

University of the Virgin Islands

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GLOBALLY INTERACTIVE.

# Office of Institutional Advancement

*Service Charter*

September 19, 2008

## OUR SERVICE CHARTER

The Service Charter of the *Office of Institutional Advancement* tells you about:

- WHO WE ARE
- OUR VALUES
- WHAT WE DO
- OUR CLIENTS
- OUR SERVICES
- OUR COMMITMENT TO YOU
- OUR SERVICE GUARANTEE
- OUR SERVICE STANDARDS
- HOW WE WILL BE ACCOUNTABLE
- HOW YOU CAN HELP US
- INFORMATION ABOUT THE UNIVERSITY
- HOW TO CONTACT US

## WHO WE ARE

The Office of Institutional Advancement (IA) provides services in support of:

- Development-Annual Giving, Major Gifts, Foundations
- Events Planning and Staffing
- Alumni Relations
- Public Relations
- Reichhold Center for the Arts

Vision:

Institutional Advancement will be recognized as a catalyst for maximizing private sector resources for the University of the Virgin Islands (UVI) to allow UVI to contribute to the betterment of individuals, their artistic heritage, and the socio-economic status of the Territory.

Mission:

Designated by UVI Trustees as the fund-raising entity for the University and directed by its priorities, Institutional Advancement along with the University's Foundations seek to maximize private sector donations by:

- Developing comprehensive strategies and programs for building lifetime donor relationships.
- Preserving the purchasing power of gifts and providing a major source of consistent, ongoing support to the University.

- Administering donated resources for the benefit of the University in ways that inspire continuing trust and commitment from donors, and enhances our partnership with the private sector:

We will be courteous, professional and helpful.	We will identify ourselves.
	We will be neatly dressed and well presented.
We will be accessible.	All departmental business areas will have in-person service options and when not possible applicable notices will be posted.
	Our offices will be clean and comfortable, have clear signage and current, relevant information on display.

- Building and promoting UVI's brand and image to support awareness of the University's role in the success of its community.
- Providing programs and presentations that enhance the artistic heritage and cultural foundations of the Virgin Islands community.

## OUR VALUES

We embrace UVI's value system that embodies the principles, ideals and beliefs of its students, faculty, staff, administrators, and trustees, and forms the foundation for UVI's actions. Our values are:

- Students First
- Learning and Scholarship
- Excellence
- Teamwork
- Collegiality and Shared Governance
- Inclusiveness of Ideas
- Principled Leadership
- Supporting Our Community
- Effective Use of Technology
- Equitable Reward Systems

## WHAT WE DO

Institutional Advancement supports, encourages, and promotes the University's academic mission, vision and philanthropic goals. It nurtures life-long connections, fosters relationships with students, alumni, community and other constituents, and provides communications' support and public visibility.

We also promote the image (internal and external) of the University by providing communications media and services designed to enhance retention, enrollment and fundraising efforts.

Through the Center for Performing Arts, we enrich the cultural and social lives of the Virgin Islands community.

## **OUR CLIENTS**

Our clients include the following:

- Students
- Donors
- Alumni
- Faculty
- Staff & Administration
- Trustees
- Foundations
- Corporate/HBCUs/Caribbean partners
- Non-profit organizations
- VI Legislature/VI Government Agencies
- Arts Agencies
- Volunteers
- Visual & Performing Artists
- Parents
- Vendors
- Media
- VI/BVI and wider communities

## **OUR SERVICES**

The Office of Institutional Advancement provides the following services:

- Fundraising
- Customer Service to University constituents
- Acquisition of resources for the University
- External and Internal Information Dissemination
- Facilitation of component-related meetings

- Production and presentation of a diverse season of artistic performances
- Provision of support to other events producers (ticketing, marketing, technical)
- Development of *Arts in Education* programs for youth of the Territory
- Development and promotion of Arts and Cultural activities
- Relationship building
- Dissemination of resources –including manpower, time and financial
- Event Planning and staffing
- UVI web site development and maintenance
- Development and maintenance of UVI brand
- Scholarship services
- Foundation support - (Foundation for the University of the Virgin Islands - FUVI, Foundation for the Reichhold Center for the Arts - FRCA, Virgin Islands Academic and Cultural Awards Endowment - VIACAE)

## OUR COMMITMENT TO YOU

We are committed to respecting the rights of our Clients, including:

- The right to review and appeal;
- The right to lodge a complaint;
- The right to privacy and confidentiality;
- The right to see information (as applicable, based on the Freedom of Information Act (FOIA));
- The right to access services, facilities and information in a manner which meets client needs.

