

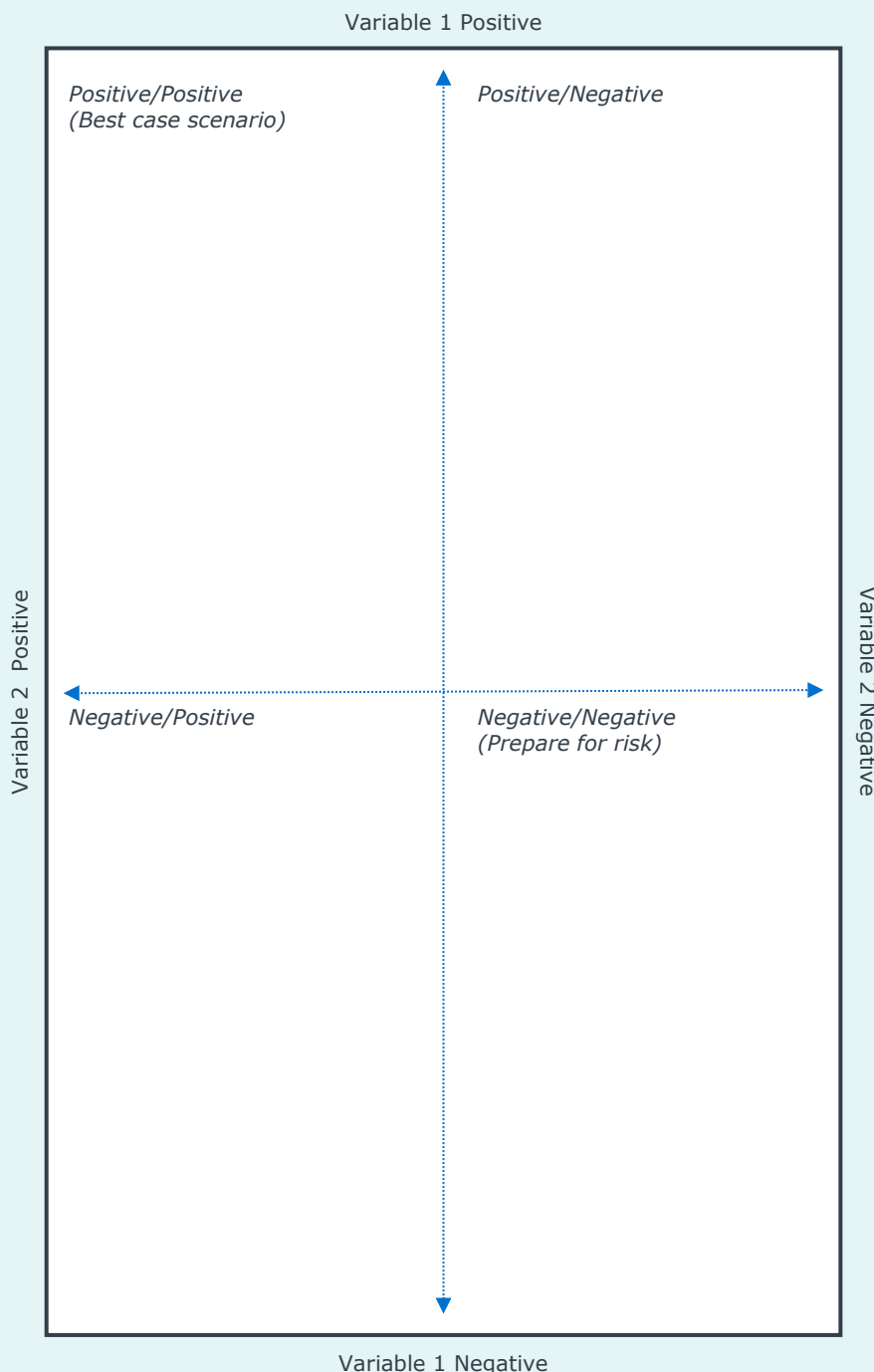


Planning During Times of Uncertainty

A Planning Tool to Help You Lead Through Change

Higher education is navigating significant challenges—from shifting federal policies and economic volatility to decreasing alumni engagement and growing public skepticism. Advancement leaders are experiencing heightened pressure from multiple directions as they work to sustain institutional support and trust.

In today's climate, long-term strategies need to be able to flex as conditions evolve. This chart helps you stress-test your advancement plans by mapping out how your strategy might shift across different scenarios. Use it to prepare for what's next, align your team around shared priorities, and make faster, more confident decisions.



1. Choose two variables to plan around

Consider the areas of greatest uncertainty or potential change for your team. These may include risks, challenges, or scenarios that warrant proactive planning.

Examples: donor engagement, budget or resources, leadership priorities, campaign planning, or staffing.

Variable 1

Variable 2

2. Assess your institution's current state

Mark the box that best represents your institution's current state. This will serve as a clear foundation for strategic planning.

How to interpret the chart:

- Positive = going well or improving
- Negative = uncertain, declining, or under pressure

If uncertainties are donor engagement and budget, the top-left box (positive/positive) means donors are engaged and funding is strong.

3. Explore each future scenario

In all four boxes, write what advancement could look like under that scenario.

- What would shift in strategy, resources, or team focus?
- What risks or opportunities might emerge?

Navigate uncertainty with a trusted strategic partner.

Speak with an EAB expert at ams@eab.com or visit eab.com/ams to learn more.

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Donor engagement

Variable 1

Resources and budget

Variable 2

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