

LEBANESE AMERICAN UNIVERSITY

UNIVERSITY ADVANCEMENT POLICY

Approved by the Board of Trustees on June 6 & 7, 2003
Amended by the Board of Trustees on March 9 & 10, 2006

The University shall create programs and activities to identify and secure financial and other resources in support of the functions of the University. The responsibility of the University's fundraising programs rests with the Board of Trustees and the President assisted by the University Advancement team. Advisory and honorary voluntary groups may be formed in collaboration with the University Advancement Office to assist in these activities. The policy guiding the Advancement functions of the University shall be as follows:

A. Constituencies in General:

1. Promote LAU as a not-for-profit; multi campus career oriented Liberal Arts University serving the professional, developmental, educational and social needs of the Middle East as expressed in the statement of purpose.
2. Promote LAU as a community dedicated to strengthening Lebanon and the Middle East.
3. Promote LAU as an institution of higher learning responsive in its curricula and programs to the dynamics of development.
4. Promote and make known LAU's academic programs, its varied special events, projects and institutes to all publics concerned in Lebanon and the Middle East.
5. Promote such activities and events, which focus on the education and development of students in preparing them for positions of leadership.
6. Maintain contact with other institutions to define problems, interpret events, recommend projects and organize activities which will contribute to the growth of LAU. Keep interested constituents informed of trends and issues, which affect their respective roles.
7. Utilize the various means of mass communication, (lectures, conferences, personal contacts, and media such as print, broadcast, and electronic), as well as special events to develop awareness of the increasing costs of higher education with the goal of enhancing financial and other support for the University.

B. The Lebanese American University Family:

The University Advancement Office shall develop programs and activities, which promote esprit de corps of the members of the LAU family, including the students, faculty, staff, alumni, friends, and parents as follows:

1. *Students:*
 - a. Suggest programs that help students develop themselves intellectually and spiritually as responsible individuals dedicated to the well being of LAU as well as their communities.

- b. Enlighten students about the University Advancement activities, and whenever possible, include them in these activities.
- c. Publicize the achievements of LAU students.

2. *Faculty and Staff:*

- a. Engage Faculty and Staff in University Advancement activities and programs.
- b. Publicize achievements of LAU faculty and staff.
- c. Share with faculty and staff trends and issues affecting higher education around the world.

3. *Alumni & Friends:*

- a. Keep alumni and friends aware of developments in the academic programs, special projects, student life, etc... at LAU.
- b. Establish programs which will create goodwill relationships with alumni and friends resulting in their financial and other support for LAU projects and programs.
- c. Encourage alumni and friends to send their own sons and daughters to LAU and to actively promote LAU in their respective communities.
- d. Publicize important achievements of the University's alumni.
- e. Organize the Alumni into one Association and into Chapters in various regions and countries to strengthen the ties between the Alumni and their Alma Mater.
- f. Plan and organize activities and events with the assistance of the Alumni Association and the Chapters to advance the interests of LAU and bring support to its advancement programs.
- g. Publicize the Alumni Association activities.

4. *Parents:*

- a. Inform parents of LAU students about programs and developments of the University,
- b. Develop programs which will strengthen parents' relationships with LAU.
- c. Encourage parents to provide financial support to LAU.

C. Secondary Schools:

1. Maintain positive relationships with principals and other leaders of secondary schools in Lebanon and the Middle East.
2. Develop programs to inform directors of secondary schools about educational programs and activities at LAU.
3. Sponsor activities of interest to leaders of secondary schools including conferences, which address educational issues.

D. Other Universities:

1. Develop cooperative relationships with other universities.
2. Organize joint activities and programs with other universities.
3. Consult with other universities regarding problems of mutual interest.

E. The Presbyterian Church:

Recognize the historical relationships with the Presbyterian Church (U.S.A.) and maintain goodwill with various churches, denominations and faiths.

F. Governments, Organizations and International Agencies:

1. Develop positive relationships with governments in general, and ministries of education in particular.
2. Cooperate with governmental agencies to develop joint programs serving the educational and social needs of Lebanon and the Middle East.
3. Keep government officials informed about educational developments at LAU.
4. Develop positive relationships with cultural attaches in the various embassies in Lebanon.
5. Encourage governments to send bursary students to LAU and enlist their support for the University.
6. Develop positive relationships with United Nations agencies, and other organizations, and non-governmental agencies, to secure their support of programs and projects at LAU.

G. Corporations and Businesses:

1. Develop positive relationships with business and corporate leaders whose companies have operations in Lebanon and the Middle East.
2. Keep the business community informed about developments in LAU's academic program and about special projects and programs.
3. Involve the business community leadership, both local and foreign in LAU's activities and events.
4. Encourage financial and other support from the business community.
5. Publicize support from corporations and businesses.

H. Foundations:

1. Develop and maintain friendly relations with members of the boards of foundations.
2. Keep foundations informed of developments at LAU.
3. Encourage financial and other support from various foundations.
4. Publicize support received from all foundations.

I. Stewardship:

Develop an ongoing program of stewardship by reporting to LAU's various constituencies, particularly donors to LAU, on current budgetary issues, expressing appreciation for their financial support.