

**THINK PURPLE
THINK ACCOMPLISHMENTS
THINK WESTERN**



**OFFICE OF THE VICE PRESIDENT FOR
ADVANCEMENT AND PUBLIC SERVICES**

FY15 Planning and Accomplishment Guidelines
Western Illinois University
Public Presentations 4/30/15 & 5/1/15

Respond to the following questions in ten to fifteen pages. Attach appendices with supporting documentation where appropriate. Please be sure to prepare responses that address Western Illinois University-Macomb and Western Illinois University-Quad Cities as appropriate.

Current Year
Fiscal Year 2015

I. Accomplishments and Productivity for FY15

The mission of the Division of Advancement and Public Services at Western Illinois University is to share information about the achievements of the University, its students, faculty, alumni and programs; and to articulate the institution's needs in the form of budgetary, philanthropic and programmatic support. Advancement activities are conducted primarily through the efforts of the WIU Foundation and Development Office, University Marketing, University Relations, the Visual Production Center, and University Television. Advancement also occurs as a natural consequence of academic life at the University through the contact of its faculty and administration with students, parents and friends of WIU, and simply in the manner in which alumni and friends express their loyalty and concerns.

The mission of the WIU Foundation is to maximize private support for Western Illinois University to assist in advancing its core values of academic excellence, educational opportunity, personal growth, and social responsibility. Private support enables Western Illinois University to enhance educational opportunities for its students and advance its mission of preparing a socially responsible, diverse student, faculty and staff population to lead in the global society. Private support from alumni, faculty & staff, businesses, foundations and friends has become a necessary part of University operations. Currently, the State of Illinois supplies less than half of Western's appropriated/general revenue budget. Over the past five years, the WIU Foundation has been able to provide nearly \$29 million in gifts, grants, and endowment-generated earnings in support of the University. The effect of these gifts is clearly visible in every aspect of university life, every day, on both campuses. The WIU Foundation's fundraising efforts are focused on keeping a Western education accessible to as many students as possible, regardless of their means.

A. Give a brief review of the division's goals and objectives for FY15.

a. Foundation and Development

- i. Establish new goals and objectives for the University now that the campaign is completed. Goals will be in place by July 1 and this effort will take us to the next campaign.
- ii. Fill vacant positions in the Foundation office.
- iii. Continue to work with the Director of Annual Giving to make our annual fund more cost effective in an ever-changing environment.
- iv. Increase our planned giving initiatives.
- v. **Accounting and Gift Processing**
 1. Continue to perform the comprehensive review of reports.
 2. Continue to write policies and procedures for areas in which they are deficient.
 3. Continue to enhance risk assessment initiatives.
 4. Continue to enhance training materials.
 5. Enhance training of support staff.
 6. Participate in relevant training seminars to remain updated on key issues (GASB, FASB, IRS, etc.).

vi. Prospect Management and Research

1. Use wealth screening results to identify new prospects to suggest to Development Officers for addition to their portfolios for the interim campaign.
2. Begin analyzing final results of Higher Values in Higher Education capital campaign to formulate new fundraising strategies.

3. External wealth screening combined with internal predictive modeling will identify new prospects from within our current constituent base.
 4. Compile Net Worth for the Top Prospects in Development Officer portfolios.
 5. Convert all existing reports from Crystal Reports software to Pentaho.
- vii. **Annual Giving**
1. Rebrand Annual Fund outreach into one comprehensive, University-wide effort.
 2. Plan and implement a 36-hour alumni-wide ask event in Spring 2015.
 3. Continue efforts in establishing a culture of philanthropy among undergraduate students by leveraging students participating in direct mail/Phonathon annual fund efforts.
 4. Expand “Giving Circles” program among young alumni to leverage existing social networks and increased AF participation.
 5. Increase young alumni participation in the Annual Fund from less than 5% to 10%.
 6. Increase Phonathon revenue by 10% or greater in FY15.
 7. Achieve Annual Fund fulfillment rate of 85% or greater in FY15.
 8. Reconvene Automated Phonathon records system design team to identify and implement productivity enhancements and reporting protocol.
- viii. **Special Events**
1. Continue to direct and manage traditional university events, including but not limited to Founders’ Day, Celebration of Achievement Banquet, Purple & Gold Gala, Hall of Fame, scholarship banquets, groundbreakings, and facility dedications.
 2. Oversee and manage presidential entertainment and chair the committee in tandem with the President’s and the University’s objectives related to internal and external relations as well as development, including recommending presidential events and coordinating them with the various units of advancement.
 3. Collaborate with colleges and project units throughout the University to identify themes, occasions to celebrate, execute special events in order to convey messages, foster communication with donors, and support university efforts.
 4. Implement evaluation processes for ensuring that special events activities are effective in supporting the President, University Advancement units and other University units.
- b. **University Marketing**
- i. Continue to increase WIU’s visual presence in Macomb and west-central Illinois.
 - ii. Continue efforts to increase WIU’s presence throughout the state.
 - iii. Begin digital marketing campaign efforts now that a marketing/digital marketing firm has been contracted to further promote WIU and guide University Marketing into the digital arena and target market media buys.
 - iv. Continue efforts to increase pride for WIU both internally, and within the community and region.
 - v. Develop new 15- and 30-second commercials for television, theater, digital displays, etc.
 - vi. Further promote Think Purple, and further build upon the theme/branding campaign (e.g. Think Purple, Think Success tagline again for 2014-15, but with different success illustrations/demonstrations of success).
- c. **University Relations (UR)**
- i. UR will continue its support of Foundation/giving initiatives. Support will be measured by the recognition and awareness of alumni, friends and general public of giving initiatives.
 - ii. UR will continue to enhance Western’s reputation and recognition as a top comprehensive university.
 1. Participate in initiatives through news media, social media, and other venues.
 2. Document efforts to obtain institutional recognition through news media subscription services and media exposure.
 - iii. UR will obtain national recognition for its programs, students, faculty, and initiatives.
 1. Using Newswise posting services, Profnet experts database (used to promote WIU faculty as expert sources) and feature stories that illustrate WIU’s commitment to its core values.
 2. UR will measure its success based on the “hits” WIU stories receive from media outlets.
 - iv. Use of social media to: promote Western and its faculty, programs and services globally; further enhance Western's recognition and reputation as a quality institution to attract and retain students, faculty and staff; and to engage members of the Western community with an open platform within which they can provide feedback to the institution and ask questions.

1. The implementation of social media also supports the strategic plan goal of encouraging the integration of technology to support the University's mission. UR will measure its success based on the "likes" and interaction received via social media outlets.
 - v. University Relations staff will further enhance its publications program, and will continue to produce higher quality/innovative publications, which support the strategic plan goals of attracting a diverse student body and faculty to Western.
 1. Measured by enrollment and faculty hires, as well as focus groups to rate the publications (particularly Viewbooks).
 - vi. University Relations staff will continue its outstanding relationships with media outlets to promote services, events and programs.
 1. Support the strategic plan goal of public service/outreach and increased participation in University-supported events and programming.
 - vii. University Relations staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
 1. Print publications, visual images and features stories. These are short-, mid- and long-term goals.
 - d. Visual Production Center (VPC)**
 - i. VPC will continue to provide outstanding customer service and provide new products to promote the institution. In addition, VPC will continue its relationship with University Archives to better determine the best method possible for archiving WIU's photographic history.
 1. Meet the needs of departments, organizations and individuals who seek visual images to enhance publications, websites, promotional materials, and more.
 - ii. VPC will research innovative methods to market services to students and parents, as well as to the general University and local communities.
 1. Supports the strategic plan goal of public service/outreach and increased participation in University-supported events and programming.
 - iii. VPC staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
 1. Print publications, visual images and features stories. These are short-, mid- and long-term goals
 - e. University Television (UTV)**
 - i. Continue promoting Western Illinois University, all university colleges and departments, and the community and west-central Illinois.
 - ii. Keep providing television media services to the university and community.
 - iii. Provide broadcasting students practical experience in the broadcasting field.
- B. List the most important divisional accomplishments for FY15 and document how these accomplishments support the goals and objectives of the University, including specific Strategic Plan accomplishments.

a. Foundation and Development

- i. The endowment has a value of \$43.2 million at the time this report was submitted. Total Foundation assets are now \$61.2 million. Our planned giving inventory is between approximately \$30 million and \$40 million.

Significant gifts include:

1. Major Gifts and Planned Gifts Received:

a. Dale & Esther Armstrong	\$952,000
b. William & Doris Burton	\$25,700
c. Craig Gattly Family	\$70,000
d. Nick & Susan DiGrino	\$25,000
e. Sandy Edwards	\$25,000
f. Lorraine Epperson	\$850,000
g. John & Sarah Garvey	\$25,000
h. George Grice	\$51,000
i. Maurice Kellogg	\$76,510
j. Dave & Julie Lumley	\$100,163
k. LaVern McEntire	\$32,194

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| l. | Paul & Sheila Nollen | \$62,150 |
| m. | Brian & Amy O'Connell | \$25,000 |
| n. | Bill & JoAnn Sanders | \$26,700 |
| o. | Mona Sawyer | \$26,718 |
| p. | Arlie & Arlene Seymour | \$60,270 |
| q. | Jim and Veronica Shipp | \$25,000 |
| r. | Norm & Carmelita Teeter | \$20,000 |
| s. | Dave & Jackie Thompson | \$60,000 |
| t. | Jim Wherly | \$52,250 |
| u. | Tom & Susan Wenzel | \$135,000 |
| v. | Curt & Sue Westen | \$25,000 |
| 2. | Planned Gifts Made: | |
| a. | Anonymous | \$1,000,000 |
| b. | Richard & Roseanne Bye | \$250,000 |
| c. | Cliff & Sue Haka | \$310,000 |
| d. | Ron & Audrey Thompson | \$485,000 |
| 3. | Corporate and Foundation Funding: | |
| a. | Apple Computer Inc. | \$66,843 |
| b. | Archer Daniels Midland Foundation | \$106,000 |
| c. | Chicago Mercantile Exchange Foundation | \$20,000 |
| d. | Doris & Victor Day Foundation | \$37,500 |
| e. | Dot Foods, Inc. | \$12,741 |
| f. | E I Dupont DeNemours & Company | \$15,700 |
| g. | John Deere Classic | \$57,731 |
| h. | John Deere Foundation | \$500,000 |
| i. | John Deere World Headquarters | \$20,000 |
| j. | Lowell N. Johnson Charitable Foundation | \$100,000 |
| k. | Moline Foundation | \$100,000 |
| l. | OnCampus Marketing | \$20,000 |
| m. | Sodexo Incorporated & Affiliates | \$100,000 |
| n. | Stronghurst LLC | \$25,000 |
| o. | Unitypoint Health Trinity | \$20,000 |
| p. | Wesley United Methodist Church | \$16,600 |
| 4. | Ways of Giving: | |
| a. | Mailed 47,000 financial planning advice brochures to our alumni over the age of 55 which includes a response card for those seeking additional information or a visit from a development officer. | |
| b. | Website is continually updated so that gifts can be made online. | |
| c. | Information is provided for those who wish to make electronic transfers of stock or establish giving directly from bank accounts to the Foundation. | |
| d. | Expanded ways to give through social media and text-to-give that will reach out to our younger alumni. | |
| e. | Continued to provide information to our alumni about changes in tax laws that might alter giving trends such as making contributions directly from IRA's to Western. | |

ii. **Accounting and Gift Processing**

1. Enhanced data entry accuracy and data accuracy
 - a. The comprehensive guide for using our processing system was completed– it provides detailed instructions for staff regarding how to use screens in the system. Ensuring the documents are regularly reviewed and updated to account for system and process changes in the future will be the new area of focus, as well as continuing to add new processes as they are developed.
 - b. A complete cleanup of duplicate records is a continued focus with over 1,200 sets of duplicate donors merged prior to FY15. During FY15, an additional 838 records were merged, and cleanup is not yet completed. Cleaning these issues will ensure giving levels

are accurate, coding is accurate, and mailings are accurate – eliminating costs, maintaining positive donor relations, and ensuring reporting to agencies, such as VSE are more accurate.

