

## 660 FUNDRAISING FROM PRIVATE SOURCES

**660.1 Role of University Advancement Office.** The University President is the official spokesperson in all fund-raising activities. The Vice President for University Advancement, in concert with the other administrative unites of the University, will assess University needs, identify possible private sector sources for funds to meet those needs, prepare plans for soliciting private sector funds and direct the personnel and financial resources available toward obtaining resources to meet those needs. All University efforts in private sector fundraising will be coordinated through the University Advancement Office.