

Global U7 Consortium

**Building Administrative
Capacity Committee**

**Long Term Planning, Public Relations,
Fundraising**

Introduction

- **Korean Universities** has grown rapidly for the last decades as the Country. And the **University Administration** become more extensive and complicated.
- Therefore, it becomes important to have a **Longterm/Midterm Plan**.
- **Public Relations** and **Fundraising** are also getting an attention as ways in taking the university to higher levels.

Long Term Planning

- To set the goal for the next 10 yrs in academic, research, and infra-structure
- To orchestrate the efforts of colleges, research centers, affiliated institutes

INHA Mid Term Action Plan	1993~1998
INHA Vision 2010	2001~2010
Global INHA Vision 2010	2006~2020

INHA VISION 2010

- **Design Academic System Leading Global Standard**
- **Achieve Excellence in Education Program & Facilities**
- **Recruit Best Students and Professors**
- **Raise Research Capability to World 100**
- **Build World Best e-Campus**

Review of INHA VISION 2010



INHA VISION 2020

● National TOP 5

- Excellency in Academia
- Best Academic Program Meeting Social Needs

● Global Premier University

- **Hub University** which leads **Global Collaboration** in Higher Education
- **Global University** which nurtures **Global Leaders**



- **Mission: Knowledge Intensive
Practical Education
Seamless Networking**

Public Relations

- **To promote the public recognition**
 - For better job opportunities for graduates
 - For better opportunities for fundraising
- **To provide information to publics on new progresses made by the University**
 - For more opportunities for research funds
- **To share the news of students, staffs, & faculties**

Activities to Enhance Public Relations

● Internet Based Service

- Opened the First University Websites in Korea
- Developed Target Group Specific Digital Contents for Webzine

● Mass Media Based Service

- Provided News Materials to News Media

	2003	2004	2005
Major News Paper	282	494	620
TV broadcasting	28	40	50

Fund Raising

Purpose: To secure funding resources to improve university facilities

Fund Raising Activities

- Organize and mobilize alumni to make donation to the University
- Encourage local business firms to make donation to the University

History in Fund Raising

- Until recently, the Korean universities has heavily depended on tuition fees, governmental support, and sponsoring companies for the most of expenses.
- Inha University launched **its first campaign for venture entrepreneurs** in 1999 and built **“Venture Building”** worth **4 million dollars** by donation.
- Facing **its fiftieth year anniversary** in 2004, Inha University set out a comprehensive fund raising plan which **13 million dollars** by the end of year 2004.

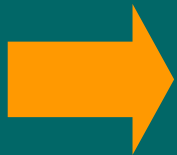
Recent Fund Raising Activities

- Three target groups were identified.
 - internal groups: faculties, staffs and students
 - related groups: alumni and shops near by the university
 - community groups: local or regional business firms
- All the deans of the University led the campaign by donating 4,000 dollars each. More than 85% of faculties joined the campaign by donating two million dollars.
- Two promotional events were planned to motivate alumni.
 - 600 days before anniversary: Fundraising is formally announced
 - 200 days before anniversary: Total 9 million dollars were raised

Recent Fund Raising Activities

- **Fundraising from Community groups**

- Realizing that Donation to University may greatly its image, community group gradually joined the campaign.
- The most of the donations come in the form of scholar ships and their commercial products



After 2 years of fund raising efforts, Inha University surpassed its goal by raising more than 15 million dollars.

Thank you very much !