

## EXTERNAL AFFAIRS OFFICES

ALUMNI RELATIONS

CAREER CENTER

DEVELOPMENT

DONOR RELATIONS

FINANCIAL SERVICES

GOVERNMENT RELATIONS

PARENTS & FAMILIES ASSOCIATION

PUBLIC AFFAIRS

SPECIAL EVENTS

OFFICE OF THE SENIOR VICE PRESIDENT



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# THE UNIVERSITY OF GEORGIA Division of External Affairs

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## Fun at the Gator Hater Tailgate!

The annual External Affairs “Gator Hater Tailgate” takes place, as it always does, on the Friday before the UGA-Florida football game. The tradition started as a way for all the workers in our division who don’t make the trip to Jacksonville to enjoy breakfast and celebrate the impending Bulldawg victory in Florida. OK, that last part is kind of a stretch (this last year anyway), but it’s still a chance for folks in all nine of External Affairs’ major units to get together for some fellowship before the holidays begin. The External Affairs SRG dolls up the Visitor’s Cen-

ter, everyone brings a dish to share, and the lucky ones among us win door prizes.

You never know who’s going to show up, and this past



October we were thrilled to be joined by some of the UGA Cheerleaders!

The Cheerleaders served as our special guest hosts for the drawing for some truly

incredible door prizes this year, the most coveted of which was a free stay in exotic Costa Rica (courtesy of the Office of International Education). We had a great turnout this year, and we hope to keep the tradition alive in 2011, too.

The SRG Chair would like to thank all the departments and businesses that donated door prizes, and especially Committee Chair Christine Jepsen of Public Affairs and Marcus Jennings of Alumni Relations for taking the lead on this event. Good times!

## SRG Launches External Affairs Newsletter

The Staff Representative Group (SRG) has launched this newsletter to serve as a medium for External Affairs employees to share information on depart-

mental events (past and future), other relevant information, and to highlight staff accomplishments. If you have relevant updates that you would like to share across the division, please

pass your content on to your SRG representative. To find out who your SRG representative is, please read the inside story about SRG and find your listed representative.



SRG is designed to be your voice. Send updates to include in the next newsletter to lel@uga.edu!

## Funding Model Change Leads to Staff Reorganization

WRAY-NICHOLSON HOUSE – The beginning of fiscal year 2011 brought about big changes within the office of Alumni Relations, which included a shift in funding model and reorganization of staff.

As a result of this shift, all alumni are now considered members of the Alumni Association. Since our organization catered to both graduates and non-graduates, those non-alums who show affinity for the university and the Alumni Association are eligible to be members based on an annual contribution to the Georgia

Fund.

To implement these changes, staff reorganization was essential. Meredith Carr, who leads our Atlanta office, is now the Associate Director of Alumni Relations and will manage the Association’s programming and event staffs.

Inter-departmental communication within External Affairs also will be integral to our success. Former Membership Director Brandon Patten has joined the Office of Development as Associate Director of Alumni and Prospect Develop-

ment. Diane Johnson, who formerly oversaw our membership program as well as the Atlanta Alumni Center, has transitioned to Associate Director of the UGA Parents and Families program. Their experience in Alumni Relations will be vital for the successful linking of our departments.

The UGA Alumni Association is at the forefront of a national trend of alumni organizations refocusing their efforts toward annual giving. It is our hope to provide a standard in excellence as we move forward.

## Updates to the Shared Leave Policy

### Effective January 1, 2011

Employees at the University of Georgia may voluntarily donate sick or annual leave to other employees who have exhausted all of their sick and annual leave and, because of a life-threatening condition (see definition below), are in need of additional leave.

The employee will be eligible for shared leave during the time his/her physician indi-

cates he/she is in a “critical and life-threatening” state or experiences a major surgery, and the following recovery period, as stipulated by his/her physician.

### Applicability

This program applies to all employees of the University who earn or accrue annual or sick leave. The receipt of shared leave is not a form of job protection and does not

protect an employee from disciplinary actions for cause.

### Sunset provision

This program will be periodically reviewed by Human Resources and modified, as necessary.

For more details, visit the HR website:

[http://www.hr.uga.edu/shared\\_leave.html](http://www.hr.uga.edu/shared_leave.html)

## New Hires & Recent Retirees

### Retirees

Martin L. Mickelsen - (July 2010)

John G. (Jay) Pryor - (December 2010)

Bonnie L. Norwood - (January 2011)

Lane J. Stewart - (January 2011)

Cheryl Wranosky - (February 2011)

### Public Affairs New Hires

Mickey Montevideo - Public Relations Coordinator, and

Mark Spurlock - Web Developer Specialist, both for the News Service Office.



# External Affairs Offices & Functions

## Annual Fund/Annual Giving

The Georgia Fund is the annual giving program for the University of Georgia. The Georgia Fund makes great things happen in the lives of students, faculty, and all Georgia citizens. Besides administering the Phonathon and direct mail campaigns, we support special giving campaigns, including the University Partners and Presidents Club leadership giving opportunities, the Parents & Families Association, UGA Alumni Association and the Senior Signature program.

