



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™
EL PASO

Office of Institutional Advancement

Mission and Services



Mission Statement

The mission of the Office of Institutional Advancement (IA) is to foster the institutional vision of improving patient care, education and research through stewardship of current and potential donors and engaging public relations.



IA Departments

Marketing & Communications

The Office of Institutional Advancement's Marketing & Communications team communicates the university's mission by engaging the internal campus community, as well as the greater external public; creating awareness about the education and health care provided by faculty and physicians; and promoting the research and achievements of the institution's students, faculty, staff, residents, alumni and physicians.



Marketing & Communications

Responsible for:

- External communications with community (press releases, news stories, The Scope, photos, videos)
- Institution website
- All social media (Facebook, Twitter, Instagram)
- Branding of TTUHSC El Paso and TTP of El Paso
- Creative requests (flyers, brochures, rack cards, videos, photos, invitations, other promotional items)

Visit website for more information and to request support



Development Department

Responsible for:

- Annual Appeal
- Employee Giving Campaign
- Alumni relations
- Major gifts
- Planned Giving
- Special events, donor events and president office events
- Grants for non-sponsored projects
- Help working with any private funder, including proposal development



Development Department

Requesting Grant Support

- Current system:
 - Any faculty member must register project in Cayuse
 - Any faculty member may reach out to IA for assistance
 - Looking for RFPs
 - Contacting any private funder
 - Structuring a narrative
 - Editing a proposal
 - IA and OSP will:
 - Determine if the project is sponsored or not
 - If it is, project will be managed and submitted by OSP
 - If not (if it's a gift), it will be managed and submitted by IA, through TTFI
- All private foundation proposals must be approved by IA



Development Department

Our Success

- Fiscal year 2018 | \$2,910,023 raised
- Fiscal year 2019 | \$5,743,462 raised (97.3% increase)
- Fiscal year 2020 | \$1,986,124



Development Department

Highlights for current year since September 1

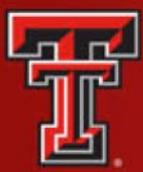
- 10 Year Anniversary Celebration of Foster School of Medicine
- \$650,000 grant for nursing student scholarships
- More than \$350,000 raised for scholarships benefitting medical students for 10 Year Celebration of Foster School of Medicine
- \$250,000 gift for medical student scholarship endowment
- \$165,000 grant to help establish the Child Psychiatry Access Network (CPAN) at TTUHSC El Paso
- \$15,000 sponsorship for Medventure for Your Life Conference & Summer Medical Camps
- \$5,000 inaugural Hunt School of Dental Medicine Scholarship
- Donation of Care Van from Caring for Children Foundation of Texas



Development Department

Endowed Deanships, Chairs, Professorships

- All four schools have endowed deans
- Jim and Julie Cardwell Endowed Chair in Neurology created through a \$750,000 gift
- Dr. Arvin and Beverly Robinson-Furman Family Endowed Chair in Radiology created through a \$750,000 gift
- Both gifts matched by TTUHSC El Paso to create \$1.5 million endowed chair funds
- \$500,000 grant received in 2019 to establish Stern Endowed Professorship in Psychiatry
- Endowed positions provide salary, benefits, and research support to faculty



Development Department

New Excellence Funds

February 2019 – February 2020

- Graham Bell GI Motility Excellence Fund
- Neurology Excellence Fund
- Psychiatry Excellence Fund
- TECHS Excellence Fund
- NICU Graduation Fund
- Raideraid Food Pantry



Thank You!

Development Team

Craig Holden, Managing Director of Development

Carolina Camargo De Luca, Discovery Officer

Valerie A. Garcia, Director of Development

Brianna Huffman, Associate Director of Special Events

Lori Navarrete, Senior Writer

Katherine Vandertulip, Senior Writer

Janine Young, Director of Corporate & Foundation Relations



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Questions?

The Office of Institutional Advancement
Welcomes You

Visit us at 1414 N. Oregon Street