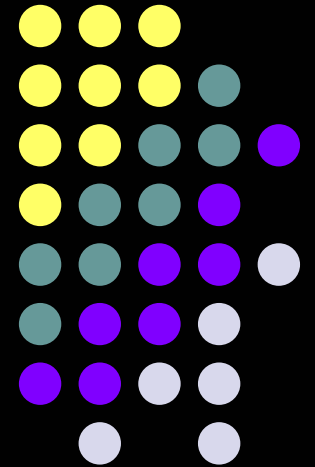
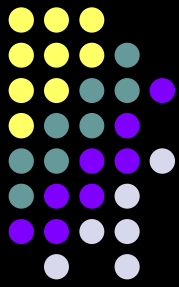


Advancement and Public Services

2006



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Accomplishments and Productivity

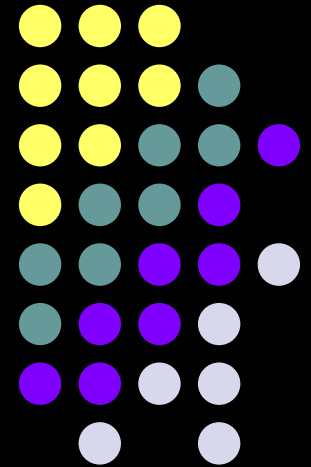
Relating to the University Strategic Plan for FY06



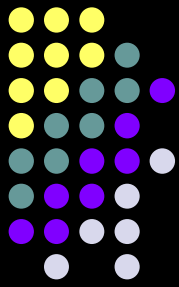
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STRATEGIC PLAN GOAL:

Secure contribution income in support of strategic plan initiatives.



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Accomplishments

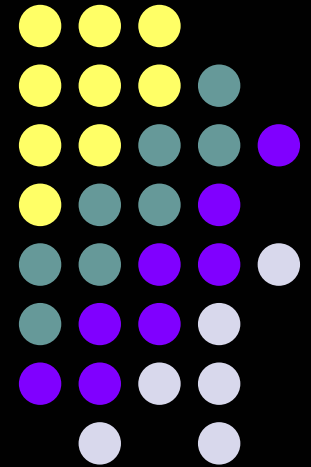
- \$5,257,472 donated by 11,281 alumni, friends, faculty/staff, corporations, and other organizations to support various University programs and services in FY06 (YTD).

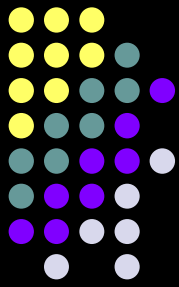


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STRATEGIC PLAN GOAL:

Design a new comprehensive campaign focused on priorities identified in the University's strategic plan.



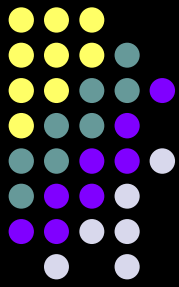


Accomplishments

- Completion of campaign plan.
- Conducting feasibility study.
- Screening of nearly 79,000 alums by a prospect researcher.
- Hired 2 of 5 college and program unit development directors.



Accomplishments



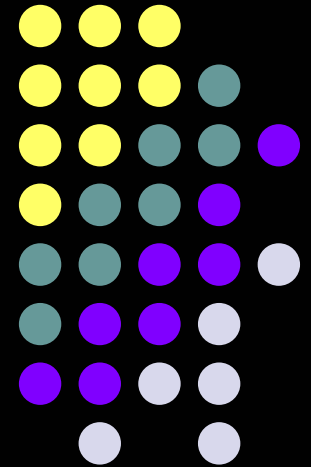
- Planning for a national tour briefing alums on campaign needs.
- Working on a facelift and upgrade of the donor database.



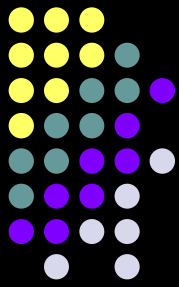
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STRATEGIC PLAN GOAL:

Target fundraising efforts for scholarships for first year students.



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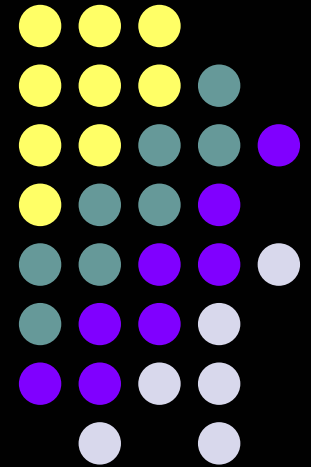
Accomplishments

- Created criteria for the Trustee Scholarship Program and the First Year Experience Leadership Awards.
- Funding a number of new Summer School Scholarships for 2006.

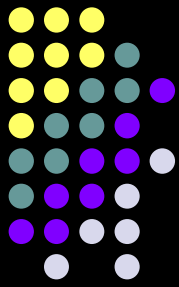


STRATEGIC PLAN GOAL:

Develop strategies to raise student awareness of financial aid and scholarship offerings.