- c. A concentrated effort to clean up old and inactive individual records began in FY14. This has resulted in the location of additional duplicate records as well as over 1,934 records in the system that were incorrectly coded as living despite being deceased. Reports have been established to eliminate future problems of this nature; however, there is still an existing large volume of bad data that needs cleaned up before the reports can be fully utilized. This process will get deceased records out of our system, so they do not skew data reported to agencies relating to things like alumni giving for the VSE. In addition, graduates with no information in our system are being confirmed with the Registrar's Office in an effort to get accurate information into the Foundation database. An outside vendor was used to update lost alumni and donors. Friends with less than \$100 in total giving to WIU who could not be located were permanently lost. This vendor was also used to update deceased alumni and friends. Both endeavors should result in reduced mailing costs and enhanced accuracy of data.
 - d. Preliminary plans remain underway to completely recreate donor level coding in the system, as it is currently very inaccurate resulting in the wrong people being invited to events, placed into mailings, etc. As an initial cleanup, over 4,000 non-alumni records incorrectly coded as donors with no receipts were cleaned up, and an edit check remains in place to correct these until the donor level coding is fixed. This cleanup will reduce costs by removing people from solicitation mailings who are not donors and will not likely give.
 - e. Social Security numbers, a security risk, have been removed from several tables and screens in the system with the remaining removal planned for FY16.
 - f. System modifications were implemented to categorize gifts in an effort to provide better reporting mechanisms for future campaigns in which giving can be broken down by categories, such as operating support, scholarships, professorships, and more.
 - g. Edit checks continue to be established to catch certain data entry errors before they become problematic. A few examples of FY15 modifications include initiative code edits to ensure codes are correct for internal and external reporting, soft credit and matching gift edit checks to ensure donor totals are correct in the system, a check on pledges with incorrectly computed benefit balances, credit card gifts missing e-mails to ensure the database is maintained with new e-mails of donors.
2. Enhanced efficiency and productivity in data processing procedures
- a. The automation of the Scholarship Disbursement process was completed during FY15. Through this process, a new screen was created where departments will be able to enter student scholarships to be disbursed directly into the system for approval, thereby eliminating processing duplication by taking the entire system online. The system will then generate an e-mail with the submitted information to both the person who entered it, the Scholarship Office, and the Foundation Accounting Office. The new system will not only enhance processing efficiency by eliminating rework and redundancy, but it will also provide all departments involved with added enhancements that will enable them to ensure their scholarship recipients meet legal requirements set forth by the donor, as well as enhance accuracy, retrieval time, and transparency for external auditors.
 - b. Several campus-wide processing forms were updated during the year and posted to the Foundation Website as fill-in forms. This will enable departments to access forms as they need them and type directly in them, both of which should decrease processing time.
 - c. All scholarship criteria has been scanned into Laserfiche and access has been given to Foundation and Scholarship staff – this ensures accurate information is on file in both offices at all times, as well as provides a quick means to pull data when departments have questions.
 - d. Combinations for new initiative codes were set to auto-fill based on predefined criteria in effort to both reduce error and decrease processing time. Programming was also implemented to stop invalid code combinations. This will greatly streamline reporting processes for future campaigns, as well as enable counting of gifts in different categories.

- e. Automation of donation receipt uploads was started for a new vendor for mobile giving. This will allow information to be pulled directly from the vendor's Website and uploaded into our system, which will reduce processing time and decrease errors.
3. Enhanced accountability
- a. Over 30 new edit check reports were created to catch entry-type and system maintenance-type issues before they become problematic. The focus continues to remain on making the user aware of the issue created in an effort to educate and eliminate future errors, as well as on implementing processes to eliminate the future need of mass maintenance issues such as these.
 - b. As a long-term project, policies and procedures continue to be reviewed and written. These policies and procedures will help ensure there is a standard and legal "best" practice for routine transactions or situations that may arise. These policies will be posted to the Foundation website, as needed, to help improve transparency of Foundation policies and procedures.
 - c. The Foundation Accountants are undertaking routine continuing education to ensure they are up-to-date on relevant accounting procedures that are unique to the Foundation. This will help ensure compliance initiatives are met, information is accurately reported, and procedural changes are implemented in a timely manner. Some areas of education during FY15 included the following topics: non-profit accounting, grant management, quarterly accounting updates, compliance 990 Tax updates, PCI Data Security updates, NACUBO endowment study reporting, and more.
 - d. Accounting procedures have been enhanced for interval tasks, such as yearly tasks and year-end tasks. At this time, comprehensive lists are in place that include where data is to be saved on both the "S" drive and in electronic storage to ensure processing is identifiable and normalized for future years.
 - e. Programming enhancements were put in to not allow adjustments of prior year pledge balances. Pledges receivable has never reconciled to zero for the Foundation. Each year some programming changes are implemented in an effort to help narrow down the problem. To date, the discrepancy is no longer material, so we are closer to locating all issues.
 - f. The cross reference screen in the FDAL database was re-written. This allows for better documentation and reporting. Prior to the enhancement, pulling combined giving reports was cumbersome; this change has also allowed for enhancements in many edit checks enacted to identify and reduce data entry problems.
 - g. During FY13, a comprehensive account review of all 1,700+ accounts was completed – the multi-year project was done to ensure accounts are utilized as restricted by donors and to enhance account documentation. Additional progress was made on the following items relating to this project that are still in progress during FY15:
 - i. Several accounts continue to not be utilized, so the goal is to continue to follow up with departments to get the accounts used or closed as needed. This resulted in 22 funds being depleted in accounts that were subsequently closed.
 - ii. Accounts with missing documentation are being followed up on so that donor intent can be documented and the funds can be utilized. This has resulted in a comprehensive plan to get all scholarship criteria up to date. During FY14, over half of the areas on campus received a binder with newly modified and up-to-date criteria in it. During FY15, binders were sent to remaining departments for all remaining colleges except Kinesiology, BGS, International Studies, Quad Cities, Student Services, and criteria falling under "others" in the system.
 - iii. Current Account Signature Sheets are now on file for all funds, and report recipients are now on all accounts.
 - iv. BR sub-code descriptions for scholarship feeds were cleaned up on over 275 Foundation accounts that contained incorrect descriptions on scholarship feeds.
4. Enhanced training materials
- a. During FY15, the print screen user manuals from MVS were created for all new screens, as well as the one screen without previous instructions. Ensuring these manuals stay up-to-date as processing and programming changes occur will be a priority, as there was no

- such manual prior to initiation of this project in 2010.
 - b. F1 Help features were fully implemented on all regularly used Foundation screens that did not previously have the option. The help will be added to new screens at creation moving forward and updated with database changes to ensure users have accurate and up-to-date information.
 - c. During FY15, Foundation Accounting did annual training for the campus community with the Scholarship Director relating to the creation of a new scholarship disbursement screen and process, as well as provided updates on modified procedures and policies.
- 5. Enhanced policy manuals.
 - a. A preliminary list of over 25 new policies needed was created during FY14 with a long-term objective of creating the policies, as well as a schedule for implementation and upgrade.
 - b. The following progress was made during FY15 on policies:
 - i. New policies were written for Foundation Payroll and Foundation contracts.
 - ii. The following policies that were severely outdated were updated and re-written as needed: Capital Asset Policy, Fraud Policy, Petty Cash Policy, Disposal of Records Policy, and Outstanding Check Write-Off Policy.
 - iii. The following policies were updated in accordance with review schedule: Investment Policy Statement, Raffle Policy, and Underwater Endowment Funds Policy.
 - iv. The following policies will take top priority for the remainder of FY15 and FY16: New Account Policy, Gift-in-Kind Policy and Procedures, Credit Card Machine Loan Policy, and Action Procedure Policy.
 - c. The following progress was made during FY15 on forms linked to Foundation policies:
 - i. New forms were created during FY15: Petty Cash Account Certification Form, Scholarship Disbursement Instructions.
 - ii. Old forms were updated during FY15: Prize Winner Form, Raffle Winner Form, FDAL System Access Request Form, and Agreement for Professional Services.
- iii. **Prospect Management and Research**
 - 1. Utilized DataDesk software to build a predictive model of donor propensity to give for 117,706 alumni (this can help fundraisers prioritize prospects within their portfolios). We now have these scores for 7 consecutive years.
 - 2. Devised MVS database screen enhancements and utilized reporting software to develop ways to demonstrate fundraising progress for individual fundraisers.
 - 3. Updated FPTR screen for Proposal Ask Plans for Development Officers to track progress of Top Prospects; added field for certified amount to denote when all required documentation is received by the foundation.
 - 4. Created new reports to show “moves” for top prospects that Development Officers have completed toward asking for a significant gift as well as completion of proposals.
 - 5. Completed Voluntary Support of Education (VSE) survey reporting FY14 fundraising totals as required by CASE and CAE.
- iv. **Annual Giving**
 - 1. Strategic Plan Goal: “Increasing the percent of Alumni giving to the University”
 - a. Targeted direct mail and Phonathon outreach to high propensity friends and alumni in the implementation of a fiscally responsible annual fund campaign.
 - b. Additional Accomplishments:
 - i. Advised the WIU Philanthropy Club – to assist in creating a culture of giving among current students and facilitate current and future participation in the Annual Fund.
 - ii. Established Mobile Giving Initiative (text “GIVEPURPLE” to “41444”)
 - iii. Implemented variable-text printing in Direct Mail outreach.
 - iv. Increased total number of Phonathon donors for Fall 2014 Annual Fund initiatives.
- v. **Donor Relations**
 - 1. Stewardship
 - a. Maintained timely, personalized acknowledgement of Foundation gifts of \$500 and above. Individual letters from VP Bainter were sent to nearly 1,300 donors so far in FY15.
 - b. Drafted acknowledgement letters for President Thomas for major, special and

- presidential scholarship gifts.
 - c. Sent special greetings to more than 350 first time donors so far in FY15.
 - d. Notified donors with pending matching gifts the procedures necessary to capture that gift.
 - e. Generated monthly reports of memorial contributions to family member/points of contact.
 - f. Sent calendar year-end thanks and tax information to 1,085 donors (an increase of 265 from FY14). Corresponded with donors who make multiple gifts in a year as they are moved from individual to annual receipts; numbers increase each year.
 - g. Coordinated with accounting for the mailing of some 260 annual endowment benefactor reports. Reports are personalized with an individualized cover, inside letter, report and glossary. The number of benefactor reports sent this year increased again from the previous year; positive feedback was received from those donors who previously had no reporting of their endowments.
 - h. Coordinated the Foundation's holiday card, gift, and flower program. While we try to decrease the number of cards and gifts in order to conserve resources, we still distributed over 760 cards and 21 poinsettia plants to major donors and friends of the university during the holiday season. Board members and staff were given a Colonel Rock 2015 calendar.
 - i. Documented personal stewardship visits to individual donors, with topics ranging from finalizing scholarship criteria to profile interviews to endowment agreements. Phone calls, emails and informal visits with donors occur on a daily basis.
 - j. Personally steward a portfolio of major donors with multiple interests or without a designated development officer (Gil Belles, Bill & Jacquie Brattain, Linda Jani, Rolf Maurer, Gordy Taylor, Bea & Jim Wehrly, Tate Lindahl, Dick & Susan Passmore, etc.)
 - k. Collaborated with University Relations to publicize major campaign gifts as they were received
 - l. Assisted with Foundation, Scholarship and Presidential Entertainment events. Represented the Foundation Office at campus and community events.
- 2. Communications
 - a. Wrote press releases for all Foundation gift stories and events.
 - b. Developed content and supervised production of two issues of Developments Newsletter. Wrote all major gift news features.
 - c. Wrote Foundation content for Western News and arranged for two to four Foundation news features to be included in each issue.
 - d. Provided Foundation gift stories for Alumni's RockEnews.
 - e. Monitored and updated Foundation website content.
 - f. Developed content for Foundation related publicity and correspondence.
- 3. Other
 - a. Assisted Development Officers as needed.
 - b. Worked with individual donors on specific gifts.
 - c. Assisted with the Think Purple public relations campaign. Within the community, t-shirts were distributed to participating businesses. Took orders for and delivered shirts, corresponded with participating businesses, and maintained calendar. Coordinated with the Macomb Area Chamber of Commerce.
 - d. Coordinated details for two President's National Advisory Council meetings.
 - e. Assisted in the promotion and coordinated fundraising for the William E. Brattain Lounge in the University Union.
 - f. Served as a volunteer board member the Performing Arts Society.
- vi. **Special Events**
 - 1. Executed four President's Tents during Football season and one President's Buffet during Basketball season. These events recognized a variety of individuals such as: new employees, retired faculty, staff, and administrators, local veterans and active duty military, faculty & staff who donate to the University.
 - 2. Planned a variety of recurring events funded by the Foundation Office including: Athletics Hall of Fame Banquet and one scholarship banquet.
 - 3. Assisted Athletics with the Purple & Gold Gala/Auction.

