The Advancement Board

The Advancement Board is an advisory group of more than 90 appointed members that represents the objectives of The University of Kansas Health System and the University of Kansas Medical Center, collectively known as the academic medical center. The Advancement Board helps improve medical research and health care for the Kansas City area, the state of Kansas and the region.

The Board works to develop community and public support for the academic medical center and to bolster philanthropic efforts for education, research and patient care. The full board meets twice each year, with committee meetings and community affairs events held throughout the year. Under the direction and guidance of the Executive and Oversight Committees, standing committees work to accomplish strategic priorities.

The **Board Development Committee** identifies community leadership in targeted sectors that support a robust advocacy contingency.

The **Government Affairs Committee** works to empower board members to understand and respond to federal and state fiscal policy that impacts the academic medical center.

The **Community Affairs Committee** creates public awareness to engage and educate community leaders and advocates regarding the role of the academic medical center by sponsoring community outreach events.

The **Marketing Committee** works in partnership with professional staff to develop enhanced marketing strategies that support the priorities of the academic medical center and expand branding of the Advancement Board.

**VISION**

A powerful advocate for the transformative impact of the academic medical center, comprised of The University of Kansas Health System and the University of Kansas Medical Center.

**MISSION**

To enhance and promote the reputation of the academic medical center through a collaborative emphasis on awareness, partnership and support.
ROLE OF MEMBERS

Advancement Board members fulfill their role by:

• Spreading awareness of the mission and work of the academic medical center
• Attending board educational gatherings, orientations, committee meetings and networking events
• Making an annual contribution to the academic medical center
• Participating in fundraising and outreach events
• Cultivating prospective board members through personal and/or professional networks

ADVANCEMENT BOARD HISTORY

The Advancement Board was conceived in 2004 under the recommendation of Forrest Hoglund, KU Alumnus and member of the KU Endowment Board of Trustees. Hoglund, as chair of the Board of Visitors at MD Anderson Cancer Center, was instrumental in helping develop and adapt the duties and responsibilities of the Advancement Board, modeling from the advisory board at MD Anderson. Business and civic leaders from the Kansas City metropolitan area and throughout the state of Kansas formed the new organization to support The University of Kansas Health System and the University of Kansas Medical Center. The first Advancement Board meeting was held in June of 2005.

PARTNERSHIPS

The University of Kansas Health System, while a loyal and active partner of the University of Kansas Medical Center, is not part of the University of Kansas. The health system is an independent authority of the state of Kansas and does not receive state or local funding. As a nonprofit organization, the health system reinvests revenue into facilities, technology and resources that elevate the level of patient care provided.

KU Endowment is an independent, nonprofit organization serving as the official fundraising and fund-management organization for KU, and is a partner in philanthropy with the health system.

For more information please visit:
kumc.edu
kumed.com
913-588-5000
kurnc.edu/about-us/Advancement-Board
kuendowment.org
913-562-2700
For more information about the Advancement Board, please contact:

Emily Darling  
Director, Advancement Board  
KU Endowment  
913.562.2707  
edarling@kuendowment.org

Becci Blaesing  
Vice President for Medical Development  
KU Endowment  
913.562.2701  
rblaesing@kuendowment.org

Shawn Long  
Vice President  
Corporate and Community Outreach  
The University of Kansas Health System  
Indian Creek Campus  
913.588.2709  
shawnl@kumc.edu

Jen Mulsow  
Development Coordinator  
KU Endowment  
913.562.2706  
Jmulsow@kuendowment.org