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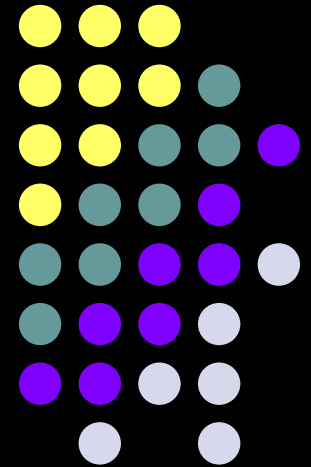
Accomplishments

- Attendance of approximately 700 people at two donor recognition and stewardship banquets with large donor and donor family presence.
- Featured scholarship donors and recipients in University publications and press releases.

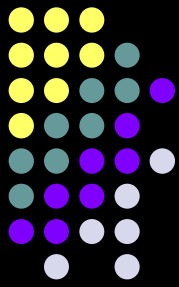


STRATEGIC PLAN GOAL:

Expand scholarship opportunities
for a diverse student population.



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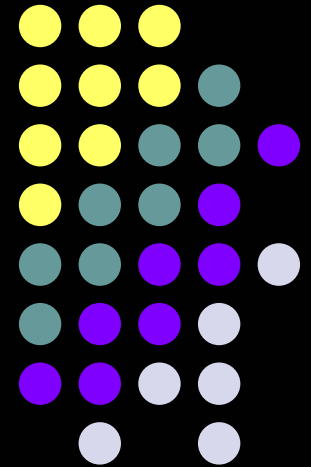
Accomplishments

- 35 new scholarship accounts in 2006 totaling more than \$115,000 in new scholarship aid, including 10 new Trustee Scholarships
- Silyx Scholarship for daycare assistance



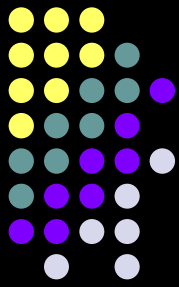
STRATEGIC PLAN GOAL:

Identify funding or seek new funds for students in need of short-term assistance.



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Accomplishments



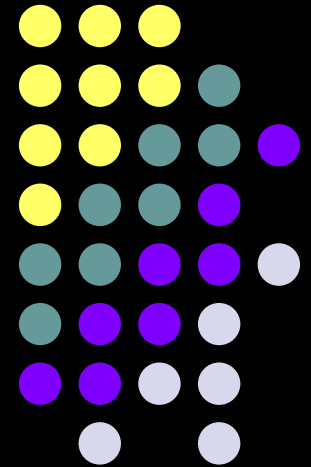
- Made a total of 382 short-term loans and book vouchers valued at \$171,885.02.

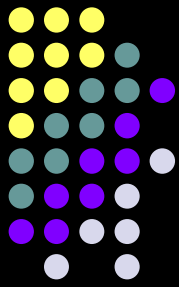


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STRATEGIC PLAN GOAL:

Increase the use of internal grants instead of loans for student aid.





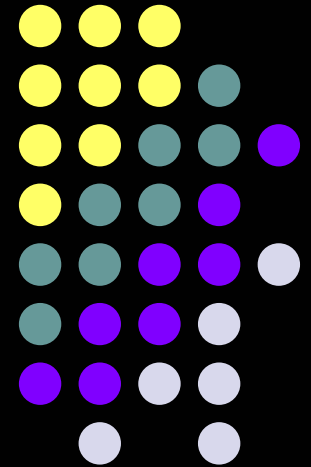
Accomplishments

- Awarded \$18,910 in internal grants to needy students in FY06 (YTD).
- Secured \$1,500 in funding to assist needy students in teacher education program called Taskstream.

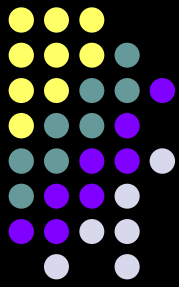


STRATEGIC PLAN GOAL:

Expand student learning and growth through opportunities that blend classroom learning and campus life.



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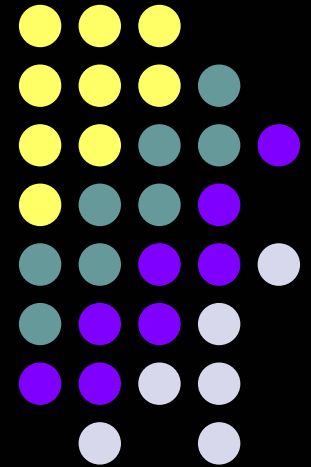
Accomplishments

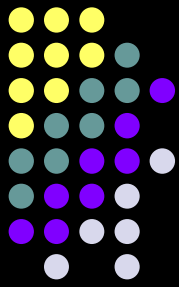
- Implemented an online social network for alumni providing them the opportunity to create a profile, develop professional networks, visit with each other and more.
- Provided the opportunity to connect with students before they graduate to prepare them to become engaged alumni, inform them of alumni benefits and services, and encourage them to continue using the online network after graduation.



STRATEGIC PLAN GOAL:

Identify additional ways to maintain alumni involvement and increase their commitment and partnership with the University community.