4. Continued to develop the Presidential Entertainment Initiative by assisting with arrangements for the President's Press Box and President's Gallery of Seats for each home football game.
 5. Contributed to the planning and execution of the logistics and events surrounding the Founders' Day Ceremony.
 6. Assisted with planning and implementation of the Campaign Finale Celebration-May 2014.
- b. University Marketing**
- i. Continued to promote the Think Purple Campaign locally and regionally.
 - ii. University Marketing's digital marketing and advertising campaign (April 2014-March 2015) yielded a total of 77,076,425 impressions. Essentially, that means that more than 77 million times WIU ads appeared on websites, including Google, Bing/Yahoo, Facebook, Hulu, Pandora, Twitter, and YouTube, in both desktop and mobile formats. The total number of click throughs for these ads (placed on the previously listed websites) is 223,770, which is an overall click-through rate (CTR) of .38 percent, well above what is considered a satisfactory CTR in the online advertising industry.*
 1. Based on this data, according to Media Link, the messaging (which was conceived and implemented by WIU Marketing) used in the three-phase campaign "resonated" a very high rate with the target audience; therefore, overall, it can be described as an effective digital media campaign.
 2. *4/18/2014 MarketingCharts reported that in a Sizmek study, in North America, the average click-through rate (CTR) for standard banners slipped from 0.1% to 0.08%, while flash rich media CTRs jumped from 0.14% to 0.25%.
(<http://www.marketingcharts.com/online/digital-display-ad-benchmarks-by-region-in-2013-42087/>)
 - iii. With University Relations and University Television, developed a series of six 30-second Think Purple/Think Success videos featuring five WIU students and a general image piece. Commercials played in movie theatres during the holiday break and on commercial television stations during select special events, premieres, finales, etc.
 1. Screenvision Theaters: December 12, 2014, through January 8, 2015
 - a. Wehrenberg Bloomington Galaxy; Bloomington, IL
 - b. Rave Grand Prairie 18; Peoria, IL
 - c. Westland Mall 10; Burlington, IA
 - d. North Riverside 6; North Riverside, IL
 - e. Hannibal 6; Hannibal, MO
 2. NCM Theaters: December 5, 2014, through January 8, 2015
 - a. Cantera 17 with RPX; Warrenville, IL
 - b. Cinemark – Joliet; Joliet, IL
 - c. Naperville 16 with IMAX; Naperville, IL
 - d. Northbrook Court 14; Northbrook, IL
 - e. Portage 16 with IMAX; Portage, IN
 - f. Schererville 16 with IMAX; Schererville, IN
 - g. Streets of Woodfield 20 with IMAX; Schaumburg, IL
 - h. Chesterfield 14 with IMAX; Chesterfield, MO
 - i. Edwardsville 12 with IMAX; Edwardsville, IL
 - j. O'Fallon Stadium 14; O'Fallon, MO
 - k. St. Louis Mills 18 with IMAX; Hazelwood, MO
 - l. Tinseltown Kenosha; Kenosha, WI
 - m. Springfield 12; Springfield, IL
 - n. Fitchburg 18 with IMAX; Fitchburg, WI
 - o. Davenport 53, 18 with IMAX; Davenport, IA
 - p. Moline Stadium 14; Moline, IL
 - q. Willow Knolls 14; Peoria, IL
 - r. Rockford 16 with IMAX; Rockford, IL
 - s. Quincy 6; Quincy, IL
 3. WGEM; Quincy, IL (NBC/CW/FOX): Contract July 1, 2014 through June 30, 2015
 - a. NFL NFC Playoff and Championship Games
 - b. Sunday Afternoon & Night Football Games

- c. NLCS Baseball Game & Pre-game
- d. World Series Games 1 & 7
- e. American Idol Show
- f. 5 p.m. Evening News
- g. The Today Show
- h. The Voice Premieres, Seasons 7 & 8 and Encore Program, Season 8
- i. America's Got Talent Finale
- j. Saturday Night Live 40th Anniversary Special
- k. "Own the Game" Super Bowl Game Package
- l. Cubs/Sox/Cardinal Games April-June
- 4. KHQA; Quincy, IL (CBS):
 - a. Chicago Bears at Detroit Thanksgiving Football Game
 - b. Web & Mobile Digital Blitz in February & March 2015
- 5. FOX Midwest Sports (St. Louis):
 - a. St. Louis Cardinals vs. Chicago Cubs Baseball Games
- 6. WAOE TV (Peoria/Bloomington): Contract September 29, 2014 through June 28, 2015
 - a. Chicago Cubs/White Sox Games
 - b. IHSA Football Playoffs
- 7. WCIX (Springfield/Decatur/Jacksonville/Champaign):
 - a. IHSA State Football Championship Games
- 8. WEEK (Peoria): Contract September 29, 2014 through June 28, 2015
- 9. KWQC (Quad Cities):
 - a. The Voice Premiere
- 10. WQAD (Quad Cities): Contract November 1, 2014 through June 30, 2015
- 11. COMCAST (Peoria and Tazewell County):
 - a. Monday & Thursday Night Football Package on ESPN August through December
- 12. COMCAST (Macomb/Galesburg):
 - a. September St. Louis Cardinal Games
- 13. COMCAST (Aurora/Naperville, Joliet, St. Charles/Wheaton)
 - a. NCAA Football Package on ESPN each Saturday in November 2014
 - b. Contract for 202 spots over 8 networks 11/14/14 through 1/15/15
- 14. CHARTER MEDIA (St. Charles and West County, MO)
 - a. NFL St. Louis Cardinal Football Games in October and December 2014 on ESPN & NFL Network
- 15. CHARTER MEDIA (Hannibal, MO)
 - a. St. Louis Cardinal Baseball Playoff Games on FOX Sports 1, September & October 2014
 - b. St. Louis Cardinal Baseball NLCS Games on FOX Sports 1 in October 2014
- 16. CHARTER MEDIA (Quincy & Adams County, IL, and Hannibal, MO)
 - a. 600 spots on 11 networks, 10/27/14 to 11/2/14
- 17. CHARTER MEDIA (Quincy & Adams County, IL)
 - a. Nic Wallenda Live Skyscraper Walk on 11/1/14
- 18. CASS COMMUNICATIONS (Virginia, Jerseyville, and Williamsville, IL, Systems)
 - a. Over 2,400 spots aired from 7/28/14 through 6/30/15
 - b. Cardinal vs. Dodgers spots airing 7/19/14 & 7/20/14
- iv. In addition, University Marketing participated in a year-long contract (July 1, 2014, through June 30, 2015) with WGEM (NBC/FOX/CW) in Quincy, Illinois, in which WIU commercials were aired frequently. University Marketing entered into extended contracts (October 1, 2014, through June 30, 2015) with WEEK and WQAD television stations in Peoria and Bloomington. University Marketing continued its partnership with Macomb's Rialto Theater as a cinema venue—showing these same thirty-second commercials in six screens daily plus the lobby television.
- v. Continued contract (paid by University Relations) for three thirty-second audio commercials on CBS Sports 920 in St. Louis.
- vi. General WIU and Think Purple/Think Success marketing and promotion appeared in print publications in Macomb, Quincy, the Quad Cities and Keokuk. Chicago Homecoming 2014 was widely publicized throughout Chicagoland with ads in the Chicago Sun-Times, the Chicago Daily

Herald, and the Chicago Tribune. Ads congratulating Ashley Luke as Lincoln Laureate and as the Capital One Academic All-America of the Year for Division I Women's Basketball were placed in newspapers in Kenosha, Wisconsin; Springfield, Quincy, Macomb, Peoria, and Chicago, Illinois; and Davenport, Iowa. Superintendent of the Year and WIU alumnus, Thomas Bertrand, was also recognized for his achievement with an ad placed in the Springfield State Journal Register. Western Illinois University had a presence in several college and career guides including Quincy and Will and Grundy Counties in Illinois, and also in Keokuk, Iowa. An annual sponsorship was maintained at the John Deere Classic each day in the Daily Pairings Guide. New this year in print publications was inclusion in the Chicago Football Magazine (Chicago Bears' NFL Season Kickoff issue) and the USA Today Veteran's Affairs edition.

- vii. Billboards featured the following messages at the listed locations:
 1. Think Purple, Think In-State Tuition: St. Louis
 2. Your Success Story Starts (Begins) Here (At Western): Beardstown, Quincy, Macomb, I-80 & I-294 in Chicago
 3. Princeton Review Best Midwestern College ranking: St. Louis, Good Hope, Springfield, Burlington, and I-80 in Chicago
 4. Ashley Luke Capital One Academic All-America Division I Women's Basketball: Macomb, Roseville, Moline, and Springfield
 5. Go Leathernecks! There's only one Leatherneck Football: Roseville- shared with Athletics
 6. We are the Leathernecks! A Military Friendly School: Roseville, Springfield, and I-55 in Chicago
 7. Welcome to Leatherneck Nation! and Welcome to Leatherneck Country: Good Hope and Macomb
 8. Continued to display banners and flags on University property (on campus proper and University streets), on various city of Macomb routes, and in local businesses. Added to the number of on-campus banners being displayed on University Drive and the football pit.
 9. Continued advertising on scrolling and digital signage at high school gymnasiums and stadiums in schools in Iowa and Illinois with the addition of the Rock Island Alleman High School gymnasium and the Burlington High School stadium.
 - a. Burlington High School gymnasium
 - b. Davenport North High School gymnasium
 - c. Davenport West High School gymnasium
 - d. Bettendorf High School gymnasium
 - e. Burlington High School Stadium scoreboard
 - f. Keokuk High School gymnasium
 - g. Ft. Madison High School gymnasium
 - h. Indian Hills Community College gymnasium
 - i. United Township gymnasium
 - j. Rock Island Alleman High School gymnasium
 - k. Rock Island High School Stadium
 - l. Rock Island High School gymnasium
 - m. Davenport (Brady Street) Stadium
 - n. Freeport High School gymnasium
 - o. Belvidere High School gymnasium
 - p. Belvidere North High School gymnasium
 - q. Geneseo High School gymnasium
- viii. Promotional materials, such as Think Purple clings, window perforations, and banners were provided to local businesses and on campus.
- ix. New this year was the purchase of an advertising package with the Peoria Rivermen, including dashboards that received a lot of exposure in the Peoria Journal Star sports section. Paid for in FY14, a contract was entered into with the Burlington Bees' during their season from April 8 to September 1, 2014. The Best Midwestern College message was displayed on an outfield billboard during the Bee's season.
- x. Also added this year were window clings on two Fulton County rural transit vans and a Chicago PACE bus interior scrolling message campaign targeting eleven specific stops and including two time-of-day messages every day from February through May.

- xi. Purchased a media package in GI Jobs Magazine, featuring a print ad and school web profile to promote our Military Friendly status.
- xii. During the holiday season, targeted advertising took place in Woodfield Mall in Schaumburg from November 25, 2014, to January 5, 2015, on ten kiosks and at Northbrook Court in Northbrook from November 14, 2014, to January 9, 2015, on a sky banner. A 12' x 8' digital screen was leased in Water Tower Place in Chicago on Michigan Avenue from November 14, 2014, to January 9, 2015, as well as a large outdoor digital screen at Oakbrook Center during the same time frame. New this year was the addition of leased space for sky banners displayed at Northwoods Mall in Peoria and White Oaks Mall in Springfield from November 26 to December 31, 2014.
- xiii. With the financial help of Athletics, University Marketing leased 4 LCD signs at the Milwaukee, Wisconsin, airport featuring Ashley Luke as Oak Creek High School Graduate and Capitol One Academic All-America athlete.
- xiv. Developed, with University Relations, the Holiday Greeting video, featuring the University Madrigal Singers.
- xv. University Marketing continued to offer purple t-shirts and polo shirts to businesses for their employees to wear during selected Think Purple days/weekends throughout the year. Pennants and a flag were also supplied to the International Health Honors class for its trip to New York with a possible appearance in the plaza crowd at the Today Show.
- xvi. The Western Illinois University general image thirty-second commercial was also used on ESPN3, Summit League tournaments, and other televised athletic events to promote Western.
- xvii. Continued to enforce the University's licensed vendor policy and visual identity guidelines/logo usage policy. Reviewed hundreds of artwork submissions by licensed vendors for application on promotional goods. Worked as a liaison between campus units and unlicensed vendors to secure agreements necessary for payment of promotional items ordered and received from unlicensed vendors.
- xviii. Working with University Relations, University Marketing produced the 2015 Colonel Rock Calendar, with photographs provided by the Visual Production Center.
- xix. Renewed University Marketing's advertising lease and added new artwork on a back-lit connector in the Quad Cities airport featuring student athlete Ashley Luke.
- xx. Continued our contractual relationship with Learfield Licensing Partners (LLP), our licensing agent, formerly Licensing Resource Group (LRG). LLP collects royalties from our licensed vendors and issues royalty checks to Western on a quarterly basis. LLP also assists in the policing of merchandise bearing Western's logos.

c. University Relations

- i. Managed Crisis Communication.
 - 1. Coordinated/handled all media inquiries, including national media, following a fight on campus, in which a video went viral and received national play. Shinberger handled all media follow-ups to the ongoing situation as a result of the incident.
 - 2. Coordinated timely warning notices per Clery Act mandates for two crisis-related situations from July 1, 2014-March 20, 2015: off-campus assaults. Shinberger handled media inquiries in regard to the incident.
 - 3. Coordinated messages and updates re: state's ongoing cash flow/budget crisis.
 - 4. Coordinated weather-related announcements.
- ii. Promoted WIU Programs, Activities, Events & Accomplishments.
 - 1. Promoted Western's national rankings, Cost Guarantee and recognition from U.S. News & World Report, Princeton Review, GI Jobs, and more.
 - 2. Participated in national media networks through third party services (Newswise and Profnet) to promote Western's programs and faculty. Examples include from Newswise (a service for journalists to find stories and experts): tornado recovery expert available - 3,714 hits; counter-terrorism/homeland security - 5,184 hits; emergency management/civil disorder - 3,430 hits.
 - 3. Working with local, regional media, wire service reporters, and national media, UR staff coordinated interviews in which Western faculty and staff served as expert sources for such stories as state budget/economy; extreme weather (tornadoes); terrorism, civil unrest/Ferguson; law enforcement issues; Ebola; and more.
- iii. Supported WIU Marketing Initiatives/Think Purple Campaign.
 - 1. Darcie Shinberger, along with VPAPS Bainter, Marketing Assistant Teresa Little, and UR

Assistant Director Teresa Koltzenburg continued to coordinate the University's marketing efforts, including a new digital marketing campaign, licensing/trademark policy inquiries/infringements, licensing and trademark agreements/approvals and logo approvals, as well as billboard and other advertising placement throughout the state.

