



**USC Viterbi**  
School of Engineering

*August 16, 2024*

New Faculty Orientation

# USC Viterbi Advancement



SENIOR ASSOCIATE DEAN FOR ADVANCEMENT



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Kaci Silverman

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# USC Viterbi Advancement

- Advancement and Team Overview
- Nuts & Bolts of Fundraising
- Partnership with Departments and Faculty
- Faculty Partnership Highlight
- Corporate and Foundation Relations

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# Viterbi Advancement

Viterbi Advancement is focused on building engagement and philanthropic support for strategic initiatives and priorities for the school and dean. Our team works with alumni, parents, friends, corporations and foundations to generate support. We connect our donors and prospects with the areas across Viterbi they find meaningful and educate them about ways to provide philanthropic and volunteer support.

# Our Team



**Kaci Silverman**  
Senior Associate Dean for  
Advancement



**Aven Yam**  
Administrative  
Services Manager



**Heidi Rosano**  
Executive Director,  
Advancement Operations and  
Strategy



**Chris Napolitano**  
Assistant Dean for  
Advancement



**Maurena Nacheff-Benedict**  
Assistant Dean, Corporate  
and Foundation Relations

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# “Nuts and Bolts” of Advancement

- Pledge vs. Outright Gift vs. Bequest
- Restricted vs. Unrestricted
- Annual vs. Major vs. Principal
- Current Use vs. Endowed

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# Donor Profiles

The donor base can come from different constituencies:

- Alumni
- Parents of students & Parents of alumni
- Friends & Philanthropists
- Faculty & Staff
- Corporations & Foundations

# Focus Areas



## SUSTAINABILITY

Energy, water,  
climate, food,  
materials,  
ecosystems,  
natural  
resources



## HEALTH

Bioengineering,  
medicine



## SECURITY

Cyber,  
infrastructure,  
supply chains



## ENRICHING LIFE

Computing,  
enabling  
scientific  
discovery



## SOCIETAL IMPACT

Human-  
centered  
design.  
mitigating  
unintended  
consequences



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# Focus Areas

## USC Presidential Moonshots

- Frontiers of Computing
- Sustainability
- Transforming Health Sciences
- USC Competes
- Athletics

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# Partnerships with Departments and Faculty

- Department Advisory Boards
- Research Efforts
- Affiliate Programs
- Viterbi Awards
- Faculty Advisor/ Lab/ Network Relationships
- Donor/ Prospect Meetings/ Opportunities
- Presentation/ Showcase/ Salon events

# Faculty Partnership Highlight

Infolab 25<sup>th</sup> Anniversary Event hosted by Prof Cyrus Shahabi (past CS Chair)

Included Advancement for an opportunity for alumni to further engage.

Outcomes: Identify and cultivate individuals and explore corporate partnerships and support.



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# Contact Us

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**Assistant Dean for Advancement**

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**Development Coordinator to Sr. Associate Dean for Advancement**

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# Thank You!

*For questions, please contact any of us directly.*

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