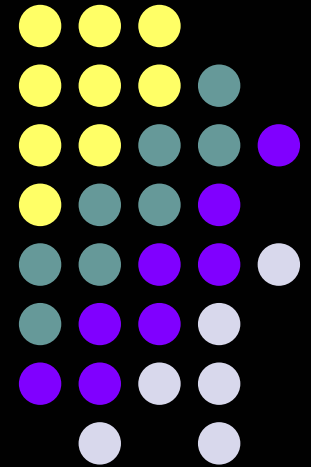
Accomplishments

- Developed an informational publication to educate faculty/staff about the services provided by Alumni Programs.
- Constituted a task group to integrate Homecoming activities into the University's athletic and academic programs.
- Hosted special events for the Black Alumni



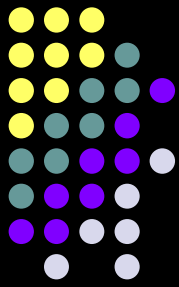
STRATEGIC PLAN GOAL:

Provide programs and services that link alumni to other alumni, the Alumni Association, and the University.



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Accomplishments

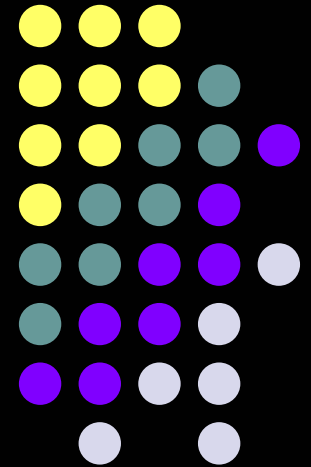


- Expanded capabilities of the online directory by adding a “last changed date” to individual records so other alumni can see how long it has been since the information has been changed.

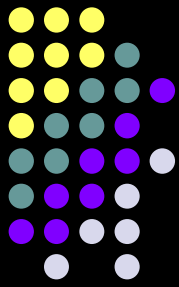


STRATEGIC PLAN GOAL:

Explore ways to involve alumni in improving educational programs.



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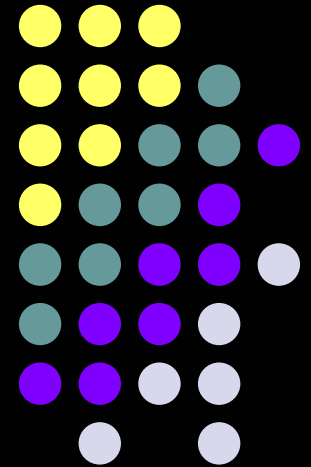
Accomplishments

- Scheduled meetings with key people to discuss campus initiatives.
- Created more effective communication with alumni and governmental/political connections at the local, state and/or national levels.
- Upgraded the quality and content of *Across the Miles* interviews.

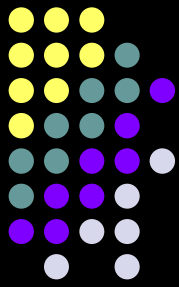


STRATEGIC PLAN GOAL:

Develop a coordinated plan to link international alumni to campus.



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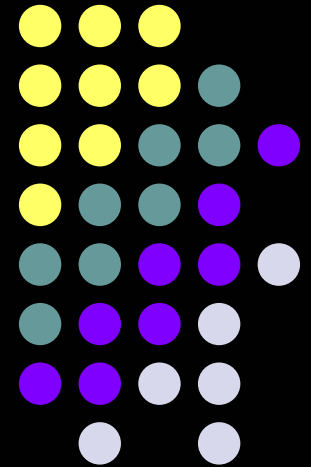
Accomplishments

- Worked with Center for International Studies to determine how to improve communication with international alumni.
- Began reaching international alumni through batch emails.
- Created an inventory of international alumni groups

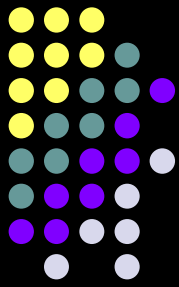


STRATEGIC PLAN GOAL:

Develop consistent
and integrated University
marketing initiatives.



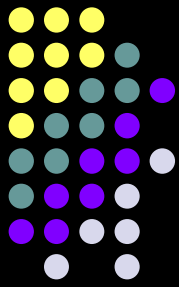
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Accomplishments

- Obtained and improved campus-wide support for integrated marketing
- Produced publications supporting Higher Values in Higher Education strategic plan.
- Advertised Higher Values in Higher Education student testimonials on WGN Cubs Radio Network.
- Broadcast Higher Values in Higher Education television ads.





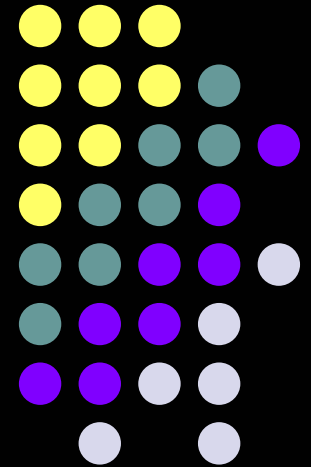
Accomplishments

- Published feature articles and photos in news media outlets.
- Developed two new public affairs television programs for Macomb and campus cable system viewers.
- Supported the integrated marketing plan through advertisements, displays, publications and the future redesign of the website.

