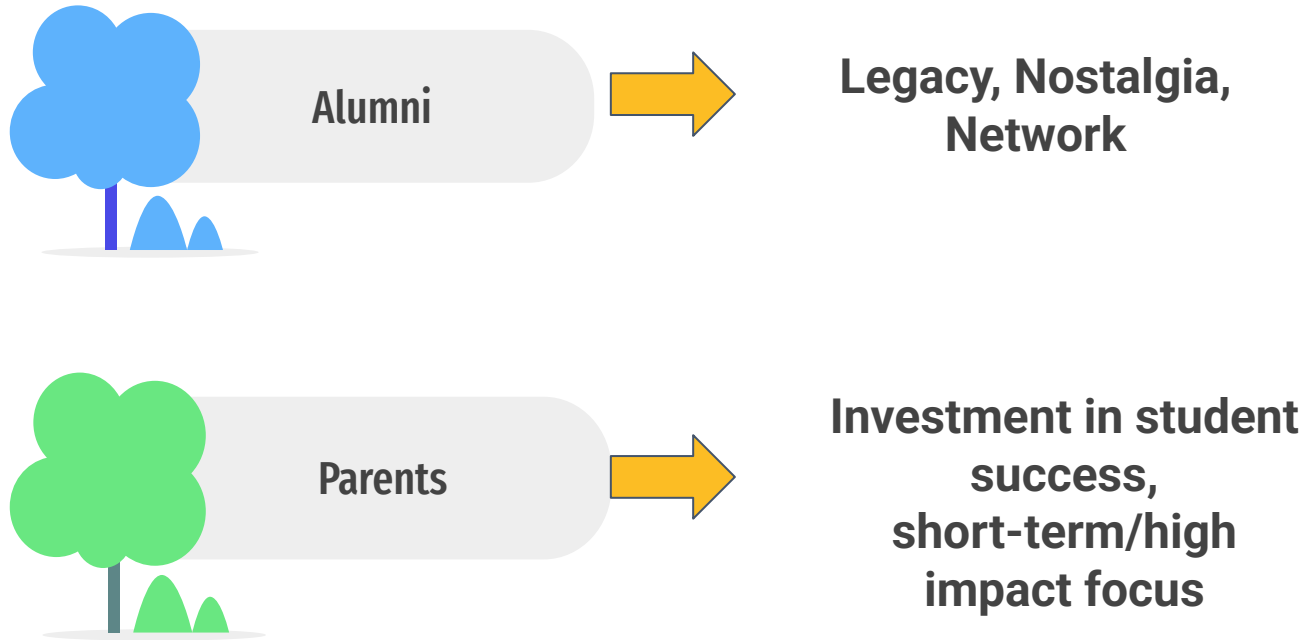
PHILANTHROPY

- Goal 60% Retention
- Goal of ~3,600 New Donors (AG)

COLLABORATION

Large Initiatives we use to drive this Partnership

Shared Purpose - Mutual Investment in the Institution's Future



BENEFITS OF STRATEGIC ALIGNMENT/COLLABORATION

1

Unified engagement efforts + Enhanced
participation and giving
=
Alumni Engagement score