2. UR Assistant Director Teresa Koltzenburg, in cooperation with Shinberger and Bainter and UTV staff, conceived the next iteration of Western's Think Purple, Think Success branding initiative/campaign. The "#Success Story" concept featured students (e.g., Michael Quigley, Ashley Luke, Sarah Donnelly, and Artie Martinez) and alumnus Arsenio Mims in a series of 30-second commercial spots. Koltzenburg scripted the series and Roger Kent and Todd Draeger from University Television produced the 30-second commercials. (#SuccessStory playlist on YouTube: <http://www.youtube.com/playlist?list=PL6IDv5Uyc-sLdw7dDZv2ykdpIRpeWQUh9>)
 3. Caren Bordowitz designed the 2015 Col. Rock Calendar, with photographs from VPC. The calendar has been sold through the bookstore (and provided for giveaways), with profits going to support Rocky's Fund.
- iv. Supported University Admissions & General Promotions Initiatives.
1. UR Assistant Director Teresa Koltzenburg served on Horn Field Campus 50th anniversary planning committee, as well as helped coordinate publicity/promotion for the event.
 2. Public Information Specialist Jodi Poseschil continued to assist Admissions with a media campaign to promote the Centennial Honors, Commitment and Transfer scholarships by writing and sending news releases to each recipient's hometown paper.
 3. Continued to design projects and promotions for the University's Think Purple marketing campaign (Jessica Lambert & Caren Bordowitz).
 4. Produced Undergraduate & Graduate viewbooks, as well as additional Admissions recruitment publications/projects to complement the viewbook and other promotional materials.
 5. Designed advertising materials (print ads, billboards, banners, etc.).
 6. Designed Summer Session 2014 and 2015 promotional ads, posters, etc. as well as releases/promotions.
 7. Shinberger scripted and coordinated a new campus video "walking tour" to showcase the University to prospective students/families. Ryan Severs of University Television produced the 7.5 min. video, along with the 11 separate segments featuring different facilities/programs on campus. VPAPS Webmaster Jessica Lambert designed a landing page to house the tour, along with 360 photos taken by Larry Dean of VPC.
- v. Continued Social Media/Web Initiatives for Marketing, Recruitment & Promotions.
1. Under the direction of Assistant Director Teresa Koltzenburg, continued to maintain and update Western's Facebook, Twitter, and YouTube accounts.
 - a. As of March 20, 2015, WIU's Facebook account has 40,796 likes (compared to 25,394 likes in March 2014; 21,054 likes in March 2013; and 15,564 March 2012). The year-over-year increase (from fiscal years 2014 to 2015) was significantly higher in years past. A digital campaign, implemented by MediaLink resulted in a significant increase of followers for the page. (Interesting note: In March 2010, we had only 6,809 likes/fans).
 - b. Under the direction of Koltzenburg, and produced by University Relations student workers, several videos were conceived, produced and edited to promote a variety of WIU programs/initiatives (homecoming, academic departments, campus safety, Rocky After Dark, to name a few).
 - c. UR's Twitter feed, @WIUNews, has 8,286 followers (compared to 4,916 followers in March 2014 and 3,127 followers in March 2013); and WIU's YouTube channel has 783 subscribers (511 subscribers in March 2014 and 395 subscribers, March 2013), but videos typically garner hundreds (and in some instances, thousands) of views.
 - d. WIU's Instagram account, established in Spring 2013, now has 2,142 followers.
 - e. Koltzenburg continued to manage the University's presence on other social networks, including LinkedIn. Western's page has 51,404 followers (compared to 45,487 followers in March 2014). The University is also represented in LinkedIn Groups, with Koltzenburg managing and monitoring a "Western Illinois University Group," which includes 3,921 members (compared to 2,889 members in March 2013). Members in this

- group can post jobs, career discussion topics, information and content related to career advice, as well as information related to Western.
- f. In addition, Koltzenburg helped staff in the Centennial Honors College, WIU Renewable Energy Interdisciplinary Studies Program, WIU Management and Marketing, and others set up LinkedIn sub-groups (under the Western Illinois University Group).
 - g. Continued the UR blog Beyond the Bell Tower. Teresa Koltzenburg and Jodi Pospeschil are the main contributors to this blog. In late 2014, via the Beyond the Bell Tower blog, Koltzenburg began a monthly series (at the request of Rick Carter and Christie Carmack from the School of Distance Learning, International Studies and Outreach) called "International Student Success Spotlight." The monthly installment focuses on the experiences and successes of Western's international students. In addition, in February 2015, Koltzenburg started a monthly series for the Council of Administrative Professionals that also focuses on individuals at Western; each month, she composes a brief question-and-answer feature that highlights an employee member of COAP. (This effort is part of her role as a member of the executive board of COAP and chair of that board's marketing and outreach committee.)
 - h. Koltzenburg and Shinberger also coordinated the establishment of President Thomas' Facebook page, Twitter account, and blog, and continue to assist in the maintenance of the President's social media initiatives.
- vi. Continued University-Community Outreach Efforts/Professional Development Initiatives.
1. Editorial Writer Alisha Looney served as a presenter for Communications Day for the Department of Communications; is a member of the Civil Service Employees Council; and is a Building Connections mentor.
 2. Graphic Design Associate Caren Bordowitz completed an accessibility webinar. She also volunteers with MHS Marching Band and Scholastic Bowl.
 3. Publications Manager Tim Engel coaches at VIT Junior and Senior High School and is a member of the VIT Booster Club.
 4. Administrative Clerk Christie Eyler recently completed training in Rec Trac, Excel-Advanced, Excel-Functions, and Linked-In, and she completed an Accounting 307 class. She is a member of the Rushville Community Band, directs various small vocal groups for various events, and is a scorekeeper for RIHS track.
 5. Assistant Director Teresa Koltzenburg currently serves as Council of Administrative Professionals Vice President (July 1, 2014–July 1, 2015), COAP Marketing and Outreach Committee Chair (since July 2014), Team Captain for COAP Relay for Life Team for WIU's 2015 Relay for Life Event in April 2015, Social Media Working Group Leader/Organizer, Web Accessibility Committee Member, IT Governance Marketing and External Alliance Member, Higher Learning Commission - Persistence and Completion Off-Campus Retention Team Member, and a Building Connections Mentor. She has taken Accounting for Managers (300-level course in accountancy dept.), and recently participated in Social Media Strategy for Higher Ed (Academic Impressions conference), Infographics for PR and Internal Communications webinar, and FOIA and Open Meetings Act training. She has led training sessions for Twitter and social media for WIU employees and the School of Graduate Studies. She is a volunteer reader for Audio Information Services (reads weekly for visually impaired), and a Big Sister with Big Brothers and Big Sisters of McDonough and Warren Counties.
 6. Webmaster Jessica Lambert serves on the Employee Wellness Committee, web accessibility committee, the Civil Service Employees Council and the iTac web committee.
 7. Public Information Specialist Jodi Pospeschil developed a public relations internship in UR as part of her master's program in Liberal Arts and Sciences. She is a member of the ADA Accessibility Committee and the WIU Publications Board (secretary). She also serves as liaison between the University and community for the annual Balloon Rally, which is held on WIU's campus, and is a member of the Macomb Community Foundation Board, the Macomb Alzheimer's Walk Committee, Historic Preservation Society and Center for Youth and Family Solutions Board. Pospeschil also serves as a Building Connections mentor.
 8. Assistant VP Darcie Shinberger is a member of the Master Planning Committee, the University Theme Committee, the Campus Master Plan Committee, Emergency Management Committee, Emergency Management Core Team, UCOSOGIE, the Center for the Performing

Arts Planning Committee, Fallen Soldier 5k Committee, and co-leads the University Marketing Working Group. Shinberger also serves as a Building Connections mentor and served as a "Promoting Your Community" panelist for the Chamber's Leadership Academy. She is the adviser for student organization, Be the Match on Campus. Shinberger continues to work with local officials to promote WIU and Macomb, and in some instances, assists local city departments with crisis communication efforts. She also served as the co-chair of the Macomb Volleyball We Dig Pink event, co-coordinated MHS After Prom, and is a member of the Macomb Educational Foundation.

9. VPC Photography Laboratory Manager Larry Dean has worked with photography and art classes re: photography of art work and is a member of the University Photographers Association of America, attending the annual conferences offered each year.
10. VPC Senior Photographer, George Hartmann, worked with local school districts to provide high quality photography/large format projects to promote programs, etc. Hartmann is a member of the University Photographers Association of America, attending the annual conferences offered each year. He also taught IDT 535 in Summer 2014.
11. Graphic Designers Brian Kreps and Neil Wiarda are members of Adobe Worldwide, and attend the national conference each fall. Wiarda is currently a student in the graphic design communication bachelor's degree program.
- vii. Coordinated and Maintained the University's Freedom of Information Act (FOIA) Requests.
 1. Since July 1, 2014, University Chief FOIA Officer Darcie Shinberger completed 70 FOIA requests to date (March 20, 2015). FOIA requirements are stringent, and must be upheld as set forth by the Illinois Attorney General. Responses typically must be made within five working days to comply with FOIA statutes. Failure to do so can result in fines and other punitive measures against WIU, so the chief FOIA officer (and deputies – Koltzenburg and Pospeschil – who handle in Shinberger's absence) must be vigilant in regard to responses and must remain up to date on all statutes/mandates.
- viii. Continued Publications Initiative Improvements.
 1. Edited and produced external publications, newsletters, billboards, ads, etc. for the division, and institutional marketing efforts for admissions, student recruitment and orientation to support the institution's strategic plan/marketing efforts (Western News, Summer Session fliers/posters, etc).
 2. Prepared all publications produced by UR (handbook, viewbooks, catalogs, etc.) as accessible PDF documents for posting on WIU website.
 3. Publications Manager Tim Engel each semester works with graphic communication professor Catherine Drinka on student-related projects that can also be used for potential University promotional pieces.

d. Visual Production Center

- i. Increased Marketing and Outreach Efforts and Improved Services of the Visual Production Center.
 1. During FY2015 (July 1, 2014 to March 1, 2015) the Visual Production Center has produced 1,952 jobs, (an increase of 168 jobs compared to 1,784 jobs from July 1, 2013-March 1, 2014).
 2. Continues to aggressively market and promote WIU by offering a variety of products and services, such as WIU Wall Clings, alumigraphix prints, poster prints, and window clings; buttons; fraternity/sorority/honors society posed portraits and composites. Under the direction of Administrative Assistant Alice Knapp, VPC continues to target parents of student-athletes with e-mails providing links to game day action photos and individual posed photographs.
 3. Digital Imaging Specialist II Sarah Ritter continued to promote VPC services at events such as Grad Prep Day and Student Activities Fair; photographed campus and community events, and provided printing services of graduation orders, and fulfilled other customer requests for images and photographic prints; and, maintained the Lightbox website and initiated and managed VPC's new and improved online photo viewing website (Photo Cart).
 4. Larry Dean, Photographic Lab Manager, organized and photographed events to promote WIU in Macomb, WIU-QC and extended region, and maintained the photo server.
 5. WIU Senior Photographer George Hartmann has promoted VPC's services to community organizations (e.g. MHS).
 6. Brian Kreps and Neil Wiarda of VPC's Large Format division completed several large

projects on campus and in the community, which have brought not only increased awareness and recognition for the University, but also to VPC. Just a few examples include: recruiting prints, signage and banner stands; fraternity banners and framed prints, golf outing prints; Art Gallery exhibits, wall clings, and matting, mounting and framing works in collection; athletics wall clings and prints, Western Hall academic and athletic achievement display; MAEDCO mounted prints; Sodexo prints, and MDH wall clings and display prints; and Think Purple Campaign window perforated prints and wall clings for campus and community.