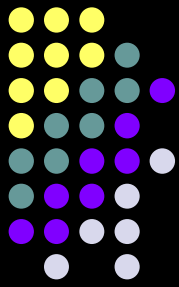


STRATEGIC PLAN GOAL:

Develop consistent
and integrated University
marketing initiatives
in the Quad Cities.



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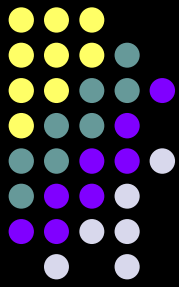
Accomplishments

- Increased advertising and marketing in the Quad Cities with:
 - Television and radio commercials
 - Illuminated signs at the airport
 - Billboards in Illinois and Iowa
 - Quad Cities community bus wraps



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Accomplishments: University Relations

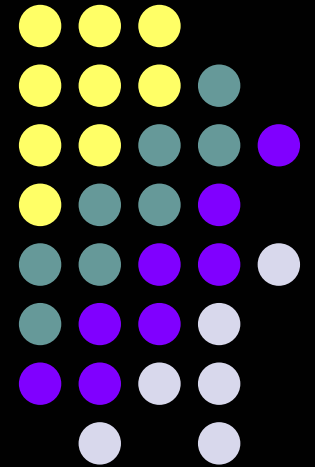


- Updated strategic plan publications
- Supported PAC & WIU Quad-Cities riverfront campus planning funds release
- Achieved national coverage of WIU cost guarantee and “best value”
- Initiated redesign of the university’s web presentation
- Planned relocation of Visual Productions Center to Tillman Hall

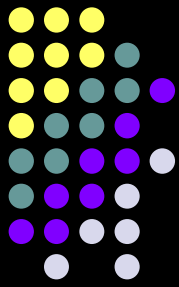


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Alumni Programs



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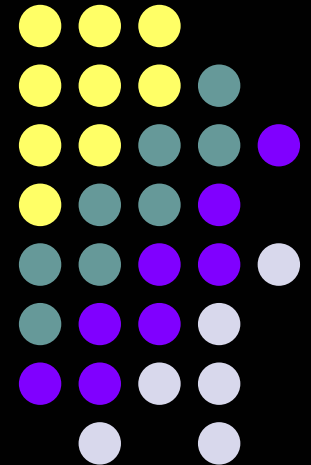
Alumni Programs

- WIN program funds increased to more than \$55,000.
- More alumni accessed the online directory.
- More than 70 events were held on campus and throughout the nation.
- More than 25,000 alumni attended events.

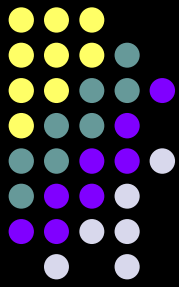


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Foundation and Development



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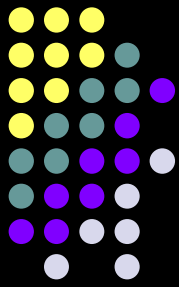


Foundation and Development

- Assets exceed \$22.743 million. In the fiscal YTD the market value of the Foundation portfolio has grown by 7.9%.
- Gift income has increased. This time last year gift income totaled \$3.5 million. This year income is \$5.27 million with two large gifts still anticipated.



Foundation and Development

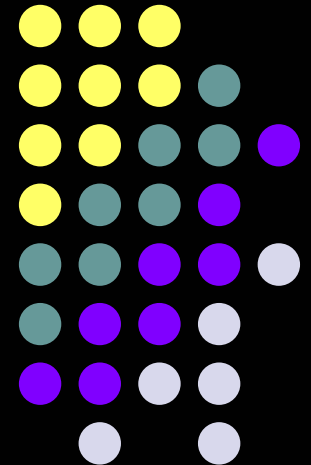


- Average annual gift increased from \$43.80 last year to \$46.70 this year.
- The prospect researcher is delivering research on donors and thus far has prepared research profiles on several hundred present and prospective donors.

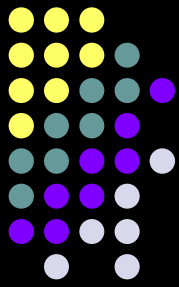


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Scholarships



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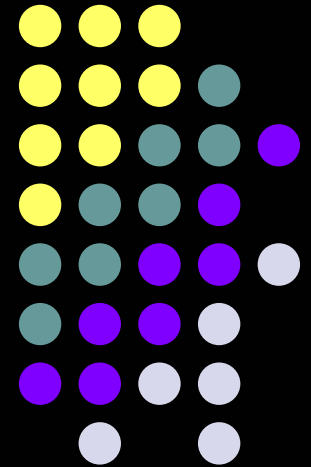
Scholarships

- Distributed \$2,376,488 in student aid and assisted 3,357 students in the past year.
- Coordination of Scholarship Office planning and implementation with other University agencies was improved.
- Communication with prospective scholarship awardees was enhanced.

