

## **New Advancement Initiatives in an African Context**

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### **Abstract:**

The brief of Institutional Advancement at Mangosuthu University of Technology, a university located in a township, Umlazi, in KwaZulu-Natal South Africa is to garner third stream income through three pillars: Fundraising and Development, Alumni Relations and Enterprise Development. Despite historical and current challenges, it has introduced new concepts and ways of doing. This paper focuses on three projects: Student Giving, Alumni Giving Projects and Short Courses. In The Student Giving Campaign, the Legacy Fund has been established. The campaign appeals to the current student cohort to give what they can, in as many forms as possible, thereby up-ending the historical label that being themselves needy, they are unable to give back or support others. In the Alumni Giving R100m and Change Campaign, the focus of alumni relations engagement has been re-directed strategically to 10 alumni-driven projects which call for support from alumni and their networks of influence. The Short Course Programme has exciting offerings but no uptake, and is currently reconfiguring itself to meet more effectively the needs of industry and community to enhance job creation and skills development. Other new projects, such as the naming of un-named structures on our campuses, are proving significant in showing that advancement is both quantitative and qualitative in both contribution and measure. Innovative strategies to establish the philosophy and practice of advancement, of strengthening relationships with industry and community, and of extending our reach internationally, are helping to transform understandings of the role of the university in this context.