## OUR SERVICE GUARANTEE

To fulfill our service guarantee to you we are committed to having well trained and supportive staff and to developing and maintaining an open and accountable culture that is fair and reasonable in dealing with our clients.

We will provide you with quality service by:

- Identifying ourselves when we speak to you.
- Seeking to understand your requirements and to identifying what is important to you. We will listen actively and act responsively to your needs.
- Recognizing that clients have different needs and personalizing our services and advice in ways that fit those needs.

- Treating you with respect and courtesy, maintaining confidentiality where required.
- Giving you clear, accurate, timely and relevant information or help you find it.
- Being clear and helpful in our dealings with you, giving reasons for our decisions.
- Respecting the confidentiality of personal information and using it only in accordance with the law.
- Acting with care and diligence as we prepare a response, conducting ourselves honestly and with integrity in accordance with a strict Code of Conduct.
- Referring enquiries we cannot answer to an appropriate source.
- Presenting our responses to your inquiries or letters clearly and concisely, using plain English, understandable graphics, or other means relevant to your needs. Generally, we will respond within fourteen (14) days of receiving your letter. If this is not possible, we will indicate why we cannot and when you can expect a response. Our correspondence will include the name and telephone number of the person dealing with your letter.
- Ensuring that our recorded telephone, facsimile and web services are kept current with the latest information, programs, services and products.
- Presentation of artistic programs that increase arts appreciation and social bonds in the community
- Ensuring that our recorded telephone and facsimile services use concise wording and compact graphics.
- Ensuring that our Web site is easy to use and well set out.
- Ensuring that all our services meet a well-defined client need.

In delivering our services, we promise to honor the University's "Top Seven" Service Promises:

To Smile  
To Greet Everyone We Meet  
To Know Our Jobs...And the University  
To Treat Your Concern as Our Concern  
To Follow Up On Everything  
To Treat our Co-Workers as We Would a Customer  
To Always, remember that Communication Courtesy Matters

## OUR SERVICE STANDARDS

This charter describes our main services and how we measure their effectiveness. The following table describes how we will measure how effective we are in delivering our core services to our Clients.

<b><i>Our Services</i></b>	<b><i>Measures of Effectiveness</i></b>
Fundraising	<ul style="list-style-type: none"> <li>• Meet annual fundraising goals as set by the University's Board of Trustees.</li> <li>• Increase the number of donors in the established giving circles.</li> <li>• Retain grant-sponsored programming.</li> <li>• Evaluate KPIs on a quarterly basis and use results to improve operations.</li> <li>• Acknowledge receipt of gifts within three (3) business days.</li> <li>• Maintain quarterly records of new revenue streams.</li> <li>• Maintain current prospecting donor information.</li> </ul>
Customer service to University constituents.	<ul style="list-style-type: none"> <li>• Track UVI constituents' attendance at RCA performances with increased incentives and ticket-giveaways.</li> <li>• Deliver quality service that is timely, open and accountable, and responsive to client needs.</li> <li>• Streamline our system of handling inquiries and feedback on our services on an annual basis.</li> <li>• Utilize customer feedback to foster an environment that promotes integrity and ethical behavior in relation to all customers, internal or external.</li> <li>• Ensure that the accuracy and quality of our services remain world-class by incorporating relevant advances in technology and best practices into our ongoing operations on an "as needed" basis.</li> <li>• Monitor the quality of our services against agreed-upon quality standards as set forth in this charter.</li> <li>• Improve procedures for monitoring the effectiveness of our programs and services and report the results.</li> <li>• Continuously upgrade the ways in which we deliver our services, in line with improvements in technology and the changing needs of the community.</li> <li>• Provide details about our service standards, including departmental standards for processing applications and other services on our website at: <a href="http://www.uvi.edu">www.uvi.edu</a>.</li> </ul>