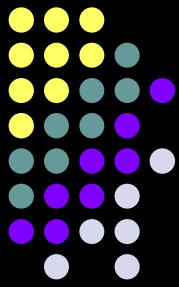


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Marketing



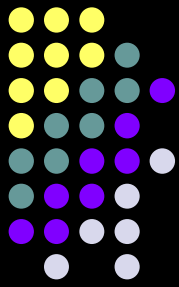
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Marketing

- Increased print advertisements.
- Increased public exposure with billboard campaign.
- Perfecting web communications with new future design.





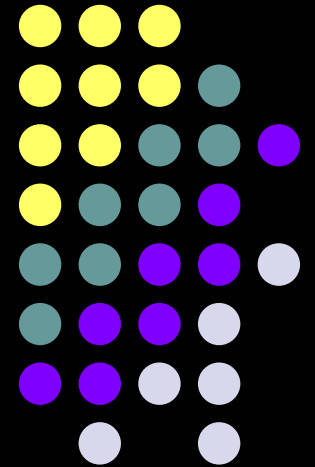
Marketing

- Emergence and progression of WIU as a distinctive brand.
- Focus more on Western's quality and affordability.
- Quality control of University publications.

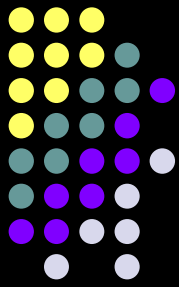


SUCCESS

University Relations



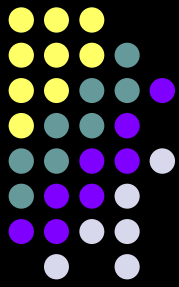
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University Relations

- Maintained high quality and quantity of publications.
- Improved web communication both visually and architecturally.
- Enhanced relationships with media outlets, especially national media coverage.
(Princeton Review)





Major Objectives and Productivity Measures

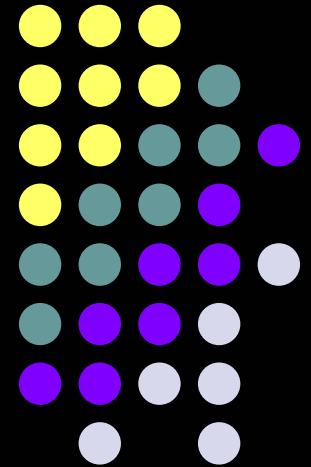
Relating to the University Strategic Plan for FY07



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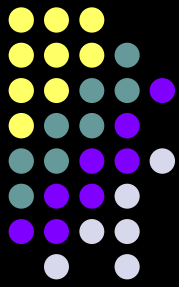
OBJECTIVE:

Expand student learning and growth through opportunities that blend classroom learning and campus life.



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Alumni-Student Experiences



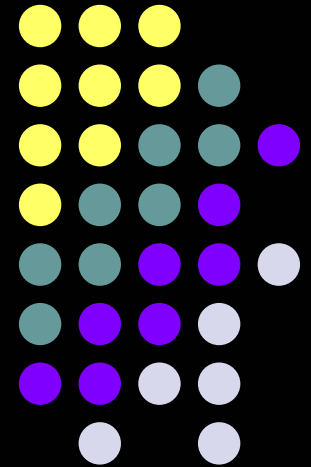
- Use Web based technology to link students and alumni



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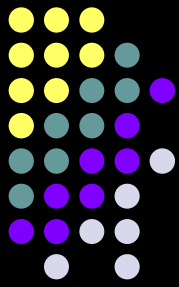
OBJECTIVE:

Develop programs that encourage alumni to share their experiences and expertise with students, on and off campus.



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Encourage alums to share with students

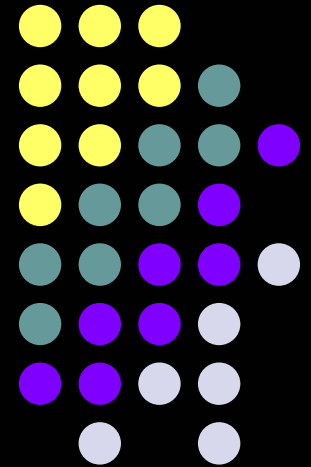


- Create a database of alumni and areas of career and work expertise
- Integrate the database with web technology
- Implement programs for alumni to share experiences



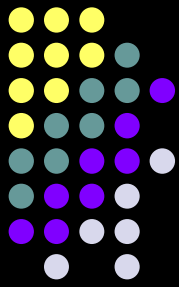
OBJECTIVE:

Develop a coordinated plan to link international alumni to campus.