7. VPC's former online photograph viewing website (Lightbox) has 223,897 photos uploaded for the general public to view and to order archived University-related images. Since the inception of the new online photo viewing website, Photo Cart, new images are no longer added to Lightbox. Photocart has to date (March 20, 2015) 39,385 images in 627 photo galleries, with 129 active customers.

e. University Television

- i. Upgraded Up/Link facility to HD.
- ii. Created promotional and educational materials for the university community.
- iii. Provided students with television media experience.
- iv. Worked with broadcasting student interns to provide them with real world experiences.

C. Indicate measures of productivity by which the unit's successes can be illustrated.

a. Prospect Management and Research:

- i. Using FPTR screen and Pentaho reporting tools, we now track planned and actual fundraising asks as well as the outcomes of those asks for specific fundraisers.
- ii. Using new options on FPCC screen and Pentaho reporting tools, we can now track prospect "moves" toward making a significant financial gift.

b. Annual Giving:

- i. Engaged 638 first-time donors via the WIU Phonathon (15% increase over FY14.)
- ii. Increased Phonathon pledge totals in 60% of current department initiatives.
- iii. Increased average direct mail gift by 11%.

c. Special Events:

- i. Positive feedback was received from attendees who include: students, parents, donors, faculty, staff, and administration.
- ii. Events fostered a sense of unity and convergence among the university and community.

d. University Relations

- i. Successful promotion of events and announcements
 1. Obtaining general media coverage and providing up-to-date news on wiu.edu, Facebook and Twitter feeds are essential successful elements of the UR media relations program.
 2. Well-established/long-term, strong relationships with media outlets beyond region and state - UR is a "go-to" for many media (including Chicago Tribune, AP and regional reporters) who are seeking expert sources, comments on statewide (or nationwide) higher ed issues, localizing national issues of significance, etc.
 3. UR staff has promoted numerous press announcements/events for major initiatives in support of the QC campus (opening and funding announcement), partnerships, prominent campus speakers and events, to name a few.
- ii. Data to Support UR Promotion/Publicity Outcomes
 1. A report from Meltwater News (UR news subscription service) indicates that from July 1, 2014 to March 20, 2015, approximately 3,100 Western Illinois University-related stories have appeared in newspapers, blogs and online publications throughout the U.S.
 2. Through University Relations' subscription to Newswise, a comprehensive online database of current news, searchable archives and subscription wire services, 10 WIU news stories have received a total of 26,901 "hits," with over 213,000 wire subscriptions receiving the articles. The articles appeared in 20 unique locations on Newswise for a total of 60 times.
 3. From July 1, 2014 to March 20, 2015, University Relations news staff wrote 678 press releases (average 56/month) [600 from July 1, 2013-March 1, 2014].
 4. Social networking success (video views – WIU YouTube Channel):
 - a. Walking Tour (5,051)

- b. Holiday Greetings (3,466)
 - c. Homecoming Post Videos (1,342)
 - d. Success Story “quintet” (1,018)
 - e. WIU OPS Escort Service (721)
 - 5. See Google Analytics Data page/addendum in appendix.
 - iii. Data to Support UR Publications Outcomes
 - 1. From July 1, 2014 to March 20, 2015 the Publications staff designed/prepared 138 publications, posters, billboards, ads and other projects in support of admissions/recruitment, foundation and development, marketing initiatives, alumni, financial aid, scholarship, graduate studies, WIU-QC, and more. (97 from July 1, 2014-March 20, 2015).
 - 2. Since Fall 2010, the Campus Connection is provided only as an e-newsletter (and PDF on the web), for an annual savings of over \$4,000 for University Relations (when Connection was printed and mailed the average annual cost was over \$4,100). Fast Facts and the campus map are also only available online rather than as print pieces, resulting in an annual savings of \$1,327 and \$934.70, respectively, for University Relations.
 - e. **Visual Production Center**
 - i. Data to Support Visual Production Center Outcomes
 - 1. More than 927 photography jobs (an increase of 315 jobs) were completed from July 1, 2014 to March 20, 2015 at the Visual Production Center. Note: This figure does not include special events such as commencement, student athlete orders from parents, LEJA, or fraternity and sorority photos.
 - a. Large Format and Photography (does not include special events): July 1, 2014 to March 20, 2015 1,207 jobs - Project cost: \$90,438.93 (less discount \$27,075.75 = \$65,363.33 total revenue [increase of 315 jobs and increase of \$14,444.69 revenue for July 1, 2014 to March 1, 2015].
 - 2. More than 935 special event orders were completed from July 1, 2014 to March 20, 2015 (an increase of 19 orders compared to 916 special event orders completed from July 1, 2013 to March 1, 2014. Special event orders include athlete individual and team photos, graduation, honors convocation, posed studio portraits, LEJA internship photos, and fraternity photos.
 - a. Special Event Orders: July 1, 2014 to March 1, 2015: 935 jobs - Project cost: \$21,741.67 (less discount \$488.00) \$21,253.67 total revenue [increase of 19 jobs and increase of \$244.19 revenue].
 - 3. Lightbox customers placed 12 orders (\$539) for July 1, 2014 to March 1, 2015. Revenue to date from July 1, 2014 from Photo Cart (new photo database) is \$1911.50 (78 orders).
- D. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:
- a. Western Illinois University Foundation funds
 - i. Funds were used to support University and alumni events such as the continued restoration of artwork in the Sherman Hall Auditorium, and the John Deere Classic. Funds also supported alumni and athletic golf outings.
 - ii. Funds are used to augment the marketing budget.
 - iii. Foundation funds continue to support the Memorial Tree Garden.
 - iv. Nearly \$3 million in scholarship and outside scholarship support flows through the Foundation office.
 - v. Funds were allocated to the President for travel and entertainment associated with alumni and development activities.
 - vi. Foundation funds also supported campaign activities and travel, the annual fund, and travel and entertainment for the Vice President of Advancement and Public Services.
 - vii. Funds support faculty summer research stipends.
 - viii. Contracted with Pledgemine, Inc. to provide variable data printing options.
 - ix. University Television used \$4,000 from its Foundation account to buy new LED lights for the studio and remote productions.
 - b. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside
 - i. University Television saved about \$7,000 by hiring a new Chief Broadcasting Engineer.

- c. Grants, contracts or local funds
 - i. Local funds from Visual Production Center and Printing Services were used to provide student employment and to purchase equipment and assist in other operational expenditures.
 - ii. UR Printing Services Local Funds - During FY15 (July 1, 2014 to March 20, 2015) Printing Services funds of \$8,085.19 have been used to purchase a MacBook Air 13” laptop for office use; a conference in Social Media Strategy for Higher Education for Teresa; Panoweaver software; television, radio and print advertising; and administrative support.
 - iii. Visual Production Center Local Funds: VPC must generate revenue to defray costs in its large format printing and photographic operations. During FY15 (July 1, 2014 to March 20, 2015) VPC has generated \$89,067 (July 1, 2013-March 1, 2014: \$ 70,477.50). Generated income at VPC is essential to operate the services of the department, as there is limited appropriated funding for operational support. VPC supports the division and the institution by eliminating assignment fees to all customers, and provides photographic services to Athletic Media Services at no charge. VPC has provided \$27,300.20 in discounts and no charge services to date during FY15.
 - iv. University Television contracted with City of Macomb to manage Cable Channel 15 for \$12,000; Park District contract is \$1,200 per year which is deposited in Local 3 account.
- d. Internal Reallocations: For reallocations over \$20,000, identify the amount, area that was reallocated from, and the priority that funds supported.
- e. Other fund sources

II. Budget Enhancement Outcomes for FY15

For each budget enhancement received in FY15—temporary or permanent—(i.e., 1% give back, end of year money) complete an accountability report form. Be specific about approved productivity measures.

Western Illinois University
Accountability Report for Program Support –FY15

I. Unit submitting report:

Development Office

II. Short title of the initiative receiving funding.

Interim Campaign Travel and Entertainment

III. Describe the specific productivity measures achieved (refer to submitted materials the previous year, or year that funding was requested and provided).

Funding was provided for travel to cultivate, solicit, and steward donors in an effort to increase private contributions in support of Western Illinois University.

Vice President has spent \$3,749 through March 2015 on travel & donor cultivation/stewardship, and \$19,951 has been spent on Presidential Entertainment Initiatives through March 2015, including football games, football tents, and a basketball buffet.

IV. Provide a listing of all funds expended to date by the following categories:

	Enhancement	Department/Unit Funds
Personnel Services	_____	_____
Equipment and Instructional Materials	_____	_____
Library Materials	_____	_____
Contractual Services	_____	_____
Other Operating Funds – Travel and Entertainment expenses	<u>\$ 23,700</u> _____	_____
Total	<u><u>\$ 23,700</u></u>	<u>_____</u>

Contact Person If Questions:	<u>Brad Bainter</u>	<u>(309) 298-1808</u>
	Name	Phone Number

Western Illinois University
Accountability Report for Program Support –FY15

I. Unit submitting report:

Development Office

II. Short title of the initiative receiving funding.

Interim Campaign Initiatives

III. Describe the specific productivity measures achieved (refer to submitted materials the previous year, or year that funding was requested and provided).

Funding was provided for the following interim campaign initiatives:

Pentara Planned Giving	\$10,566 (+ \$33.5K for 47,000 piece mailing in June)
Blackbaud software	\$ 5,835
Mobilecause	\$ 5,000
Wealth Engine	\$ 3,300
Prospect PRO	\$ 3,295
William Sturtevant Fundraising Presentation	\$ 2,708
Planned Giving Manager, Planned Giving Today, & GiftCalcs Plus	\$ 1,392
Data Source/Loudon	\$ 750
Presidential National Advisory Council meetings	\$ 2,022

IV. Provide a listing of all funds expended to date by the following categories:

	Enhancement	Department/Unit Funds
Personnel Services	_____	_____
Equipment and Instructional Materials	_____	_____
Library Materials	_____	_____
Contractual Services	_____	_____
Other Operating Funds – Travel and Entertainment expenses	<u>\$68,368</u>	
Total	<u><u>\$68,368</u></u>	<u><u> </u></u>

Contact Person If Questions:	<u>Brad Bainter</u>	<u>(309) 298-1808</u>
	Name	Phone Number

Western Illinois University
Accountability Report for Program Support –FY15

I. Unit submitting report:

University Marketing

II. Short title of the initiative receiving funding.

The following initiatives were accomplished with FY15 funding for statewide and border states marketing:

Television/Radio advertising:	\$ 95,591.47 + \$2,790.00*
Print ads:	\$ 45,597.00
Cinemas, Billboards, Malls:	\$245,726.42 + \$8,464.29*
Digital Marketing:	\$187,500.00
Think Purple T-shirts/Polo shirts:	\$ 11,235.60
Dues, Postage, Telephone:	\$ 491.72

*Marketing was supplemented by \$8,464.29 from the WIU Foundation for Springfield billboards and \$2,790.00 from University Relations/Printing Services for miscellaneous specific television programs and Joe Roderick's CBS Sports radio program.

III. Describe the specific productivity measures.

Our continued goal has been to increase the visibility and awareness of Western Illinois University throughout the state and region and, at the same time, assist and support the recruitment activities of our Admissions Office, especially in an effort to make Macomb and the Macomb region Western Illinois University territory. We have transitioned into the second phase of the Think Purple campaign, Think Success, promoting success stories of our students, athletes, alumni, and signature academic programs. We continue to use banners and clings, along with the shirts provided to local businesses, as a part of the local Think Purple campaign to get everyone talking and thinking Western, including guests during their visits to Macomb. Other advertising mediums such as the billboards, movie theater promotions, and mall advertising, support and carry the current marketing campaign throughout the state of Illinois and into its border states. We were privileged to have been given a large sum of funding for advertising on social media sites (Bing, Yahoo, Google, Twitter, Pandora, Hulu, You Tube, and Facebook) which included specific click-through actions that allowed us to measure viewer participation and increase applications and campus visits for these digital marketing mediums.

