

## 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.

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## 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](http://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.

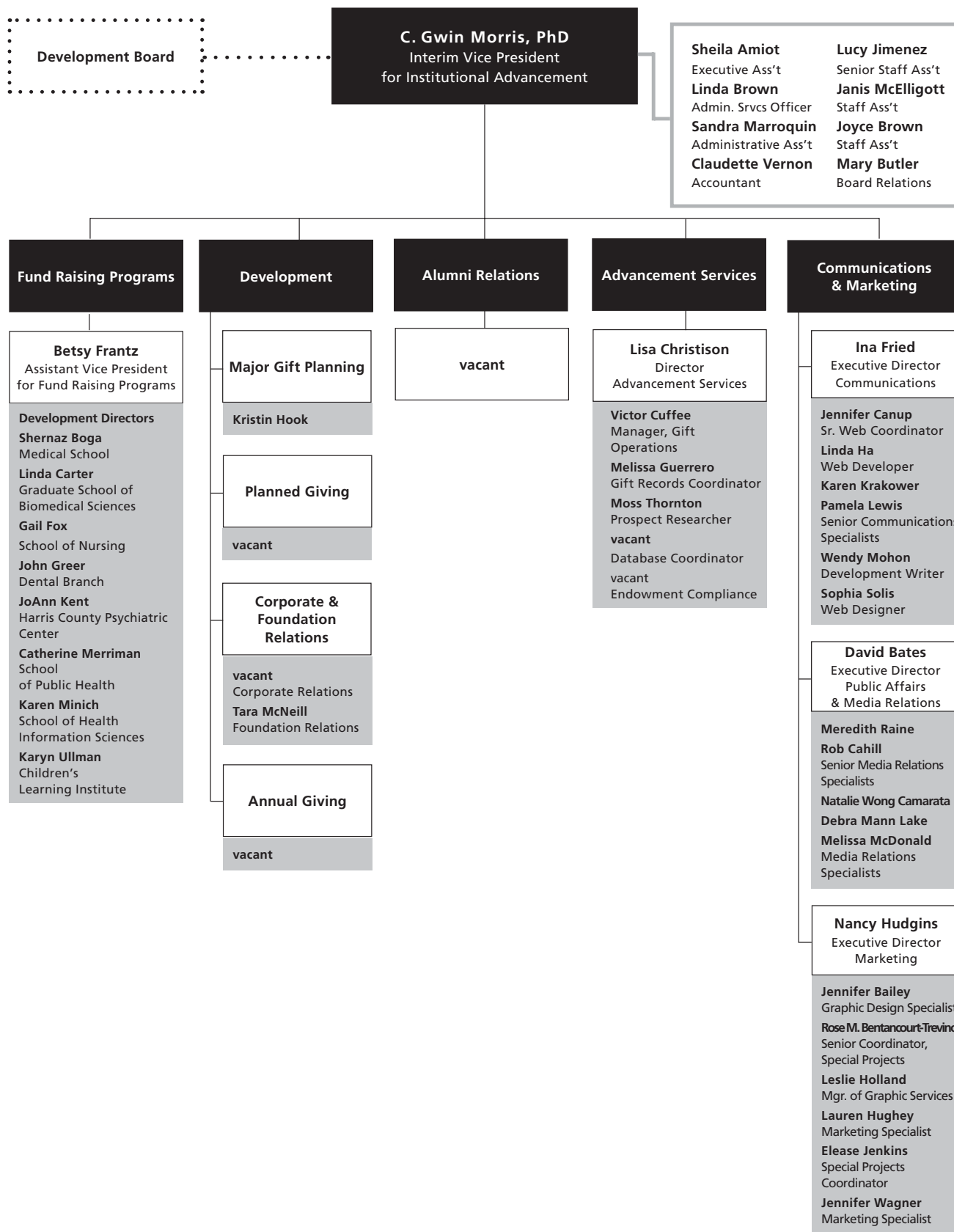
## Graphic and Editorial Standards

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](http://www.uthouston.edu/graphicguide/index.html) or you may call 713 500 3137 for assistance.

