

**UNIVERSITY OF HOUSTON SYSTEM
ADMINISTRATIVE MEMORANDUM**

SECTION: University Advancement

NUMBER: 08.A.01

AREA: General

SUBJECT: Management and Development of University Advancement Activities

1. PURPOSE

This Administrative Memorandum states the University of Houston System policy regarding management and development of university advancement activities in accordance with Board of Regents Policy [32.01](#).

2. POLICY

- 2.1. The Chancellor is responsible for giving broad direction to and ensuring coordination of the university advancement activities of the System.
- 2.2. Fund raising activities involving the System Administration, component universities, UH related foundations and other volunteer groups will be by the System Office of University Advancement through the System Development Executive Staff.
- 2.3. Communications and outreach strategies, marketing/branding, media relations, and publication activities involving the component universities, UH related foundations and other volunteer groups will be coordinated through the System University Relations Group.

3. REVIEW AND RESPONSIBILITIES

Responsible Party: Associate Vice Chancellor for University Advancement

Review: Every three years, on or before March 1

4. APPROVAL

Approved: Michael Rierson
Vice Chancellor for University Advancement

Renu Khator
Chancellor

Date: June 9, 2009