IV. Provide a listing of all funds expended to date by the following categories:

	Univ. Mrktg.	Department/Unit Funds
Personnel Services		
Equipment and Instructional Materials		
Commodities	<u>\$ 16,846.55</u>	
Contractual Services	<u>\$381,563.11</u>	<u>\$11,254.29</u>
Digital Marketing	<u>\$187,500.00</u>	
Other Operating Funds	<u>\$ 232.55</u>	
Total	<u>\$597,396.50</u>	

Contact Person If Questions:	<u>Brad Bainter</u>	<u>309-298-1808</u>
	Name	Phone Number

**Budget Year
Fiscal Year 2016**

III. Major Objectives and Productivity Measures for FY16

- A. List the most important goals and objectives the division will pursue in FY16, and how these actions will be measured/assessed.
- B. Of the objectives identified above, please indicate which are directly related to Strategic Plan action items.
- C. For Strategic Plan action items noted above, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).

a. Foundation and Development

- i. Continue to work with colleges to establish goals as we move forward to another campaign.
- ii. Fill vacant positions in the Foundation office.
- iii. Oversee significant changes in our annual fund that will take effect July 1.
- iv. Improve our website and planned giving efforts.

v. Accounting and Gift Processing

- 1. Continue to write policies and procedures for areas in which they are deficient.
- 2. Continue to enhance risk assessment initiatives.
- 3. Continue to enhance training materials.
- 4. Enhance training of support staff across campus.
- 5. Continue to make incremental changes to the Accounting system to improve accuracy of data and efficiency of processing.
- 6. Participate in relevant training seminars to remain updated on key issues (GASB, FASB, IRS, etc.).

vi. Prospect Management and Research

- 1. Develop predictive model to identify prospects specifically for major gifts.
- 2. Use wealth screening results obtained in March 2013 to identify new prospects to suggest to Development Officers for addition to their portfolios for the interim campaign.
- 3. Begin analyzing final results of Higher Values in Higher Education capital campaign to inform new fundraising strategies.
- 4. External wealth screening combined with internal predictive modeling will identify new prospects from within our current constituent base.
- 5. Compile Net Worth for the Top Prospects in Development Officer portfolios.
- 6. Convert all existing Crystal Reports to Pentaho.
- 7. Create new reports in Pentaho that will allow Development Officers to identify potential prospects based on a series of parameters they select.

vii. Annual Giving

- 1. Rebrand Annual Fund outreach into one comprehensive, University-wide effort. Assessed by increased alumni participation/monthly reports.
- 2. Plan and implement a 36-hour ask event in spring 2016. Assessed by completion of successful event.
- 3. Plan, brand and implement a CrowdFunding program with Foundation oversight. Assessed by launch of silent phase NLT 01-FEB-16. Strategic Plan Goal # 5, Action Item # 2, Priority C. (short-term)
- 4. Continue efforts in establishing a culture of philanthropy among undergraduate students by leveraging students participating in direct mail/Phonathon annual fund efforts. Assessed by increased undergraduate participation/monthly reports. Strategic Plan Goal #4, Action Item #1, Priority K. (ongoing)
- 5. Expand Mobile Giving program among all stakeholders to leverage increased Annual Fund participation and data collection. Assessed by increased AF participation/monthly reports. Strategic Plan Goal #4, Action Item #1, Priority K and Strategic Plan Goal # 5, Action Item # 2, Priority C. (ongoing)
- 6. Increase Young Alumni participation in the Annual Fund from less than 5% to 10%. Assessed by increased undergraduate participation/monthly reports. Strategic Plan Goal # 5, Action Item # 2, Priority C. (mid-term)

7. Increase Phonathon revenue by 10% or greater in FY16. Assessed by monthly Phonathon/Annual Fund reports. Strategic Plan Goal # 5, Action Item # 2, Priority B. (short term)
8. Achieve Annual Fund fulfillment rate of 85% or greater in FY16. Assessed by monthly Phonathon /Annual Fund reports. Strategic Plan Goal # 5, Action Item # 2, Priority B. (short term)

viii. Special Events

1. Continue to direct and manage traditional university events, including but not limited to Founders' Day, Celebration of Achievement Banquet, Purple & Gold, Hall of Fame, scholarship banquets, groundbreakings, and facility dedications.
2. Oversee and manage presidential entertainment and chair the committee in tandem with the President's and the University's objectives related to internal and external relations as well as development, including recommending presidential events and coordinating them with the various units of advancement.
3. Collaborate with colleges and project units throughout the University to identify themes, occasions to celebrate, execute special events in order to convey messages and foster communication with donors and support university efforts, manage event details.
4. Implement evaluation processes for ensuring that special events activities are effective in supporting the President, University Advancement units and other university units.

b. University Marketing

- i. Continue to increase WIU's visual presence in Macomb and west-central Illinois.
- ii. Continue efforts to increase WIU's presence throughout the state.
- iii. Continue digital marketing campaign efforts with Media Link in the Quad Cities to further promote WIU in the digital arena and target market media buys.
- iv. Continue efforts to increase pride for WIU both internally, and within the community and region.
- v. Develop new 15- and 30-second commercials for television, theater, digital displays, etc.
- vi. Further promote Think Purple and further build upon the theme/branding campaign (e.g. Think Purple, Think Success tagline again for 2015-16, but with different success illustrations/demonstrations of success).

c. University Relations

- i. University Relations will continue its support of Foundation/giving initiatives.
 1. Support will be measured by the recognition and awareness of alumni, friends and general public of giving initiatives.
- ii. University Relations will continue to enhance Western's reputation and recognition as a top comprehensive university.
 1. Participation in initiatives through news media, social media, and other venues.
 2. Document efforts to obtain institutional recognition through news media subscription services and media exposure.
- iii. University Relations will obtain national recognition for its programs, students, faculty and initiatives.
 1. Using Newswise posting services, ProfNet experts database (used to promote WIU faculty as expert sources) and feature stories that illustrate WIU's commitment to its core values.
 2. UR will measure its success based on the "hits" WIU stories receive from media outlets.
- iv. Continue use of social media to promote Western and its faculty, programs and services globally; to further enhance Western's recognition and reputation as a quality institution to attract and retain students, faculty and staff; and to engage members of the Western community with an open platform which they can provide feedback to the institution and ask questions.
 1. The implementation of social media also supports the strategic plan goal of encouraging the integration of technology to support the University's mission. UR will measure its success based on the "likes" and interaction received via social media outlets.
- v. University Relations staff will further enhance its publications program, and will continue to produce higher quality/innovative publications, which supports the strategic plan goals of attracting a diverse student body and faculty to Western.
 1. Measured by enrollment and faculty hires, as well as focus groups, to rate the publications (particularly Viewbooks).
- vi. University Relations staff will continue its outstanding relationships with media outlets to promote

services, events and programs.

1. Supports the strategic plan goal of public service/outreach and increased participation in University-supported events and programming.
- vii. University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
 1. Print publications, visual images and features stories. These are short-, mid- and long-term goals.

d. Visual Production Center

- i. The Visual Production Center will continue to provide outstanding customer service and provide new products to promote the institution. In addition, VPC will continue its relationship with University Archives to better determine the best method possible for archiving WIU's photographic history.
 1. Meet the needs of departments, organizations and individuals who seek visual images to enhance publications, websites, promotional materials and more.
- ii. The Visual Production Center will research innovative methods to market services to students and parents, as well as to the general University and local communities.
 1. Supports the strategic plan goal of public service/outreach and increased participation in University-supported events and programming.
- iii. University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
 1. Print publications, visual images and features stories. These are short-, mid- and long-term goals.

e. University Television

- i. In addition to our ongoing goals, University Television will focus on the list below and these actions will be measured/assessed by the amount of product UTV produces, and the number of contact hours UTV has with students.
 1. Continue promoting Western Illinois University, all university colleges and departments, and the community and west central Illinois.
 2. Keep providing television media services to the university and community.
 3. Provide broadcasting students with practical experience in the broadcasting field.

IV. Technology Goals and Objectives

- A. List the most important technological goals and objectives the division will pursue in FY16, and how these will be measured/assessed.
- B. Describe how these objectives build upon goals in divisional and/or institutional strategic plans.
- C. For each technology item, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).

a. Prospect Management and Research:

- i. Convert existing reports from Crystal Reports to Pentaho Reports. This allows reports to be published to a website for access by frontline fundraisers or other administrators; including parameters that can be selected by the end-user. (mid-term)
 1. Conversion of reports will allow faster and simpler tracking of fundraising activities by specific frontline fundraisers.
- ii. Utilize Pentaho Reports to create new opportunities for frontline fundraisers to select or prioritize potential prospects. (mid-term)
 1. Creation of reports for selecting potential prospects will allow for real-time identification of "good" prospects on an as-needed basis. Currently we run a large query infrequently and parse them out throughout the year. New options would hopefully allow us to identify the best "right now" prospects.

b. Annual Giving:

- i. Equip the WIU Phonathon with secure VoIP (Voice over Internet Protocol) to replace cell phone/landline usage, NLT 01-SEP-15.
- ii. Develop cost effective CrowdFunding platform and program to compliment established Annual Fund initiatives, NLT 01-FEB-16.

1. Online and mobile revisions and updates will allow for a more user-friendly giving experience among current donors, and appeal to young alumni.
 2. Increases in online giving will impact young alumni participation rates as well as overall fulfillment rates.
- c. University Relations:**
- i. Continue digital marketing campaign via MediaLink services to maintain presence and to further promote and brand WIU on such sites as Twitter, Facebook, Hulu, Google and Pandora. \$250,000. Continuous goal.
 - ii. Continuing to use social media to promote Western Illinois University is an essential – and constant – technological goal for FY16. Measured by hits/participation. Little cost is associated with this goal; however, software and equipment updates may be necessary. Upgrades: \$500-1,000. Continuous goal.
 - iii. Staying current with the latest best practices and trends for content design and display on the web, which includes but is not limited to: updating/maintaining code; multimedia use (such as embedded captioned YouTube videos into news releases, other web pages, etc.); and maintaining accessible pages per the Illinois Information Technology Accessibility Act (IITAA). Little cost is associated with this goal; however, software and equipment updates may be necessary. Upgrades: \$500-1,000. Continuous goal.
 - iv. Updating and maintaining design-related software for publications staff will continue to be technology-related goals for FY16. Upgrade/updates: \$1,500. Continuous goal.
 - v. Continuing online news media monitoring services at current enhanced level. Enhanced Newswise: \$1,500. Continuous goal.
 - vi. UR web services will further refine and enhance the division's online presence. Continuous goal.
 - vii. Develop informative and engaging content that is presented in a visually appealing, consistent and professional manner in order for the University Relations and VPAPS sites to serve as the main sources of information to a mass audience. Continuous goal.
- d. University Television will:**
- i. Continue to push to upgrade its HD field and studio equipment.
 1. By upgrading the Uplink, the Athletic Department will have more access to ESPN3 which will broaden the University visual footprint and help with student recruitment.
 - ii. Plan on purchasing HD video recording equipment. (12 months)
 - iii. Plan on purchasing HD duplication machines. (12 months)
 - iv. Push to have Channel 3 in HD by the next year. (12 months)
 - v. Purchase new computers and HD editing software. (12 months)
 - vi. Add a digital Blu-Ray storage library. (12 months)
 - vii. Add HD monitors, waveform monitors. (2-4 years)
 - viii. Replace field gear (i.e. microphones, lighting). (2-4 years)
 - ix. All of the UTV items above will give WIU a more professional look concerning our media outlets. UTV would also become more efficient and give students hands-on experience to the latest technologies.

V. Internal Reallocations and Reorganizations: Western Illinois University-Macomb

- A. What are planned FY16 reallocations or reorganizations, including the movement of positions, upgrade of positions, creation of new positions, and/or the reallocation of personnel and/or operating funds?
 - a. The Foundation Accounting office will create a new Accountant II position.
 - b. The Foundation office will hire a graduate assistant to supervise evening Phonathon operations.
 - c. University Television will replace one Associate Director for Television position due to retirement. This should save the University money by rolling back the salary of the position.
- B. How do these reallocations and reorganizations further Strategic Plan goals and objectives.
 - a. The Foundation Accounting staff has been the same for the past nine years: two accountants, two accounts receivable clerks, and one accounts payable clerk. However, the Foundation asset base, processing, and legal requirements have grown exponentially over the same time period putting a drastically increased workload on the two accountants and one accounts payable clerk.
 - b. Year-end accounting procedures done primarily by the two accountants was a four-page checklist in