# 6a Institutional Advancement Organization

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Wendy Mohon  
Office of Institutional Advancement

## Levels of Endowments

At the end of FY 2006, the University held 312 endowments, up from 296 in FY 2005. Book value of those endowments by end of FY 2006 stood at \$87.2 million. Endowments are a critical element in the educational institution's vitality and quality. UTHSC-H encourages the establishment of permanent endowments to recruit, support and encourage faculty and students, stimulate productive research and build facilities. The UT System Board of Regents gratefully accepts gifts and approves the establishment of each endowment at the minimum levels indicated:

<b>Distinguished University Chair</b>	<b>\$2 million</b>	<b>Professorship</b>	<b>\$100,000</b>
<b>Distinguished Chair</b>	<b>\$1 million</b>	<b>Fellowship</b>	<b>\$50,000</b>
<b>Chair</b>	<b>\$500,000</b>	<b>Scholarship</b>	<b>\$10,000</b>
<b>Distinguished Professorship</b>	<b>\$250,000</b>		

The first five categories of endowed academic positions listed above are held by faculty who are appointed to these positions by the UT System Board of Regents. The appointee, or holder, uses the endowment income both for salary supplementation and for other professional support, including assistance in the holder's research.

Fellowships are also established and appointees are approved by the UT System Board of Regents. Endowment income may be used to supplement the salary and professional support of a holder. The income also may be used to provide temporary support, not to exceed one academic year, of distinguished scholars who are in temporary residence while participating in planned academic programs; of visiting scholars for special academic programs or purposes; of component faculty who have made unique contributions to academic life or to knowledge in their academic discipline; and of component faculty who have been selected for teaching excellence.

Scholarships and support of other educational activities are vital to the success of an educational institution. These endowments are designated for specific purposes of interest to donors such as support of specific research, awards to outstanding teachers or students, scholarships and student loans and support of specific laboratories, among others.

## Endowment Status

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For more comprehensive information on these endowments, including current appointments, please visit the Office of Institutional Advancement's endowment Web site at: [www.uthouston.edu/departments/development/endowments.html](http://www.uthouston.edu/departments/development/endowments.html)

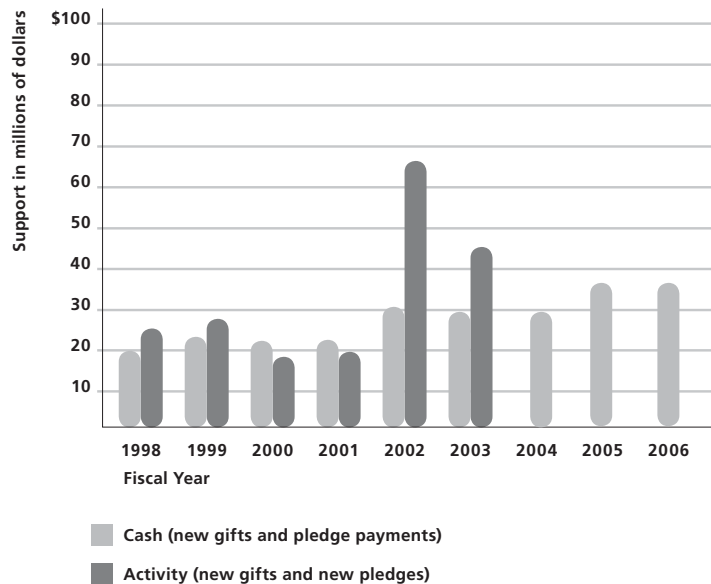
a as of February 16, 2006

Type	Status		
	Total number of endowments <sup>a</sup>	Number filled <sup>a</sup>	Percent filled <sup>a</sup>
Distinguished University Chair	6	3	50%
Distinguished Chair	16	6	38%
Chair	31	22	71%
Distinguished Professorship	26	14	54%
Professorship	49	38	78%

## 6a Voluntary Support 2006

Lisa Christison  
Office of Institutional Advancement

Source of Cash Gift	Amount
	FY 2006
Alumni	\$150,022
Parent	0
Individual	6,418,697
Foundation	20,507,958
Corporation	3,404,751
Organization	5,179,942
<b>Grand Total</b>	<b>\$35,661,370</b>



## Endowment Trends 1997-2006

Source: Office of Institutional Advancement  
 as of August 31

Year	Description	Total number of endowments <sup>a</sup>	Book value of all endowments <sup>a</sup>	Market value of all endowments <sup>a</sup>	Annual % change in book value
1997		150	21,753,244	34,750,969	21.8%
1998		165	27,207,666	39,200,105	25.1%
1999		181	32,995,715	52,081,012	21.3%
2000		207	41,300,883	68,705,610	25.2%
2001		221	46,291,319	64,564,814	12.1%
2002		236	56,247,329	66,638,813	21.5%
2003		255	61,241,529	76,426,419	8.9%
2004		271	66,483,469	88,629,257	8.6%
2005		296	79,822,207	112,841,523	20.1%
2006		312	87,181,444	127,055,407	9.2%