

Group on Institutional Advancement (GIA)

The Group on Institutional Advancement (GIA) comprises alumni relations, communications, development, marketing, and public affairs professionals. It develops and disseminates resources, best practices, educational opportunities, and peer-to-peer connections that enable members to increase awareness, understanding, and support among the public, media, policymakers, alumni, and donors for academic medicine. It also fosters members' professional growth and development, interaction and collaboration within the institutional advancement community, and communication between the AAMC and its institutional members.

GIA Initiatives and Activities:

- Established DEIB Subcommittee.
- Initiated and executed first-ever GIA-GDI community discussion, which focused on communicating with a DEI lens.
- Added DEI language to call for GIA officer nominations.
- Established GIA Awards for Excellence DEI award category and added DEI criterion to all other awards categories.
- Focused on DEI in the call for AAMC Conference for Institutional Advancement proposals and selection process.
- Created intentional conference programming to incorporate and address DEI issues (e.g., Courageous Conversations, WOC & Intersectionality, Unconscious Bias, and Health Equity).
- Incorporated a land and labor acknowledgment (and related donation to a local nonprofit from GIA) at the start of the AAMC Conference for Institutional Advancement.
- Joined AAMC Women of Color Initiative.
- Implemented an outreach campaign for the conference to increase awareness of and participation in engagement and volunteer leadership opportunities within the GIA community.
- Focus on DEIB as a priority; engaged in strategic planning discussions with DEIB at the forefront.

GIA Impact and Outcomes:

- Facilitated sharing of effective communications strategies and creating new connections among two academic medicine populations.
- Increased diversity on GIA Steering Committee and Discipline Advisory Groups.
- Increased diversity in programming for content and speakers.

GIA Challenges and Opportunities:

- Lack of DEI-related data for GIA and institutional advancement communities to guide decision-making and provide metrics on initiatives.
- Lack of access to gender- and racial-identity data from AAMC Conference on Institutional Advancement registration to guide conference content development and marketing decisions and offer engagement metrics.