2009. Today, the checklist is over 30 pages long, and it is added to on a regular basis. In addition, year-end reports were not checked for accuracy until 2010, as it was found incorrect financial data was being reported; as part of good practice in the industry, all financial data should be reviewed for accuracy prior to reporting. This modification to process has resulted in substantial processing time, as well as uncovering of multiple areas for automation and reporting improvement.
- c. Edit checks done by Foundation Accounting was 48 tasks long in 2011 and is 192 tasks long today. This list continues to grow, as the Foundation Accounting staff identifies data issues that need maintained to ensure accurate reporting. The Foundation endowment investment pool has more than doubled in size in just the past five years. This has resulted in substantially increased processing of: legal paperwork to establish new investment funds, accounting and computations needed due to increased number of accounting, and rebalancing transactions/investment movements to maintain proper asset allocation.
 - d. The Lead Accountant's responsibilities in terms of service on University-wide initiatives have grown substantially due largely to compliance and budgetary issues of the University and Foundation. The following committees are integral to Foundation initiatives and require time commitment for both meetings and planning (these essential committees did not exist five years ago): PCI Compliance Committee, WQPT Financial Analysis Committee, University Infrastructure Review, Data Integrity Task Force, and Budget Committee, as well as other intermittent committees needed to find resolutions to University and Foundation Legal and Financial issues directly impacting the Foundation.
 - e. Net Assets have grown from \$24 million in 2006 to about \$60 million today, while the accounting staff has remained the same. With each new account that is added to the books, there is additional maintenance required to ensure we are in compliance with accounting regulations and legal requirements set forth by donors.
 - f. The Foundation accountants are now doing mandated Nationwide Charitable Solicitation Registration in all fifty states – this was not done at all until two years ago. This requires an extensive amount of additional reporting to meet compliance enabling the Foundation to solicit funds outside of the state of Illinois.
 - g. There was one credit card processing Website in 2006, and there are now three (with another one in the works). This has resulted in substantial growth in PCI compliance issues and internal reconciliation time and procedures. Credit card transactions have more than doubled in just the past five years, which has further compounded the reconciling of credit card data.
 - h. Areas on campus are pushing to establish recurring payment gifts (credit card and EFT). This provides an excellent opportunity to them, as it reduces mailing costs; in addition, most people who set up giving this way have shown a strong propensity to continue this type of gift over the long-term. This has resulted in a tremendous increase in volume, which affects reconciliations, banking submissions or EFTs, and legal paperwork for compliance.
 - i. Legal, accounting, and external auditing requirements continue to increase. Currently, the two accountants cannot find time to do some essential duties that the Foundation should have been doing all along and have not been. For example, the investment pool should be reconciled monthly (it has never been done), responding to internal audit findings to prevent external audit findings is not happening, reducing and enhancing risk exposure by creating policies.
 - j. As state funding declines, more departments are shifting certain payments to the Foundation. This is resulting in increased payroll processing by the Foundation, as well as increased contractual processing, which requires Foundation Accounting to review and modify all contracts in manners to reduce legal risk to the Foundation in the event of default (prior to 2013, no one was reviewing Foundation contracts on any level, which was resulting in very unfavorable contracts getting signed that could have been financially detrimental had an issue occurred). This has also led to increased facilitation with insurance carriers to meet contractual obligations. This has also resulted in the growth of journal entries, accounts to manage, and related computations and reporting done by Foundation Accounting.
 - k. Less than ten yearly tax receipts were sent by the Foundation in FY10 and prior years. In addition, tax receipts were not up to IRS standards in 2009 and prior years, which could have jeopardized a donor's ability to take donations to the Foundation as a tax deduction. Today over 1,300 are sent and the number is growing each year. While this has substantially reduced the cost of receipt printing, it is an ongoing effort to modify and review the receipts to ensure they stay in compliance with IRS regulations, as well as to ensure they remain accurate as changes occur to the processes.

- l. Departments were not given balances to spend out of endowments prior to 2011. Currently, the Foundation is working with the Scholarship Office to send departments approved amounts to spend from scholarships each year. However, the Foundation staff is still trying to tackle the non-scholarship endowment balances with hopes of enhancing transparency to departments to ensure they are spending funds as required and not accumulating funds or overspending as done in years past. This will enable departments to make better planning decisions, as well as ensure funds are being utilized to their fullest potential.
 - m. With the addition of a graduate student to manage the routine evening operations of the WIU Phonathon, the office of Annual Giving will be better positioned to develop and implement new outreach activities to both increase participation in the Annual Fund, and to retain existing donors. This would more closely align the staffing levels of the Office of Annual Giving with our peer institutions who average closer to three full-time staff members devoted to Annual Fund initiatives.
 - n. With the Office of Annual Giving operating within more conventional daytime hours, this allows for real-time communication for the coordination of new giving programs on campus such as a crowd-funding program and “day of” giving event, as well as streamlining our existing process to include utilizing VoIP for Phonathon operations.
- C. Describe how all reallocations, permanent and temporary, will affect the unit’s standard performance measures.
- D. How are you finding new funds?
- a. Describe divisional strategies to seek additional resources (e.g., grants, Foundation)
 - i. Utilize existing prospect research tools and resources to identify new prospects at the major gifts level.
 - ii. Utilize existing prospect research resources to identify new potential sources of grant funding for college and department-level projects.
 - iii. University Television will continue to seek public and private projects that pay for services.
 - b. Provide an explanation of how additional resources would be used to enhance divisional objectives
 - c. Summarize long-term external funding goals which extend beyond FY16
 - d. Develop indicators to track attainment of goals

VI. Internal Reallocations and Reorganizations: Western Illinois University-Quad Cities

Not Applicable

VII. New Operating Resources

- A. Identify, in priority order, requests for additional operating funding in a spreadsheet.
- B. On this spreadsheet, please be sure to indicate whether you are seeking one-time or continuous funding. If you are seeking continuous funding, identify whether it is for a period of years or a permanent base increase.
- C. Complete an *FY16 Budget Request Form* for each request listed in “A”.

Priority	Item	Requested by	Amount	Funding type
1	Marketing Operating Funds	University Marketing	\$650,000	Continuous
1	Fundraising Initiatives	Foundation and Development	\$100,000	Continuous
1	Fundraising Travel and Entertainment	Foundation and Development	\$54,000	Continuous
1	Accountant II	Foundation Accounting	\$36,624	Continuous, permanent base increase
1	Graduate Assistant Phonathon Call Center	Foundation and Development	\$7,544	Continuous, permanent base increase
2	Computer Equipment	Foundation Accounting	\$10,000	Continuous, permanent base increase

Western Illinois University
Budget Request Format
For Program Support FY16

I. Unit submitting request: University Marketing Priority Number 1

II. Provide a short title of the initiative proposed for incremental funding.

Statewide and border states marketing and branding initiative for the Macomb campus.

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University's goals, mission statement, or strategic plan.

The entire strategic plan requires effective marketing. This request is the minimum amount necessary to maintain the current level of branding and recognition that has taken place over the course of the Think Purple, Think Success campaign. In addition, the digital media campaign was extremely successful. (Results can be shared upon request.) In order to maintain our digital presence, this initiative must receive renewed funding.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

The new digital marketing campaign, led by Media Link, was considered a successful campaign, raising awareness of Western Illinois University and resulting in "action" from individuals viewing WIU ads on a multitude of platforms (Google, Facebook, Twitter, etc). It is essential to maintain an online presence via digital marketing and reach prospective students in the forums in which they participate (Facebook, Twitter, Hulu, Pandora, etc). University Marketing requests \$250,000 in addition to the marketing budget to continue the digital marketing campaign with Media Link in order to maintain a presence online. Results from the 2014-15 campaign include direct "action" from users clicking on WIU ads and visiting the landing page, which included requesting more information, scheduling a campus visit, and/or applying to WIU. In addition, results from the campaign demonstrated that WIU's ads/commercials outpaced the national average for clicks/views, and resulted in increased followers of WIU's Twitter, Facebook and other social media accounts. Hundreds of key word ads (for example, cost guarantee, housing, Leathernecks, Western Illinois University, to name a few) were created for a variety of platforms (Google searches, FB, Twitter, Yahoo, Bing, YouTube, Pandora, etc), along with audio and video commercials, targeting the 16-24 year olds demographic. The digital campaign follows, and complements, University Marketing's "traditional" marketing efforts (billboards, television commercials, news print ads, etc) and provides additional methods for raising awareness, and branding, of Western Illinois University.

V. Provide a listing of all incremental funds requested by the following categories:

Personnel Services	_____
Equipment and Instructional Materials	_____
Library Materials	_____
Contractual Services	<u>\$400,000</u>
Digital Marketing	<u>\$250,000</u>
Other Operating Funds	_____
Total	<u>\$650,000</u>

VI. Are the requested funds to be included as permanent increase in the unit's base budget?

☒ Yes ☐ No

VII. Will the project be supplemented by other funds? ☐ Yes ☒ No

Contact Person If Questions: Brad Bainter 298-1808

Western Illinois University
Budget Request Format
For Program Support FY16

I. Unit submitting request: Development Office Priority Number 1

II. Provide a short title of the initiative proposed for incremental funding.

Fundraising Initiatives, Consulting Services, Mailings for Planned and Major Giving, and Assistance with Increased Annual Fund Efforts

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University's goals, mission statement, or strategic plan.

Provide for donor research services that provide important information about prospects for Development Officers and Annual Fund initiatives. Also, provide for informative planned and major giving materials to be sent to alumni and friends.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

This will provide accurate information for Development Officers that will assist them in their process of identifying top prospects for the interim campaign period. It will also provide important information to prospects about the planned and major giving environment and the tax and charitable implications of making such gifts. This will lead to more productive time from our Development Officers and more contacts and contributions. It will allow us to increase the number of alumni contacted and the frequency of contact to ask for Annual Fund support.

V. Provide a listing of all incremental funds requested by the following categories:

Personnel Services	A/P	<u> </u>
	C/S	<u> </u>
	NTT	<u> </u>
	T/T	<u> </u>
Equipment and Instructional Materials		<u> </u>
Library Materials		<u> </u>
Contractual Services		<u>\$100,000</u>
Other Operating Funds		<u> </u>
Total		<u><u>\$100,000</u></u>

VI. Are the requested funds to be included as permanent increase in the unit's base budget?

 Yes X No

VII. Will the project be supplemented by other funds? Yes X No

Contact Person If Questions: Brad Bainter 298-1808
Name Phone

Western Illinois University
Budget Request Format
For Program Support FY16

I. Unit submitting request: Development Office Priority Number 1

II. Provide a short title of the initiative proposed for incremental funding.

Fundraising Travel and Entertainment Expense

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University's goals, mission statement, or strategic plan.

Donor cultivation, solicitation, and stewardship are essential to raise private support for Western Illinois University. Private support is crucial to achieve all the goals of the University especially in light of diminishing state support.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

Accomplishments and increases in productivity can be measured by number of contacts with prospective donors and dollars raised.

V. Provide a listing of all incremental funds requested by the following categories:

Personnel Services	A/P	<u> </u>
	C/S	<u> </u>
	NTT	<u> </u>
	T/T	<u> </u>
Equipment and Instructional Materials		<u> </u>
Library Materials		<u> </u>
Contractual Services		<u> </u>
Other Operating Funds		<u>\$54,000</u>
Total		<u><u>\$54,000</u></u>

VI. Are the requested funds to be included as permanent increase in the unit's base budget?

 Yes X No

VII. Will the project be supplemented by other funds? Yes X No

Contact Person If Questions: Brad Bainter 298-1808
Name Phone

Western Illinois University
Budget Request Format
For Program Support FY16

I. Unit submitting request: Foundation Accounting Priority Number 1

II. Provide a short title of the initiative proposed for incremental funding.

Hire an Accountant II

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University's goals, mission statement, or strategic plan.

The Foundation Accounting Staff has been the same for the past nine years: two accountants, two accounts receivable clerks, and one accounts payable clerk. However, the Foundation asset base, processing, and legal requirements have grown exponentially over the same time period putting a drastically increased workload on the two accountants and one accounts payable clerk. Some essential items are currently not getting done, which could potentially lead to external audit findings. In order to meet the growing needs of the Foundation, we are requesting an additional accountant to help meet minimum processing and reporting requirements.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

The Foundation Accounting & Gift and Pledge Processing area continues to position itself for the future by appropriately enhancing internal policies, procedures, training materials, and process methodologies to be more strategically aligned. The area continues to make many enhancements with limited staff and financial resource to streamline processes and improve compliance. In addition, the area will continue to prioritize enhancement procedures on greatest areas of risk, cost reduction, and time savings. The additional accountant is an integral part of this process.

V. Provide a listing of all incremental funds requested by the following categories:

Personnel Services	A/P	<u> </u>
	C/S	<u>\$36,624</u>
	NTT	<u> </u>
	T/T	<u> </u>
Equipment and Instructional Materials		<u> </u>
Library Materials		<u> </u>
Contractual Services		<u> </u>
Other Operating Funds		<u> </u>
Total		<u><u>\$36,624</u></u>

VI. Are the requested funds to be included as permanent increase in the unit's base budget?

X Yes No

VII. Will the project be supplemented by other funds? Yes X No

Contact Person If Questions: Holly Fecht 298-1861
Name Phone

Western Illinois University
Budget Request Format
For Program Support FY16

I. Unit submitting request: Foundation and Development Priority Number 1

II. Provide a short title of the initiative proposed for incremental funding.

Hire a Graduate Assistant

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University's goals, mission statement, or strategic plan.

With the addition of a graduate student to manage the routine evening operations of the WIU Phonathon, the office of Annual Giving will be better positioned to develop and implement new outreach activities to both increase participation in the Annual Fund, and to retain existing donors.

This would more closely align the staffing levels of the Office of Annual Giving with our peer institutions who average closer to three full-time staff members devoted to Annual Fund initiatives.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

With the Office of Annual Giving operating within more conventional daytime hours, this allows for real-time communication for the coordination of new giving programs on campus such as a crowd-funding program and "day of" giving event, as well as streamlining our existing process to include utilizing VoIP for Phonathon operations.

Specific accomplishments and increases in productivity will be measured by the establishment of these programs/events in FY16 and the baseline revenue/participations statistics generated in the first year.