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Link international alumni

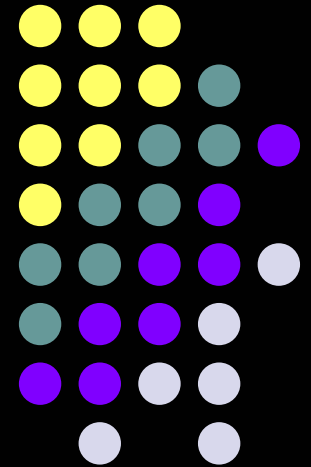


- Push information to international community of alumni
- Coordinate program expansion with Center for International Studies
- Plan Presidential Briefing and tour of Asia



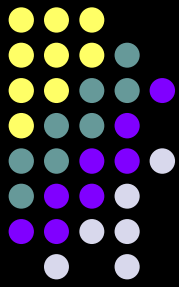
OBJECTIVE:

Enhance communication
between the University and its
alumni.



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Enhance communication with alumni

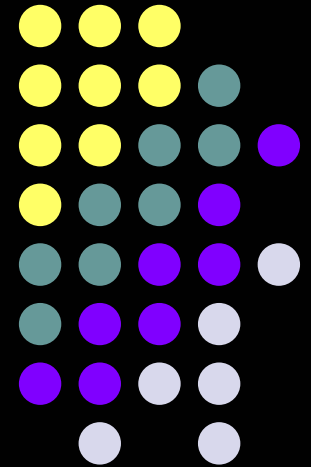


- Implement InCircle's social network for WIU
- Update Western News
- Open more robust communication with academic departments
- Upgrade Presidential entertainment

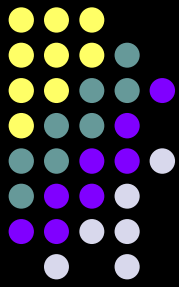


OBJECTIVE:

Provide programs and services that link alumni to each other, the Alumni Association and the University.



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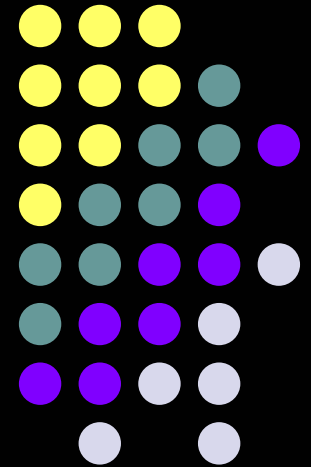
Link alums to alumni

- Implement the National Advancement Plan
 - Alums as messengers
 - Alums as mentors
 - Alums for money
- Engage alums in career services for students
- Broaden the depth and range of alumni programs



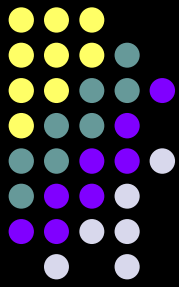
OBJECTIVE:

Enhance communication efforts
in support of the University's
strategic plan and campaign



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University Relations

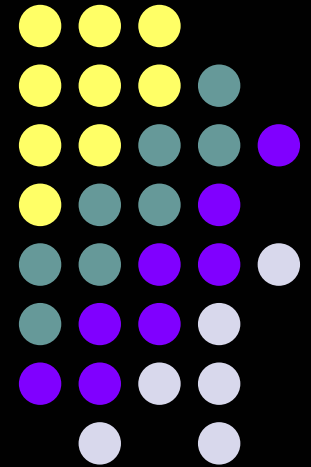


- Complete the new web-based enhancements
- Design and publish both University strategic materials and campaign promotions
- Implement communication programs that enhance the University's recognition as a top comprehensive masters institution
- Support the various University marketing initiatives
- Cultivate positive & productive relationships with national and regional media

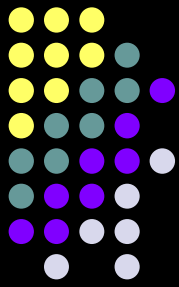


OBJECTIVE:

Support the implementation of
the capital campaign.



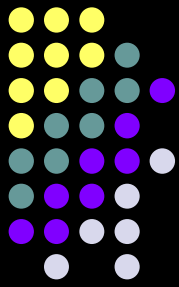
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Capital Campaign

- Implement campaign feasibility recommendations.
- Begin pre-campaign activities in July 1, 2006.
- Hire the rest of development officers for the colleges
- Increase the number of fundraisers working in the field from two to eight.

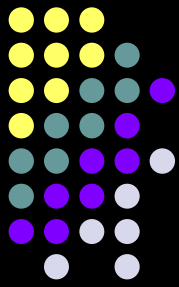




Capital Campaign

- Increase the number of fundraising calls from 100 per year to 1600 in 2007.
- Increase alumni giving participation from 12% to 18% over the next seven years.
- Increase the number of new corporate/foundation grants to 30 or more.

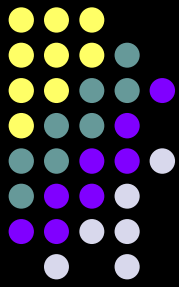




Capital Campaign

- Increase the growth of the annual gift income at the annual rate of 10%.
- Create a prospect management system to enhance transparency and reporting for development officers and colleges.
- Complete the FAL web-based system enhancements.