Acquire resources for the University.	<ul style="list-style-type: none"> <li>• Expand volunteer program annually using the Reichhold model, to improve our services.</li> <li>• Monitor retention of volunteers based on preset levels of attendance.</li> <li>• Utilize QuickBooks and other software to track expenses, revenues and payments to vendors.</li> <li>• Increase private and public sector partnerships in support of University initiatives by 5% annually.</li> <li>• Maintain external relationships with at least two nationally recognized support organizations (i.e., Thurgood Marshall College Fund and the Tom Joyner Foundation)</li> </ul>
Internal and external information dissemination.	<ul style="list-style-type: none"> <li>• Continue timely production of news releases, news clips from the press and web services, publications and web updates, web technical support, graphic design and advertising support.</li> <li>• Provide database management, maintenance of Alumni lists, production of UVI radio program, and annual giving collateral.</li> <li>• Issue emergency announcements and activate UVI hotline telephone numbers.</li> <li>• Monitor publishings of news articles &amp; other mediums on RCA events based on material dissemination.</li> <li>• Conduct media surveys with performance patrons.</li> <li>• Monitor the number of hits to RCA website and other linked sites.</li> </ul>
Facilitation of component-related meetings.	<ul style="list-style-type: none"> <li>• Disseminate meeting materials at least five (5) days prior to official University meetings.</li> <li>• Utilize administrative management technology for purposes of meeting scheduling and attendance.</li> <li>• Provide for timely and efficient conduct of meetings and other in-house and public events.</li> </ul>
Development and promotion of arts and cultural activities.	<ul style="list-style-type: none"> <li>• Monitor the level of participation by vendors at RCA events on a seasonal basis.</li> <li>• Retain and increase corporate donors &amp; sponsors.</li> <li>• Provide and present artistic performances, including at</li> </ul>



	<p>least one that preserve and promote VI culture.</p> <ul style="list-style-type: none"> <li>• Daily monitoring of ticket sales through Folio ticket management system.</li> <li>• Monitor demographics of performance attendees to discern outreach to new audiences.</li> <li>• Track growth and retention of clients.</li> <li>• Monitor growth of subscription sales against comparable periods.</li> <li>• Monitor levels of subscribers that are donors to track the impact of subscription sales on giving.</li> <li>• Track the number of artist outreach activities annually.</li> <li>• Solicit feedback from artist activity attendees.</li> <li>• Annually track the number of participants at outreach activities.</li> <li>• Monitor revenue streams generated by client services.</li> </ul>
Relationship Building	<ul style="list-style-type: none"> <li>• Foster and cultivate at least five new relationships with media, internal contacts, donors, alumni, potential students, governmental agencies, legislature, conference participants and HBCUs.</li> </ul>
Dissemination of resources.	<ul style="list-style-type: none"> <li>• Collaborate with other University components, departments and areas to secure and publish general and resource information at least once per semester.</li> <li>• Disseminate information on scholarships, annual fund, sporting activities, student activities, research, public service, community engagement, campus initiatives, sponsored programs, and special events on a semester basis.</li> </ul>
Event planning and staffing.	<ul style="list-style-type: none"> <li>• Plan, coordinate and execute new and existing events in support of the mission and vision of the Offices of Institutional Advancement and the President.</li> <li>• Help facilitate events and programs outside IA in support of the mission of the University.</li> <li>• Monitor the level of involvement in events outside the RCA to other University components.</li> </ul>
UVI web site development and maintenance.	<ul style="list-style-type: none"> <li>• Conduct initial introductory and organizational meetings for website redesign and final implementation, and</li> </ul>