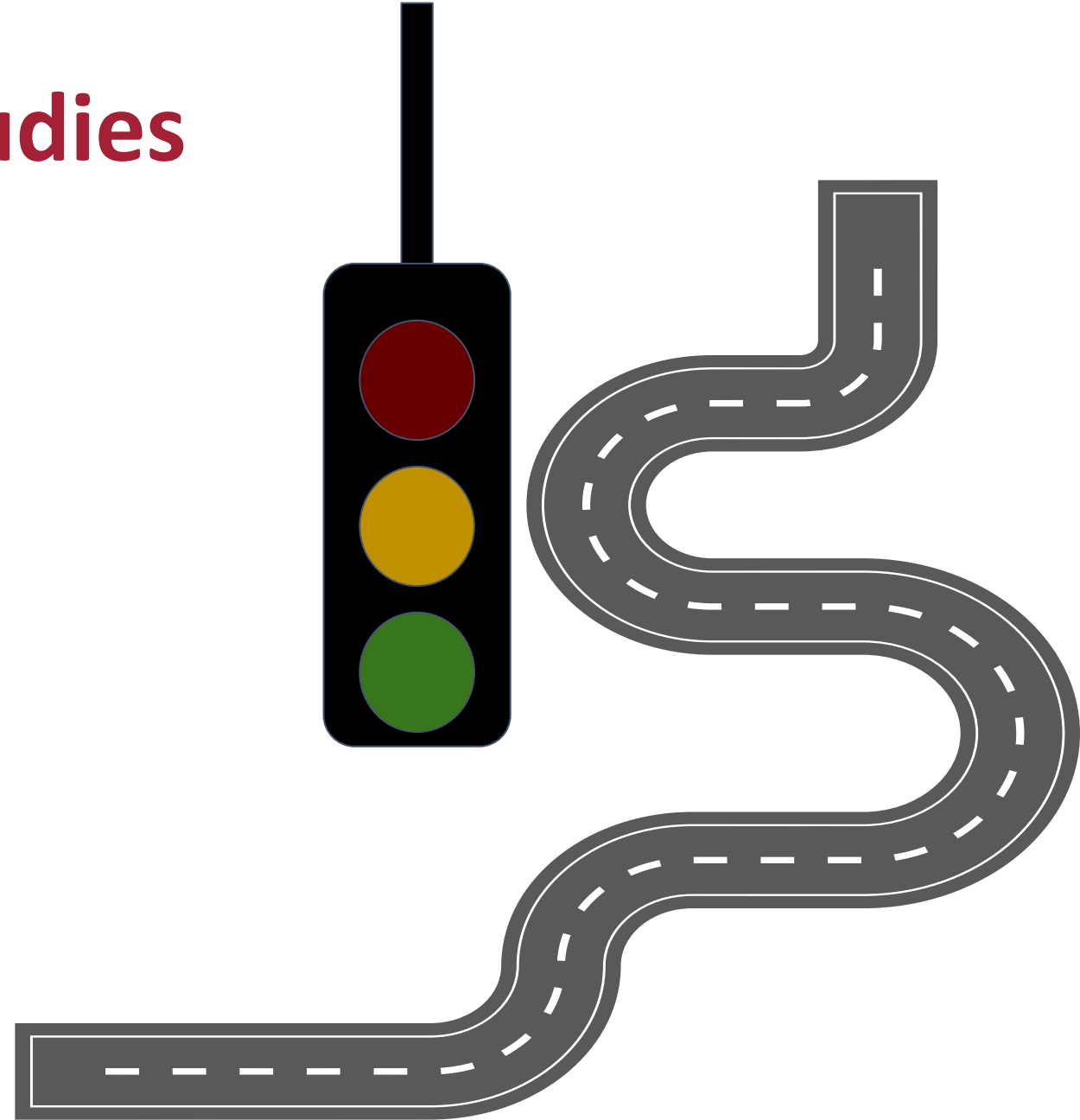
2

Cost-effective, scalable
programming

3

Cross-pollination of networks
and storytelling

Case Studies



Case Study 1: Regional Engagement/CelebrateUSF

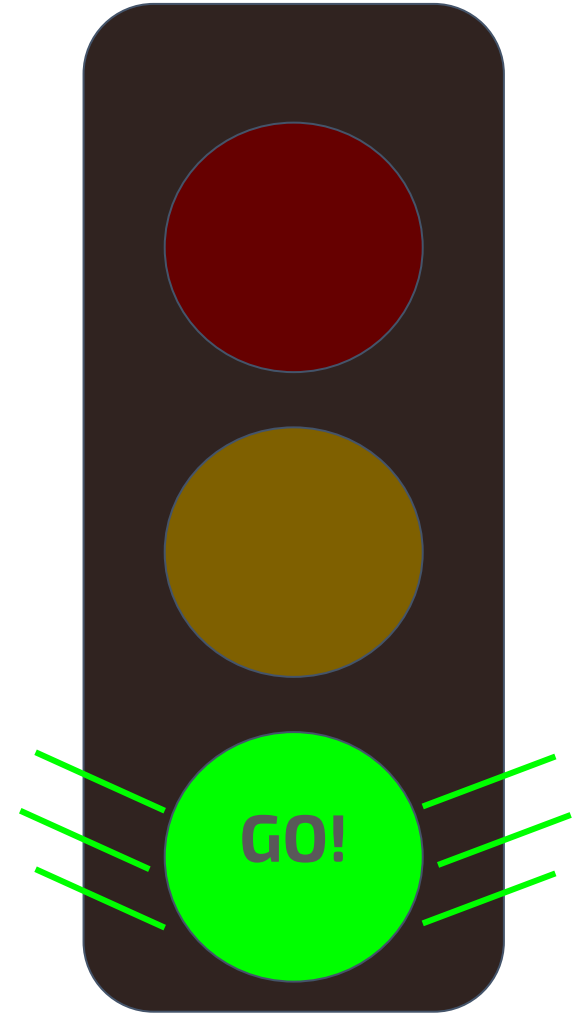
Summer Send-Off



CelebrateUSF



Regional Events

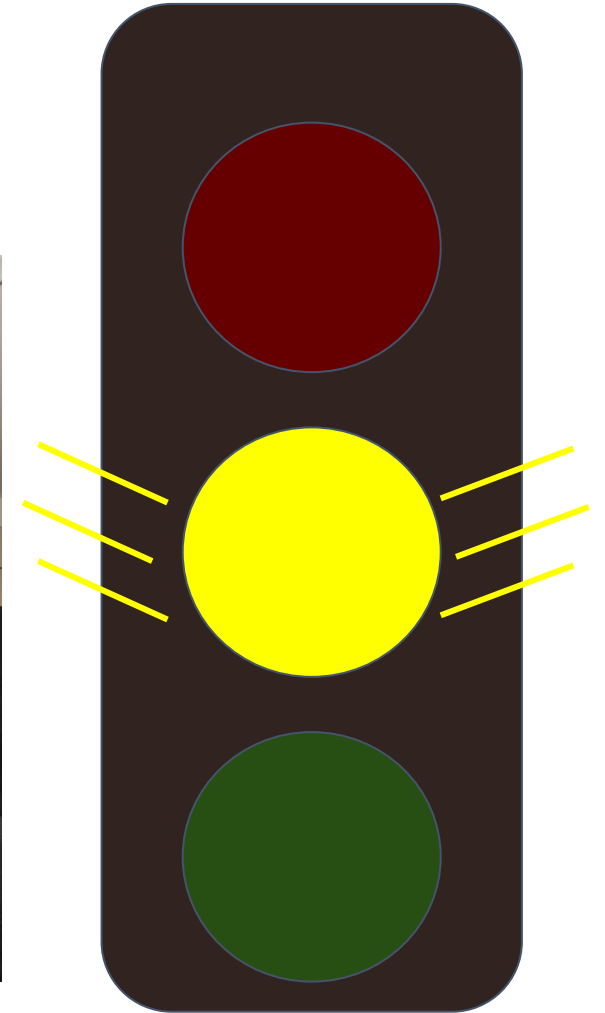


Case Study 2: Collaborative Seminars

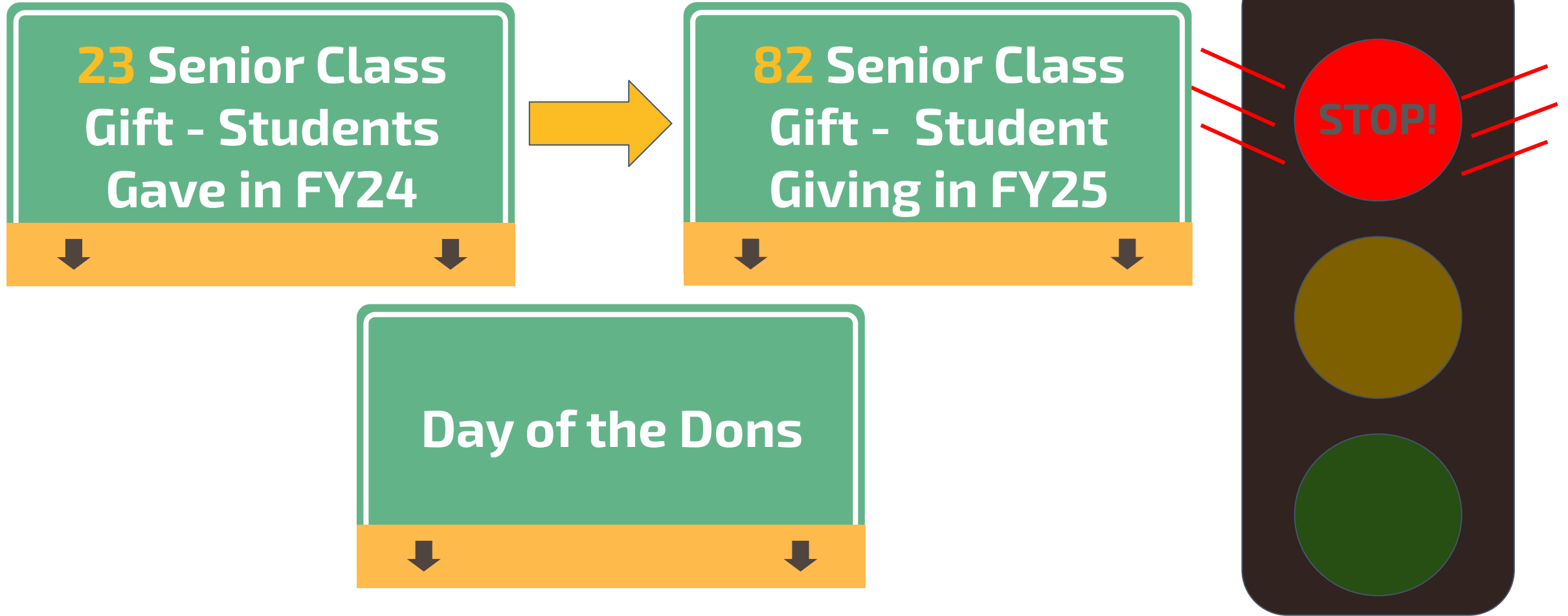
Wealth Building



Real Estate & Estate Planning