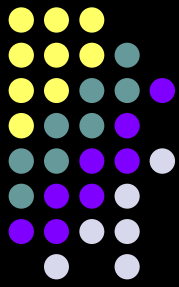


Capital Campaign

- Appoint and activate campaign advisory councils for each of the colleges and major academic units.
- Train and orient new development officers and staff in campaign policy and procedures.
- Design and publish case materials.
- Implement a national series of presidential briefings.



Capital Campaign

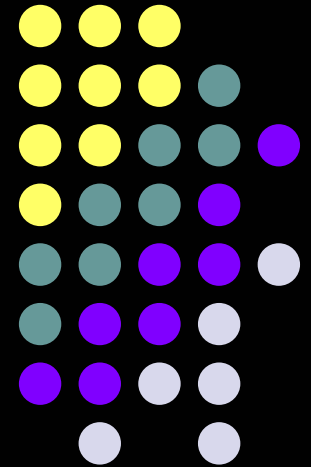


- Enhance website presentations and improve coordination of marketing materials.
- Design and publish campaign communications initiatives.
- Enhance recognition as a top comprehensive university in the nation.



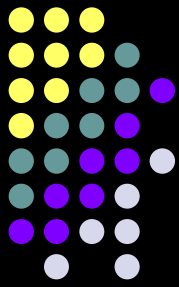
OBJECTIVE:

Promote better academic performance, and offer more recognition and awards to academically talented and civic-minded students.



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Better Academic Performance

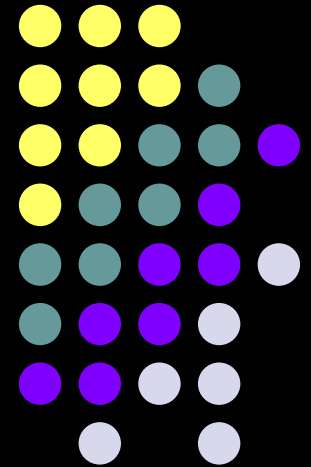


- Get more unrestricted dollars for all scholarship categories
- Promote scholarship opportunities through various media
- Implement the President's Scholarship Appeal
- Expand the distribution of "Scholarship 101"



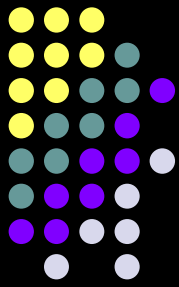
OBJECTIVE:

Develop pro-active initiatives to identify and assist students with financial need.



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Identify and assist needy students

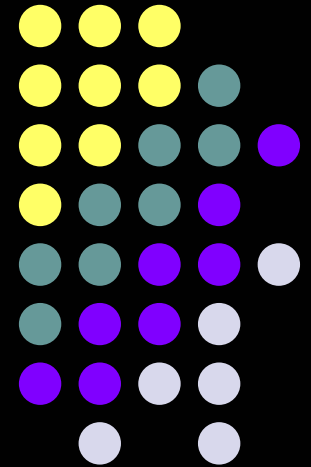


- Determine the types of financial aid needed by students
- Research the impact of financial need on academic performance



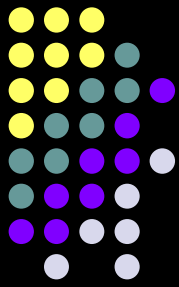
OBJECTIVE:

Create early intervention for chronic financial problems.



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Create early intervention

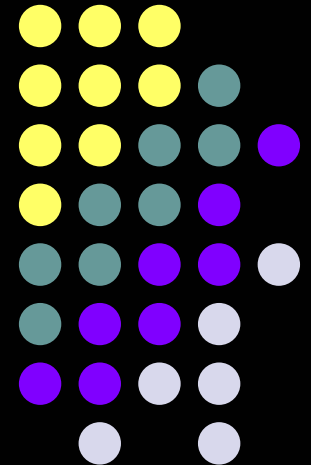


- Teach students to establish financial priorities
- Recognize financial limitations and strengths
- Share sources of internal and external information



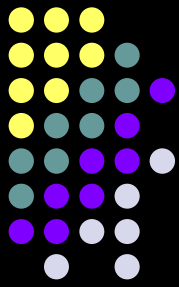
OBJECTIVE:

Implement a strong advertising campaign in the Quad Cities.



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Campaign for Quad Cities



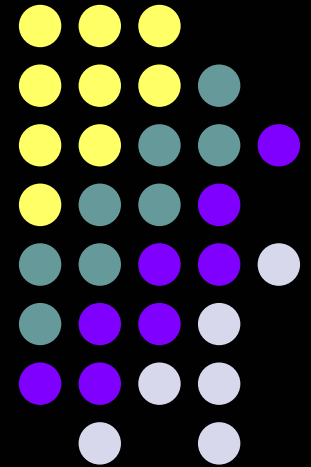
- Continue billboard campaign
- Ditto bus wraps
- Print ad campaign for newspapers
- Television commercial campaign



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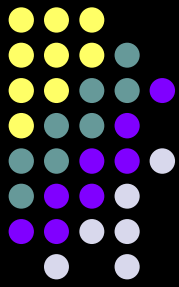
OBJECTIVE:

Implement a strong marketing campaign for the Macomb campus.