	maintain a functional web-based environment for the University.
UVI brand image development and maintenance.	<ul style="list-style-type: none"> <li>• Provide brand policies to external and internal stakeholders.</li> <li>• Preserve the UVI brand identity.</li> <li>• Promote University brand recognition.</li> </ul>
Scholarship Services	<ul style="list-style-type: none"> <li>• Administer and coordinate the University's scholarship program.</li> <li>• Facilitate the operation of the scholarship committee including maintenance of the database.</li> <li>• Disseminate scholarship information to all relevant constituents.</li> <li>• Work to increase the number of scholarships available annually.</li> <li>• Provide information to donors about scholarship awards made and acknowledge students at respective academic award ceremonies.</li> </ul>
Foundation Support	<ul style="list-style-type: none"> <li>• Facilitate the operational functions of the University's foundations.</li> <li>• Monitor the management of the University's investment portfolio.</li> <li>• Serve as the executive arm of the foundations' boards.</li> </ul>

The tables below show processing time service standards for our interaction with our clients. We aim to process 75% of cases within these service standards. However, the service standards are indicative only. Individual cases may be decided in longer or shorter periods than the service standard. This may depend on a range of factors, individual circumstances and the complexity of each case.

### Telephone

Service Principles	Service Standards
Our telephones will be answered promptly.	We will respond to your calls within three (3) rings.
	We will answer queued calls to our voice mail within one (1) working day.
We will be courteous,	When answering the telephone, we will provide you

professional and helpful.	with our name and work area.
	When we call you, we will provide you with our name, work area and the reason why we are calling.
We will be accessible by telephone during business hours.	All departmental business areas will have telephone service options during business hours.
	We will respond to your telephone messages within one (1) working day.
	We will ensure that component main phone lines will be answered by a person during normal business hours.
	Our recorded messages will be current and give appropriate contact details during absences.

#### In person

Service Principles	Service Standards
We will assist you promptly.	We will serve you within ten (10) minutes of your arrival, if you have an appointment.
	We will serve you within twenty (20) minutes if you do not have an appointment.
	We will advise you, in advance, about any unexpected delays in attending to you.
We will be courteous, professional and helpful.	We will identify ourselves.
	We will be neatly dressed and well presented.
We will be accessible.	All departmental business areas will have in-person service options and when not possible applicable notices will be posted.
	Our offices will be clean and comfortable, have clear signage and current, relevant information on display.

## Interview

Service Principles	Service Standards
We will give reasonable notice of interviews.	We will advise you about interview arrangements in a timely manner. Where legislated timeframes apply, we will meet them.
	We will inform you of any changes in arrangements before your scheduled interview.
	We will see you within ten (10) minutes of your appointment time and advise you, in advance, of any unexpected delays.
We will conduct interviews in a fair and reasonable manner.	We will consider the appropriateness of any interview and whether the required information could be obtained in another way.
We will actively address your diverse needs.	We will conduct interviews in locations that are as private and secure as possible.

## Written communication

Service Principles	Service Standards
We will respond to your correspondence promptly.	We will reply to all correspondence timely, using the most appropriate contact method –telephone, in-person, or in writing.
	We will acknowledge E-mail requests within one (1) business day of receipt, and provide you with a likely timeframe for our full response, barring technical difficulties.
We will be courteous, professional and helpful.	We will provide accurate, helpful and timely responses that are relevant to your needs.
	We will identify ourselves and provide contact details in our written correspondence.
	We will record all of our correspondence from donors on departmental databases and filing systems.

We will be accessible in writing.	All component offices will have a U. S. Postal Service contact option.
	We will use out-of-office E-mail messages when away from the office, and provide you with alternative contact details.

### Our information

Service Principles	Service Standards
We will provide clear, accurate, helpful and consistent information.	We will regularly review and update information to ensure it is current and meets your needs and expectations.

### Your feedback

Service Principles	Service Standards
We value your compliments, complaints and suggestions.	We will invite feedback and provide appropriate contact details in our client information.
	We will acknowledge client feedback within three (3) working days of receipt, as applicable.
	We will resolve client feedback received via the web, E-mail and telephone within ten (10) business days.
	We will resolve written client feedback received via the U.S. Postal Service, facsimile or courier within fourteen (14) business days.
We will use your feedback to improve our services.	We will monitor and report on all feedback, and consider this in reviewing and improving our services.