V. Provide a listing of all incremental funds requested by the following categories:

Personnel Services	A/P	<u> </u>
	C/S	<u> </u>
	GA	<u>\$7,544</u>
	NTT	<u> </u>
	T/T	<u> </u>
Equipment and Instructional Materials		<u> </u>
Library Materials		<u> </u>
Contractual Services		<u> </u>
Other Operating Funds		<u> </u>
Total		<u><u>\$ 7,544</u></u>

VI. Are the requested funds to be included as permanent increase in the unit's base budget?

 X Yes No

VII. Will the project be supplemented by other funds? Yes X No

Contact Person If Questions: Tim Hallinan 298-1874
Name Phone

Western Illinois University
Budget Request Format
For Program Support FY16

I. Unit submitting request: Foundation Accounting Priority Number 2

II. Provide a short title of the initiative proposed for incremental funding.

Computer Equipment for VP, Foundation and Development, and Marketing areas

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University's goals, mission statement, or strategic plan.

Computer equipment is necessary for our office to function and current computer equipment is necessary for our office to be efficient.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

Increased productivity due to more efficient equipment.

V. Provide a listing of all incremental funds requested by the following categories:

Personnel Services	A/P	<u> </u>
	C/S	<u> </u>
	NTT	<u> </u>
	T/T	<u> </u>
Equipment and Instructional Materials		<u>\$10,000</u>
Library Materials		<u> </u>
Contractual Services		<u> </u>
Other Operating Funds		<u> </u>
Total		<u><u>\$10,000</u></u>

VI. Are the requested funds to be included as permanent increase in the unit's base budget?

X Yes No

VII. Will the project be supplemented by other funds? Yes X No

Contact Person If Questions: Holly Fecht 298-1861
Name Phone

VIII. Facilities Requests

- A. Identify, in priority order, requests for facility enhancements over \$100,000. These requests need to be identified as specific FY16 requests or long-range requests. For each request, identify the ways in which the facility enhancement will advance specific Strategic Plan goals and objectives.
- B. Provide specific outcomes for each facility enhancement request.
- C. Provide an explanation of how each facility enhancement will affect the unit's productivity measures.
- D. Complete an *FY16 Budget Request Form* for each request

IX. Appendices

Accounting and Gift Processing Statistics

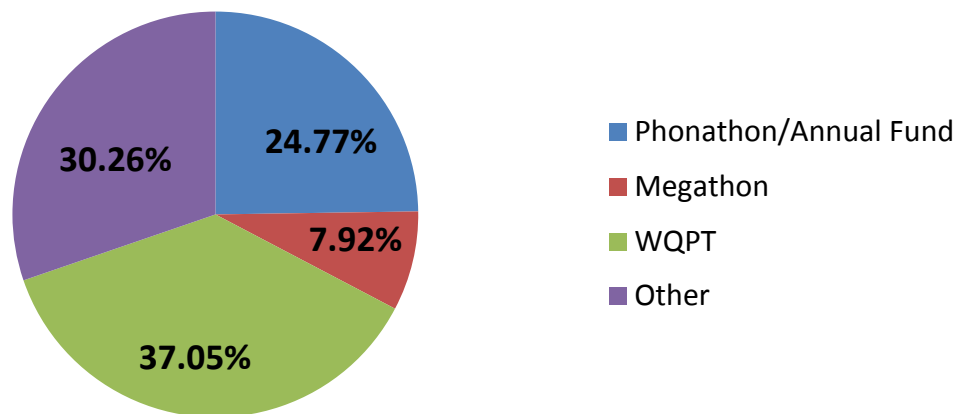
A synopsis of some of the key transaction volume handled through the Foundation is shown in the following charts. The most drastic change continues to be seen in credit card gift processing, number of scanned items added to the database, and the number of new records added to the Foundation Alumni Donor Database.

TRANSACTIONS PROCESSED				
	FY15 as of 3/12/15	FY14 as of 3/3/14	FY13 as of 3/4/13	FY12 as of 3/2/12
Direct Pay Authorizations	1,687	1,800	1,589	1,602
Checks Written	530	635	645	697
EFT payments issued	622	648	458	457
Travel Vouchers	173	154	111	94
Journal Entries	14,409	13,049	13,160	12,197
EFT Gifts Processed	1,289	872	440	399
Credit card gifts	4,513	3,497	2,568	2,652
Other credit card transactions	1,240	1,030	946	637
New Accounts	55	41	66	48
Accounts on Record	1,924	1,880	1,849	1,774
Active Accounts on Record	1,558	1,542	1,527	1,483
IRS 1099's issued	79	55	66	61
Documents scanned	13,314	12,281	13,298	12,197
Cash gifts recorded	10,307	10,414	10,684	11,061
Pledges Made	4,964	4,865	4,657	8,411
Pledge Payments	11,024	9,011	8,213	8,268
Gift receipts mailed*	9,587	9,076	9,375	10,366
Gift receipt numbers issued*	21,331	19,425	18,897	19,329

*A push is being made to convert people to annual receipts, thereby reducing the physical number of receipts printed and mailed. That is why our number of gift receipts issued is up and our number of receipts mailed is down.

Number of Gifts from New Donors				
	FY15 as of 3/12/15	FY14 as of 3/2/14	FY13 as of 3/2/13	FY12 as of 3/2/12
# gifts from New donors - Phonathon/Annual Fund	347	582	402	2,285
# gifts from New donors - Megathon	111	92	272	259
# gifts from New donors - WQPT	519	534	539	1,018
# gifts from New donors - MISC	424	732	614	353

Percentage of Gifts from New Donors by Donor Category



Number of New Donors & Records				
	FY15 as of 3/3/15	FY14 as of 3/2/14	FY13 as of 3/2/13	FY12 as of 3/2/12
# of new records added to the FAL	1,419	1,435	2,605	6,627*
Total number of new donors	1,360	1,895	1,786	3,485
Total value of cash gifts received from/made by new donors	\$413,907.91	\$385,740.34	\$383,754.60	\$206,185.11

* First year WQPT was with WIUF

During the past few years, a strong push has been made on record cleanup. Cleanup is being done to reduce inaccuracy and reduce costs by eliminating bad or inconsistent data due to lack of maintenance. Record cleanup numbers are detailed below.

Record Cleanup				
	FY15 as of 3/12/15	FY14 as of 3/4/14	FY13 as of 6/30/13	FY12 as of 6/30/12
Sets of Duplicate Records merged from the system	838	385	618	459
Coding businesses "out of business" as needed	60	147	n/a	n/a
Deceasing of records with DOD 2010-present	1,398	623	698	n/a
Deceasing of records with DOD 1990-2010	497	610	908	n/a
Deceasing of records with DOD 1960-1989	39	127	272	n/a

Data to Support University Relations Promotion/Publicity Outcomes (from page 16)

Google Analytics Stats for University Relations' Websites

Raw Data (includes both external and internal use)

*Measuring Period July 1, 2014 - March 20, 2015 compared to July 1, 2013 - March 20, 2014		
New Releases All web pages with URL: news/newsrelease.php	News Page URL: news/index.php	University Relations Page URL: vpaps/university_relations/ index.php
Pageviews 261,547 vs 330,547	Pageviews 52,321 vs 37,993	Pageviews 1,706 vs 1,851
Unique Pageviews 227,900 vs 287,243	Unique Pageviews 34,344 vs 27,717	Unique Pageviews 1,370 vs 1,515



Interim Campaign Progress Report
July 1, 2014 - June 30, 2015

	CAS	CBT	COEHS	COFAC	Library	Honors	CIS	Student Services	QC	WQPT	Athletics	Alumni	BOT	Radio	PEA	Other	Total
Pledges	144,216	83,186	42,838	92,302	19,218	2,560	170	23,529	757,458	96,459	73,289	785	7,038	65,749	14,196	229,444	1,652,437
Gifts	345,254	382,222	189,058	325,292	7,807	5,555	11,549	37,526	110,355	456,435	152,537	148,825	6,300	146,521	525	1,534,548	3,860,310
Gifts-in-Kind	0	12,628	4,637	30,757	13,697	0	567	428	33,940	9,468	27,405	0	0	0	0	3,349	138,875
Planned Gifts	310,000	25,000	250,000	0	0	0	0	0	0	0	25,000	0	0	0	0	1,000,000	1,610,000
Future Value																	
2015 Total:	799,470	503,036	486,533	448,351	40,722	8,115	12,286	61,483	901,753	582,362	278,231	149,610	13,338	212,270	14,721	2,767,340	7,259,621

Outside scholarships not included in report: \$1,199,408

PURPOSE: Record of FY15 Progress by unit
AUDIENCE: Internal use for administrators and development officers
NOTES: COFAC does not include Radio; Student Services does not include Parents Fund.
Gifts in Kind do not include Service or Noncharitable Gifts in Kind.
Printed on: 4/21/2015



Annual Fund Report July 1, 2014 - June 30, 2015

	# of Pledges	Total Pledges	Average Pledge	Pledges Paid	Cash	GIK	GIK Paid	Total Gifts*
Arts and Sciences	596	41,883	70	28,991	108,081	0	0	137,072
Business and Technology	797	52,986	66	39,577	178,744	12,628	0	230,949
Education and Human Services	988	42,838	43	26,380	68,802	4,637	0	99,818
Fine Arts and Communication	625	79,968	128	70,731	79,293	22,757	0	172,780
Alumni	10	785	79	302	147,665	0	0	147,967
International Studies	3	170	57	100	5,049	567	0	5,716
Library	75	7,858	105	8,083	7,732	13,697	0	29,512
Honors	8	2,560	320	2,100	5,055	0	0	7,155
Quad Cities	38	5,155	136	4,088	2,985	32,325	0	39,398
Athletics	83	73,865	890	8,402	71,131	27,405	20,442	127,380
Student Services	117	12,626	108	8,986	17,526	428	0	26,940
Board of Trustees	177	7,038	40	4,460	6,300	0	0	10,760
Radio	431	65,749	153	49,820	141,421	0	0	191,241
TV (WQPT)	163	96,459	592	8,725	455,700	9,468	0	473,893
Parents	419	14,196	34	6,140	425	0	0	6,565
University Scholarships	628	41,551	66	34,690	72,558	2,376	0	109,624
Other	100	8,493	85	4,646	156,644	973	0	162,263
Total	5,258	554,180	105	306,221	1,525,110	127,260	20,442	1,979,034

Above Pledge Totals Include:

Leatherneck Club	71,100
Performing Arts Society	57,734
Library Atrium Society	7,583

Above Receipt Totals Include:

Leatherneck Club	27,704
Performing Arts Society	55,126
Library Atrium Society	8,876

Total Annual Fund : \$2,206,550.08

PURPOSE: Record of FY15 Annual Fund to report Unit totals includes phonathon and President's Scholarship totals

AUDIENCE: Internal use for administrators and development officers; Distributed to Board of Trustees and WIU Foundation Board

NOTES: * Total Gifts equals Income (Cash, Pledges Paid, Gifts-in-Kind and GIK Pledges Paid).

GIK's do not include Service or noncharitable Gifts in Kind

Printed on : 4/21/2015



Phonathon Report July 1, 2014 - June 30, 2015

	# of Pledges	Total Pledges	Average Pledge	Pledges Paid	Cash	GIK	GIK Paid	Total Gifts*
Arts and Sciences	552	27,420	50	18,300	0	0	0	18,300
Business and Technology	758	38,678	51	26,969	50	0	0	27,019
Education and Human Services	963	36,493	38	21,155	50	0	0	21,205
Fine Arts and Communication	246	9,975	41	6,243	0	0	0	6,243
Alumni	6	445	74	20	0	0	0	20
International Studies	1	50	50	0	0	0	0	0
Library	36	1,910	53	1,385	0	0	0	1,385
Honors	0	0	0	0	0	0	0	0
Quad Cities	13	540	42	250	0	0	0	250
Athletics	2	115	58	90	0	0	0	90
Student Services	98	6,550	67	3,970	25	0	0	3,995
Board of Trustees	171	6,155	36	3,735	25	0	0	3,760
Radio	1	53	53	53	0	0	0	53
TV (WQPT)	4	200	50	200	0	0	0	200
Parents	416	14,076	34	6,020	75	0	0	6,095
University Scholarships	542	31,190	58	25,983	1,082	0	0	27,064
Other	85	3,430	40	2,310	0	0	0	2,310
Total	3,894	177,279	46	116,683	1,307	0	0	117,990

Above Pledge Totals Include:

Leatherneck Club	0
Performing Arts Society	220
Library Atrium Society	1,860

Above Receipt Totals Include:

Leatherneck Club	0
Performing Arts Society	120
Library Atrium Society	1,385

Total Phonathon : \$178,585.59

PURPOSE: Record of FY15 Phonathon to report Unit totals.

AUDIENCE: Internal use for administrators and development officers; Distributed to Board of Trustees and WIU Foundation Board

NOTES: * Total Gifts equals Income (Cash, Pledges Paid, Gifts-in-Kind and GIK Pledges Paid).

GIK's do not include Service or noncharitable Gifts in Kind

See Annual Fund report for all phonathon and annual fund total

Printed on : 4/21/2015