The Advancement
Circle of Life

Presented by
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CAFLS - Clemson University

Contributions by
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Your space for taking notes!
The Advancement Circle of Life!

Goals for this session

- Gain perspective on the unique history and opportunities of our profession
- Plant seeds to generate comprehensive thought about institutional advancement philosophy (personally & on your team)
- Gain a beginning understanding of the Circle of Life Advancement Model
A Brief Land Grant/Ag History Quiz

Match names with time period and topic

- E.M. Tiffany
- Earl Butz
- Academic Societies
- Justin Morrill
- Smith/Lever
- Rosie the Riveter
- Williamson, Daluge, Apple, LaPrad.....
- 1940s-Career Shift
- 1914-Extension
- Early 1900s-Specialization
- 1928 - FFA/Youth
- 1862-In the beginning
- Mid 70s-Ag Advancement
- 1970-Ag as Big Biz

May 20, 2008

APS Staff Workshop - The Advancement Circle of Life
A Brief Land Grant/Ag History Quiz

1862 - In the beginning
Matches Justin Morrill

1914 - Extension
Matches Smith/Lever

Early 1900s - Specialization
Matches Academic Societies

1928 – E. M. Tiffany
Matches FFA/Youth

1940s - Career Shift
Matches Rosie the Riveter

1970s - Ag as Big Biz
Matches Earl Butz

Mid 70s - Ag Advancement
Matches Williamson, Daluge, Apple, LaPrad-NAADA

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Advancement Circle of Life

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Participants can enter the circle at any point in the continuum.

Potential Students matriculate to enrolled Students

Enrolled Students develop into engaged student leaders who matriculate to content graduates...

Content graduates develop pride and loyalty and become involved volunteers...

Involved volunteers become alumni leaders, established professionals and mature in the ability and willingness to be major donors... They also “beget” potential students!

Donors give back from their store of personal resources and encourage others to do the same...

Involved volunteers become alumni leaders, established professionals and mature in the ability and willingness to be major donors... They also “beget” potential students!

Students, Alumni, Friends, & Donors participate in the energy & enthusiasm of the Cycle that creates a recurring, dynamic system and framework for the professional!

Ag/College Evangelism!

Communications/Opportunities

Cultivation

P.R. Events

Cultivation

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P.R. Events
Katie Hulse - Director of Student Recruitment - Katie is in her 5th year of academic recruiting and also provides various advising services. She is an alumnus of the College with a BS and Masters in Agricultural Education.
1. Acknowledgment that all parts of the circle are of equal importance in the process is vital (not necessarily in resource allocation).

2. You do not necessarily have to be represented professionally in all parts of the Circle to utilize the power of the Circle.
3. The process is long and slow! There must be a commitment from involved parties over the long haul to benefit from the magic of the Circle.

4. Weaknesses in any part of the circle will impact other parts of the circle but it is not a direct input/output process.
5. Professional staff should include both institutional memory and outstanding professionals.

6. A thematic buy-in can be very useful once Circle is completed.
7. Constant vigilance must be applied to the Circle, lest we diminish our resources.

8. A “Bridge” position (Rafiki character from the Lion King) can be very beneficial in monitoring the system.
CAFLS Advancement
Circle of Life -

Preserving CAFLS Orange & “Purpletuity”!

To aggressively, continually, and creatively invite students, staff, faculty, alumni, friends and industry professionals to engage in the CAFLS Advancement Circle of Life that ensures the vitality and values of our life sustaining industries will expand to impact the world in the new millennium thus propelling Clemson University toward Top 20 recognition and perpetually supporting Thomas Green Clemson’s vision of creating a “Higher Seminary of Learning” that supports the agricultural and mechanical arts.
Mission of the CAFLS Office of Alumni and Student Services

To put students and alumni first in all we do and to provide support and service to the industries and people of agriculture, forestry and the life sciences.
Questions?
Thoughts!
Comments!