### HOW WE WILL BE ACCOUNTABLE

We undertake to:

- Monitor our performance against the standards set out in this Charter, and publish the results in an Annual Report and other publications, which will be available upon request from our Public Relations Office. Performance information will also be provided on our website.

- Be open to feedback on our performance, and suggestions for improvement from our clients and the public and make adjustments to our programs and services based on information received.
- Publish information showing levels of satisfaction with our programs and services including complaints received and the resolution of those complaints.
- Provide explanations when our services do not meet acceptable standards of quality, timeliness or accuracy.
- Formally review the standards set out in this Charter once a year and make modifications where appropriate in light of your comments and in response to ongoing changes.
- Independently review our Charter at least every three years by inviting comments from clients, stakeholders and staff as part of our monitoring and review process.

## HOW YOU CAN HELP US

In the Office of Institutional Advancement:

- We welcome your views and comments as vital in helping us to monitor and improve the relevance and quality of our service to the community.
- We will consider all suggestions fully and promptly in our planning for service improvement and, wherever possible, we will respond immediately.
- We may occasionally seek your input to random surveys of how the community perceives our services and what services are needed, including assessments of our performance.

To help us help you we ask you to:

- Tell us if you have special needs so we can accommodate them;
- Let us know if you need an interpreter to use our services;
- Treat our staff with courtesy and respect;
- Attend scheduled meetings punctually;
- Respond to requests for information by the department accurately, thoroughly and in a timely manner;
- Provide us with changes in your circumstances promptly;
- Abide by any and all legal requirements and other obligations that clients are to meet in order to be eligible for services sought.

To help us serve you better:

- Let us know as soon as possible when we do not meet your expectations. We will investigate your complaint and tell you what we have done about it.
- To help us give you the best possible service, we welcome suggestions for improvement to address any difficulties you are experiencing.

- We will try to resolve complaints satisfactorily and promptly. You can help us do this by providing clear details of relevant facts, persons and dates when you make a complaint.
- Complaints should be made to the person you have been dealing with (or that person's supervisor) or sent to our mailing address.
- Our Complaints Handling Policy, which outlines the process involved, including your view and appeal rights can be obtained from the Director of Public Relations at 340-693-1059.

We will be courteous, professional and helpful.	We will identify ourselves.
	We will be neatly dressed and well presented.
We will be accessible.	All departmental business areas will have in-person service options and when not possible applicable notices will be posted.
	Our offices will be clean and comfortable, have clear signage and current, relevant information on display.

## INFORMATION ABOUT THE COMPONENT

You can get information about the Component, including its programs and services, from the University's internet home page, [www.uvi.edu](http://www.uvi.edu). The University's strategic plan, VISION 2012, and the most recent annual reports are available through the University's home page. The Components strategic plan is also available through the University's home page or could be obtained by contacting the Component directly. A copy of the Component's annual report can also be obtained directly from the Component.

## HOW TO CONTACT US

For all reference inquiries:

Mail To:	Office of Institutional Advancement
Postal Address	#2 John Brewer's Bay, Faculty West #7
Telephone Number	(340) 693-1040
Facsimile Number	(340) 693-1049
E-mail:	<a href="mailto:aelliot@uvi.edu">aelliot@uvi.edu</a>
Website:	<a href="http://www.uvi.edu">http://www.uvi.edu</a>

To make a comment or a complaint:

Vice President	Henry H. Smith, Ph. D. (Interim)
Postal Address:	#2 John Brewer's Bay
Telephone Number	(340) 693-1040
Facsimile Number	(340) 693-1015
E-mail:	<a href="mailto:hsmith@uvi.edu">hsmith@uvi.edu</a>
Website:	<a href="http://www.uvi.edu">http://www.uvi.edu</a>

- Our offices are open Monday through Friday from 8:30 am to 4:30 pm.
- Senior administrators can be reached through Security at 693-1530 outside of regular office hours.
- For emergency concerns, 24 hours a day, contact our Security Department.
- Contact can be made through E-mail at any time.