

University Advancement

Budget Planning Update



> University Advancement Facts

- **Division Budget: \$4.1 million (\$3.4 million state allocation)**
- **Number of Employees: 32 stateside + 35 SPF**
- **Number of Departments: 4 + the Foundation
(Alumni, Development, Initiatives & Advocacy, Marcom)**
- **Primarily external-facing, focused on attracting resources**
 - **Charitable gifts**
 - **Government and Foundation grants**
 - **Students, Employees, Reputation, Brand Equity**
 - **Engagement with 81,000+ alumni other friends**

➤ Return on Investment

- **ROI - with strings - the Advancement MBU supports**
 - **\$12 million in gift commitments annually**
 - **\$7 million in gift receipts (cash in door)**
 - **\$1.7 million endowment distributions annually**
 - **\$5 to \$10 million in government grants annually**
 - **~ \$700,000 annual Foundation operational support**
- **Plus a Marcom MBU ROI: Poly marketing push a major driver of record student applications**

› Giving is Personal

- Kathleen Welsh gave \$500,000 for a new electron microscope.
- Three alumni - Virgil Moorehead, Craig Vejvoda and Dan Phillips - as a group have given more than \$200,000 to support Wrestling.
- Mary and Robert Gearheart (emeritus) donated \$240,000 to the Gearheart Ecological Engineering Research Fund.
- Joyce West and Pamela Kelley gave \$150,000 to endow the Pamela J. Kelley and Joyce M. West Scholarship for basketball.
- Susan Edinger Marshall (emeritus) gave \$25,000 to create the Steven E. Slusser Memorial Endowment to support student travel.
- Jennifer Keller honored her parents with the Mary and Foster Keller Scholarship Endowment 12 years ago, and still gives to it.
- Scott Heller honored wife Robin Meiggs (emeritus) by giving \$250,000 to create an endowed scholarship in rowing.

> University Advancement Priorities

- **Complete and celebrate the Boldly Rising Campaign**
- **Build on campaign to expand charitable giving and alumni/donor engagement**
- **Opportunities with community partners and new industries**
- **Brand Implementation - web, media buys, digital, signage**

Highest Funding Priority

- **Base and One-time Investment in Campaign 2.0**

➤ **UA Reduction Planning**

Context: Highly dependent on one-time - State, Foundation, Poly, Grants. Base funds are a “center of gravity.” Division base budget is below 2018 level.

- **Eliminate flexible OE in Marcom - risking no room for opportunistic support and reduced unit-based support**
- **Self-support print area reduction - risking higher costs, purchase/outsourcing errors, equipment needs**
- **Reductions to fundraising and alumni engagement - risking revenue, reduced involvement of campus, loss of momentum, discouraged donors**

10-year Division Base Funding

ACADEMIC AFFAIRS



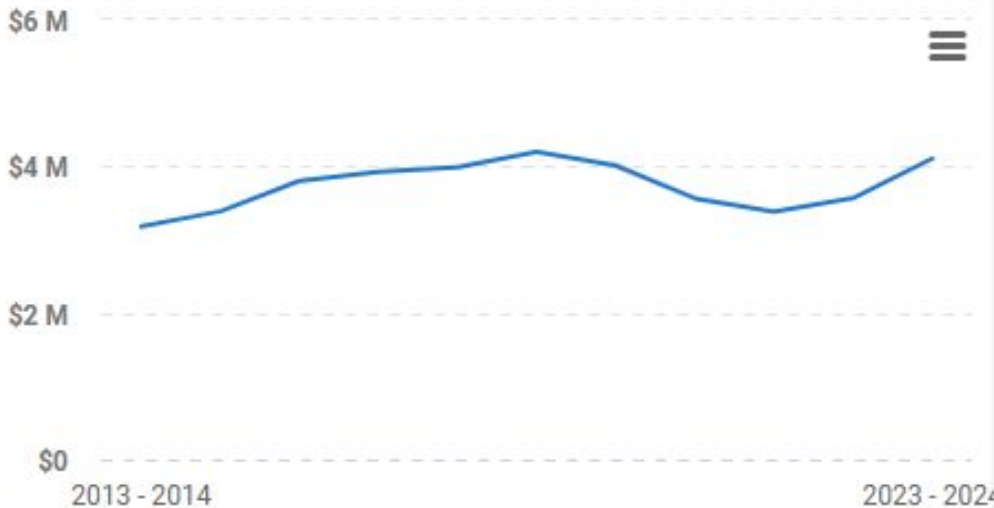
ADMINISTRATIVE AFFAIRS



ENROLLMENT MANAGEMENT



UNIVERSITY ADVANCEMENT



10-year Gift Commitments

Gift Commitments 10-Year

