

Source

C. Gwin Morris
Office of Institutional Advancement

The Office of Institutional Advancement is composed of two primary offices — Development and Public Affairs — that work together to facilitate greater public understanding of, and philanthropic support for, the University of Texas Health Science Center at Houston.

As such, Institutional Advancement is the principal strategic liaison with many of the health science center's primary constituencies including donors, alumni, volunteers, the media, and many other community leaders and organizations. In fulfilling its mission, Institutional Advancement provides leadership and counsel in fundraising, media relations, marketing, community relations, internal and external communications, special events and graphic representation.

The office is also the principal facilitator for the following university councils and forums: Leadership Forum, UT Volunteers, Institutional Relations, Marketing, Communications and Corporate Relations. It also serves as the liaison between the President's Office and Development Board.

Development

The development team handles all aspects of private philanthropic, corporate and foundation support of the university. At the central office, the Advancement Services department manages gift processing, prospect research, donor database management and endowment compliance. In addition, development officers stationed at each of the six schools and several other units within the health science center devote individual attention to specific fundraising needs. For information and assistance, call 713 500 3200.

With the New Frontiers Campaign successfully completed, fundraising efforts are being focused on other priorities. Leadership at each of the six schools, along with the Harris County Psychiatric Center and the Children's Learning Institute, have identified priorities for a series of fundraising initiatives. Recruitment of volunteer leadership is underway, as is the development of the case for support in each health science center entity.

Media Relations

The media relations team is the official spokesperson with the news media, initiating stories that support the institutional mission, responding to media inquiries and coordinating crisis communications. The team also provides media training for university leaders. For information and assistance, call 713 500 3050.

Institutional Communications

The communications team is the principal distributor of official institutional communications to internal and external audiences, including current and prospective donors, friends, employees and students. The team uses print, E-mail and the Web to encourage and recognize philanthropic support; to highlight the health science center's distinctive capabilities and accomplishments; to promote health services of the medical, dental and nursing schools; and to provide consumer-health information to the public. The team also provides consultation on fundraising case statements and proposals, on communicating with various audiences, on designing effective Web sites, and on meeting the university's Web standards. Information on Web standards is available online at publicaffairs.uth.tmc.edu/graphicguide/web/index.html or you may call 713 500 3296 for assistance.

Marketing and Community Relations

The marketing and community relations team consults on and produces marketing materials, creating a common public "face" and consistent "voice" for the institution. The team also coordinates special "signature" events, many in support of the Development Board — including donor events, President's Executive Luncheons, Fun Fest, Faculty Honors Convocation, Eeyore's Fun Run, STAR Awards, the UT Scholarship Golf Classic, groundbreakings and dedications, and anniversary events. The team also provides marketing services for the Medical School's physician's practice, the Dental Branch's faculty practice, and the clinics operated by UT School of Nursing at Houston. As a part of its commitment to Houston and the state, Institutional Advancement supports community activities and participates in community events, including health fairs, health walks and fundraisers. The team also coordinates an institutional speakers' bureau and volunteer program.

Graphic and Editorial Standards

The Office of Institutional Advancement is responsible for managing the university's image via communications and graphic design. Among the services offered is design of collateral materials ensuring a professional and consistent look, and counsel on graphic and editorial standards, to ensure the appropriate use of the name and logotype for the health science center as a whole and for each of the schools. The standards apply to all forms of communication — electronic and print — including Web sites, brochures, newsletters, posters, stationery and more. Information about the graphic and editorial standards is available online at www.uthouston.edu/graphicguide/index.html or you may call 713 500 3137 for assistance.