Case Study 3: Student Philanthropy



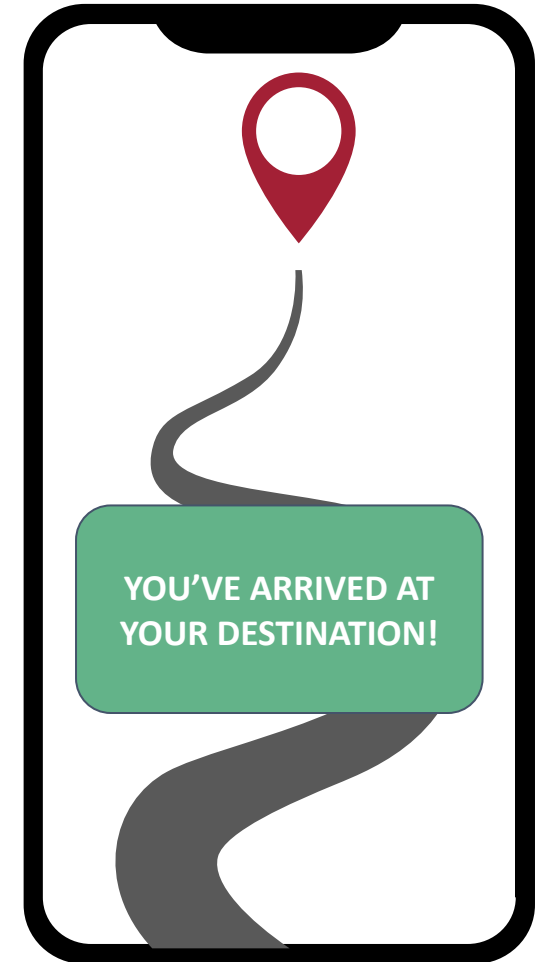
Approaches & Strategies - What's to Come

Deepen Communications Efforts

- 📍 Creative approach to marketing

Cross-Campus Collaboration

- 📍 Strategic Enrollment (Admissions) Partnership
- 📍 Division of Student Life



Actionable Insights: Where Do You Start?

Create & Foster the
Relationship



Once you have a pulse
on areas of needs, you
can create a program
and/or event.