## Alumni Records

The Office of Alumni Records is responsible for updating and maintaining accurate biographical information contained in the alumni/donor database. This information aids the efforts of the University's development programs, fund-raising, various school/college programs and many alumni functions. Alumni Records researches, updates and verifies information received before processing into the database. The Office also sets up new donor/friend records and reconciles new graduate records to the system.

## Gift Accounting

The Office of Gift Accounting is the clearing house for all private support of the University. Gift Accounting records gifts, pledges and deferred gifts made on behalf of the Arch Foundation, the UGA Foundation and direct to the University as well as various affiliate organizations such as the 4-H Foundation, Friends of the Botanical Gardens and the UGA Athletic Association. The Office also provides gift receipts and pledge reminders to donors and various fund raising reports to both internal and external constituents. Gift Accounting is also responsible for non-gift revenue related to fund raising and alumni events.

## Career Center

The University of Georgia Career Center is the sole provider (except for MBA and Law students) of centralized career services to undergraduate, graduate students, and alumni at The University of Georgia. Career Center staff work collaboratively with faculty and staff of all departments to enhance the career success of University of Georgia students/alumni.

## Donor Relations

The Office of Donor Relations & Stewardship ensures a comprehensive and quality program of stewardship which cultivates, engages and recognizes all donors and prospective donors on a university-wide basis to further the efforts of private financial support. The mission of the office is to sustain and nurture the University's lifelong relationship with its donors while providing accurate and timely information pertaining to the investment, use and impact of their gifts.

## Government Relations

The Office of Government Relations serves as chief liaison between the University and federal, state and local government offices and legislative bodies.

## Financial Services

The Office of Financial Services performs the budget, personnel and accounting functions for the External Affairs Division, the Arch Foundation, University of Georgia Foundation and the Alumni Association.

## Major Gifts

The Office of Regional & Major Gifts is responsible for building and maintaining relationships with alumni and friends in an effort to raise significant gifts for The University of Georgia. Regional Directors travel throughout the country visiting with alumni and friends to keep them connected with The University of Georgia and to increase private support. Leadership and Major Gifts include significant gifts of cash and appreciated stock, deferred gifts, and gifts of real estate and other gift vehicles.

# External Affairs Offices & Functions

## Planned Giving

The Gift & Estate Planning Office offers a full range of gift planning services to assist accounting, banking, financial planning, insurance, securities, and legal professionals and their clients. Our work turnaround time is normally within one business day, and we work as confidentially as the client or adviser requests.

## Public Affairs

The Office of Public Affairs communicates the goals, objectives and priorities of the University of Georgia to its various publics through dissemination of information, media relations, publications, imaging and audio services, open records and visitors' services. The office shares information about the university's people (faculty, students, and staff), research, scholarship and public services and outreach. The office also provides PR strategy, public policy analysis, and speech writing support to key university administrators. Public Affairs includes the News Service Office, Publications Office, TV/Radio, Broadcast, Video and Photography, and the Visitors Center.

## Special Events

The primary responsibilities of the Office of Special Events are to design, develop and manage special events that showcase the University of Georgia's excellence and promote advocacy and support for UGA.

## Sr. VP's Office

The Office of the Senior Vice President is a small, administrative unit that works to support and lead efforts in fund raising, donor stewardship, alumni relations, communications, special events, career center opportunities, and Financial services support. The Senior Vice President reports to the President, and is a member of the Arch Foundation Board and the Alumni Association Board of Directors.

## Message from the SRG Chair

Welcome to our first division-wide newsletter!

As I'm winding down my term as SRG Chair, I'm excited about the changes we've made so far this year—this newsletter is one of them—and I'm looking forward to some of the changes we're planning.

One of my goals this year for our Staff Representative Group has been to bring all the different units of External Affairs to the table. All of the departments in our

division has a representative on SRG, although that person may not work everyday with all of the people they represent.

In 2011, we're hoping to bring on folks from units in our division that have never had an SRG representative before. Having more voices in the mix can only make the process more fair, especially when our departments are spread across campus (and the state) like islands in the stream. At the end of the

day, I think we'll have a group that serves all of us in External Affairs better.

In 2010, we also revitalized the External Affairs tradition of the Gator Hater Breakfast, and on the next page you'll find some photos from last fall's event.

It's been a privilege to lead the External Affairs SRG. Please let us know of any suggestions you have for future newsletters!

**Gary Holbrook**  
SRG Chair, 2010 – 2011

# Gator Hater Picture Gallery



Winner: Jan Nixon



Winner: Bob Taylor



Gator Hater Coordinator: Christine Jepsen



Winner: Sam Fahmy



*The big winner of the trip to Costa Rica!*

Winner: Lauren Griffeth



Winner: Jenny Dutton

**SEE MORE PICTURES HERE:**

<http://bit.ly/f9INVC>