

# University Advancement Training Programme, 2014



The Fountain of Knowledge

Due to declining funding levels and the increasing demand for world class university education, it is clear that University leadership must step up sustainable advancement programmes to supplement budgetary allocations to move their universities forward.

The Association of African Universities (AAU) in partnership with the University of Nairobi and Stellenbosch University has organized a University Advancement Training Programme for University Leadership. The training will be held at the Silver Springs Hotel from 15-17 April 2014, hosted by the Vice-Chancellor, University of Nairobi and facilitated by the Advancement Academy, Stellenbosch University.

The University Advancement Programme which is suitable for Vice-Chancellors, University Presidents, Deputy Vice-Chancellors and Senior Advancement staff in Higher Education Institutions (HEI) will bring together Vice-Chancellors, Deputy Vice-Chancellors, and Executive members of notable universities in Africa.

The Programme will focus on;

- Successful advancement campaign
- The role of alumni
- Advancement marketing and communication
- Linking advancement with the institutional strategic plan
- Advancement from the perspective of potential supporters.