

## University Relations and Institutional Advancement Area Activity Plan

### I. Overview

1. Activity Area: Pitt-Greensburg: University Relations and Institutional Advancement (URIA)
2. Name of Activity Area Lead: Jodi Kraisinger
3. Name of individual submitting Activity Area Plan: Robert Gregerson, President
4. Date of submission: July 21, 2020
5. Revision of a previously approved Activity Area Plan? No
6. A brief summary of the most critical pieces of your plan (a few bullet points):  
The URIA staff encompasses alumni relations, grant writing, major gifts, annual fund, media relations, marketing, and on-line (web and social media) communications. On campus activities would include:

- Processing donations (receive, account for, and depositing gifts);
- Preparing development and communication mailings;
- Preparing spirit bags and processing prizes;
- Accessing hard copy files;
- Campus photo opportunities (still and video);
- and addressing any other needs that may arise.

URIA staff will generally work remotely, regardless of operating posture, and with limited exceptions highlighted below.

7. As the lead for this area, I hereby confirm that URIA staff will be educated and expected to follow the University's Healthcare Standards and Guidelines and the Personnel Standards and Guidelines. In particular, while on campus, the URIA team will:
  - a. Wear a face covering in the presence of any other individual, and in full accordance with the University's Standards and Guidance on PPE, Face Coverings and Hygiene
  - b. Adhere to all physical distancing, safety, and hygiene signage
  - c. Use physical barriers or maintain six feet of physical distance while engaging with others
  - d. Clean their personal and office space at the beginning and end of their work period.

### II. Functions in Each Operational Posture

The following two functions of the URIA team will remain the same across all three operating postures.

- a. Function 1
  - i. What is being done: Campus Photography (still and video)

- ii. How it is being done: On-campus, physical handling of the camera and equipment
  - iii. Number of people/positions required on campus: 1 person per designated photo opportunity; limited physical presence required on a case-by-case basis; permission for access must be granted by Director of University Relations and Institutional Advancement and the campus President who coordinates with Facilities Management
  - iv. Building: Various campus locations as designated by the photo shoot
- b. Function 2
- i. What is being done: All other department services to university clients by the University Relations and Institutional Advancement team
  - ii. How it is being done: Remotely
  - iii. Number of people/positions required on campus: 0
  - iv. Building: n/a

The following two functions have minor modifications in on-campus presence between High Risk Posture and Elevated/Guarded Risk Postures. The differences between the postures are in the number of people allowed on campus and the frequency of visits to campus.

### 1. High Risk Posture

- a. Function 3
- i. What is being done: Collection and processing of mail, donations, faxes, etc. as well as various prep for in-house mailings in support of the development, alumni relations and communications functions of the campus, and address other needs as they may arise
  - ii. How it is being done: On-campus, physical handling of mail, correspondence, processing gifts for deposit/record, supplies and equipment.
  - iii. Number of people/positions required on campus: 1: Once-per-week (Monday mornings: 8 am – 12 Noon) to the URIA offices by department secretary; standing permission for access has been granted by the Director of University Relations and Institutional Advancement and the campus President in coordination with Facilities Management
  - iv. Building: Lynch Hall (various locations throughout); Millstein Library/Business office to drop off deposit; and possibly the Gatehouse
- b. Function 4
- i. What is being done: Occasional access to building to obtain supplies, maintain computer equipment, and address other needs that may arise as it relates to the functions of University Relations and Institutional Advancement
  - ii. How it is being done: On-campus, physical handling of mail, supplies, files, and equipment

- iii. Number of people/positions required on campus: 1 person per designated shift due to work demands; physical presence required periodically and on a case-by-case basis; permission for access must be granted by Director of University Relations and Institutional Advancement and the campus President who coordinates with Facilities Management
- iv. Building: Lynch Hall (various locations throughout), and perhaps the Gatehouse

## **2. Elevated and Guarded Risk Postures**

### **a. Function 3**

- i. What is being done: Collection and processing of mail, donations, faxes, etc. in support of the department functions
- ii. How it is being done: On-campus, handling of mail and correspondence, processing gifts for deposit/record, supplies, and equipment
- iii. Number of people/positions required on campus: 1: Twice-per-week trip (Monday mornings: 8 am – 12 noon and Thursday afternoons: 12 noon – 4 pm) to the URIA offices by department secretary; standing permission for access has been granted by the Director of University Relations and Institutional Advancement and the campus President in coordination with Facilities Management
- iv. Building: Lynch Hall (various locations throughout); Millstein Library/Business office to drop off deposit, and possibly the Gatehouse

### **b. Function 4**

- i. What is being done: Limited access to URIA offices to obtain supplies, maintain computer equipment, and address other needs that may arise as it relates to the functions of University Relations and Institutional Advancement, including: Alumni Relations, Annual Fund, Major Gifts, Media Relations; and On-line Services.
- ii. How it is being done: On-campus, physical handling of mail, correspondence, files, supplies, and equipment
- iii. Number of people/positions required on campus: 1-2 people per designated shift depending on work demands; physical presence required periodically and on a case-by case basis. permission for access must be granted by Director of University Relations and Institutional Advancement and the campus President who coordinates with Facilities Management
- iv. Building: Lynch Hall (various locations throughout) and perhaps the Gatehouse

## **III. Transitions between Operational Postures**

As the environment shifts, the University's Senior Leadership Team will make determinations about when the University's operational posture must also shift to either more or less restricted.

As risk levels decline:

1. Shift from High Risk Posture to Elevated Risk Posture
2. Shift from Elevated Risk Posture to Guarded Risk Posture

As risk levels increase:

3. Shift from Guarded Risk Posture to Elevated Risk Posture
4. Shift from Elevated Risk Posture to High Risk Posture

A shift from the High to Elevated Risk posture will trigger an increase in on-campus visits by administrative staff to ensure continued operations of the department. Other staff may be able to access the offices more often, but on a case by case basis.

A shift from Elevated to High Risk posture will trigger a decrease in on-campus visits by administrative staff to ensure personnel safety, yet continue the operations of the department. Other staff will be able to access the offices on a more limited basis.

There is no change in staffing or on-campus presence when shifting between the Elevated Risk and Guarded Risk postures.

Employees returning to campus for any of the above functions will complete training modules and comply with [the University's Health and Personnel Standards and Guidelines](#). They will be notified one week in advance of the prospective need to return to campus.

The University Relations and Institutional Advancement office at Pitt-Greensburg will continue to communicate with each other via email, MS Teams, zoom meetings, phone calls and the department server.

#### **IV. Stakeholder Outreach**

University Relations and Institutional Advancement encompasses fund-development (Annual Fund, Major Gifts, grant writing), alumni relations, on-line communication (web sites and social media platforms) and media relations. Our stakeholders not only include students, faculty, and staff, but donors (individuals, corporations, and foundations), the media, advisory board members, prospective students, friends of the campus, members of the community, and alumni. Notification of the remote work status has been broadly communicated and is prominently indicated on the Pitt-Greensburg home page. We will continue to engage each constituent group via direct mail, emails, phone calls, through the web-site, social media platforms, MS teams, and zoom meetings.

#### **V. Monitoring and Amendment**



As the director for the Pitt-Greensburg University Relations and Institutional Advancement department, I will be responsible for monitoring compliance with this activity area plan. Any revisions to this plan must be reviewed by the President of the Pitt-Greensburg campus and approved by the University Provost and Senior Vice Chancellor.