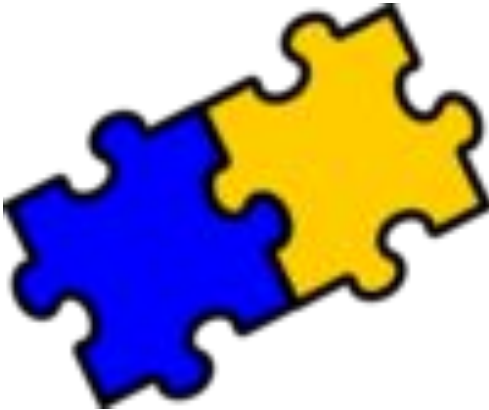
Identify areas that are
already happening and
ways to enhance
instead of starting
from nothing.



Important to Assess

Call to Action

Power of Partnership between AE and AG



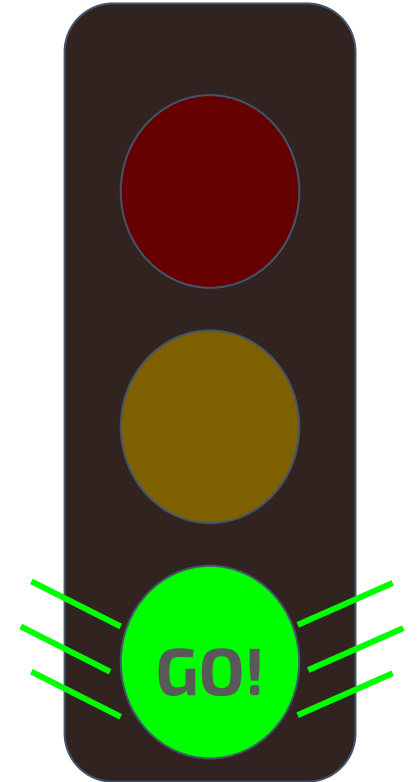
i. Start the engine: Reflection

- How does this tie in to what you are already doing?

ii. Idling the Engine: Strategize

- How can you make this work? Does it enhance?

iii. Press the gas and GO: Execute



QUESTIONS