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Macomb Campus Marketing

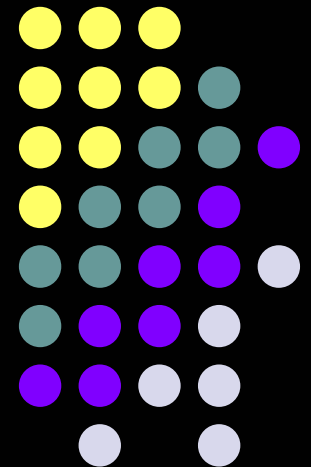


- Strengthen the WIU Brand
- College & departmental grants program
- Media ad campaign
- Objective: Deepen awareness, broaden reach of messages and strengthen the WIU brand
- Quality, accessibility and quality



NEW BUDGET REQUESTS

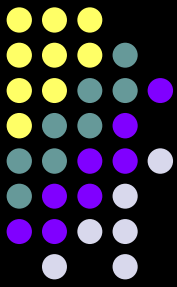
Total Amount Requested:
\$1,622,602

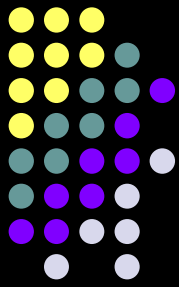


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BUDGET REQUESTS (TOP PRIORITY)

- Campaign Support \$100,000
- Expanded marketing \$300,000
- Scholarship Aid \$892,000





Other Budget Requests

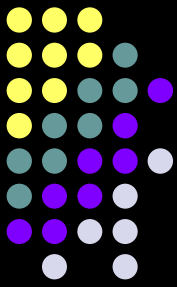
- **Presidential Briefings \$50,000**
- **Personnel \$102,000**
 - **Special Assistant for Campaign**
 - **Accountant**
 - ***Assistant Director for University Relations**
 - ***Assistant Director for Alumni Programs**

*** Partial position funding**



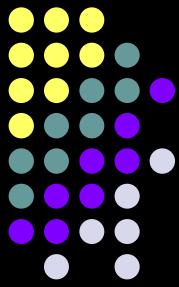
Campaign Support

- Campaign travel & donor entertainment
- Campaign publications ...video, etc.
- Consultative services



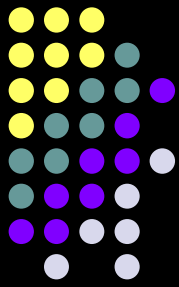
Expanded marketing

- **WIU Macomb Campus \$150,000**
- **Quad Cities \$150,000**



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Presidential Briefings

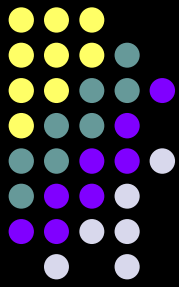


- Support a national briefing program
- 16 alumni events
- Create publications
- Travel and entertainment

Total: \$50,000



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Personnel

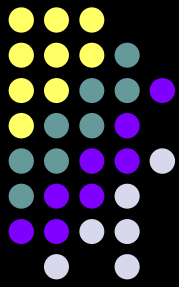
- Special Assistant to President & VP
- Accountant
- Assistant Director for University Relations
- Alumni program assistant

Total: \$102,000



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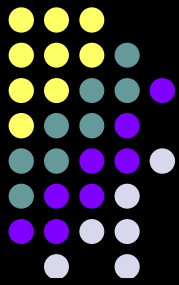
Scholarships



- Unrestricted scholarships
- Presidential 4-Year Scholarships
- Minority Grad. Access Program
- DuSable Scholarships
- Foundation 4-Year Scholarships

- Total: \$892,000





THE 18% SOLUTION

Year	Alumni Donors Goal	Alumni on Record	Participation Rate	Actual YTD Alumni Donors	Actual % Towards the Goal
2005	9,418	95,541	9.9%	--	--
2006	10,709	98,522	10.9%	7,376	68.87%
2013	21,439	119,389	18.0%	--	--



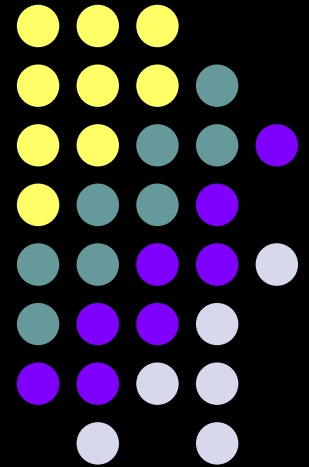
TOTAL GIFT INCOME:

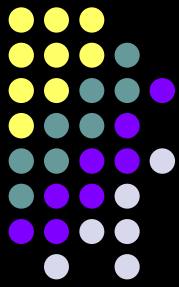
Total Donors: 11,281

Total Gift Commitments:

\$3,825,609 (present value)

\$5,257,472 (face value)





GIFT INCOME

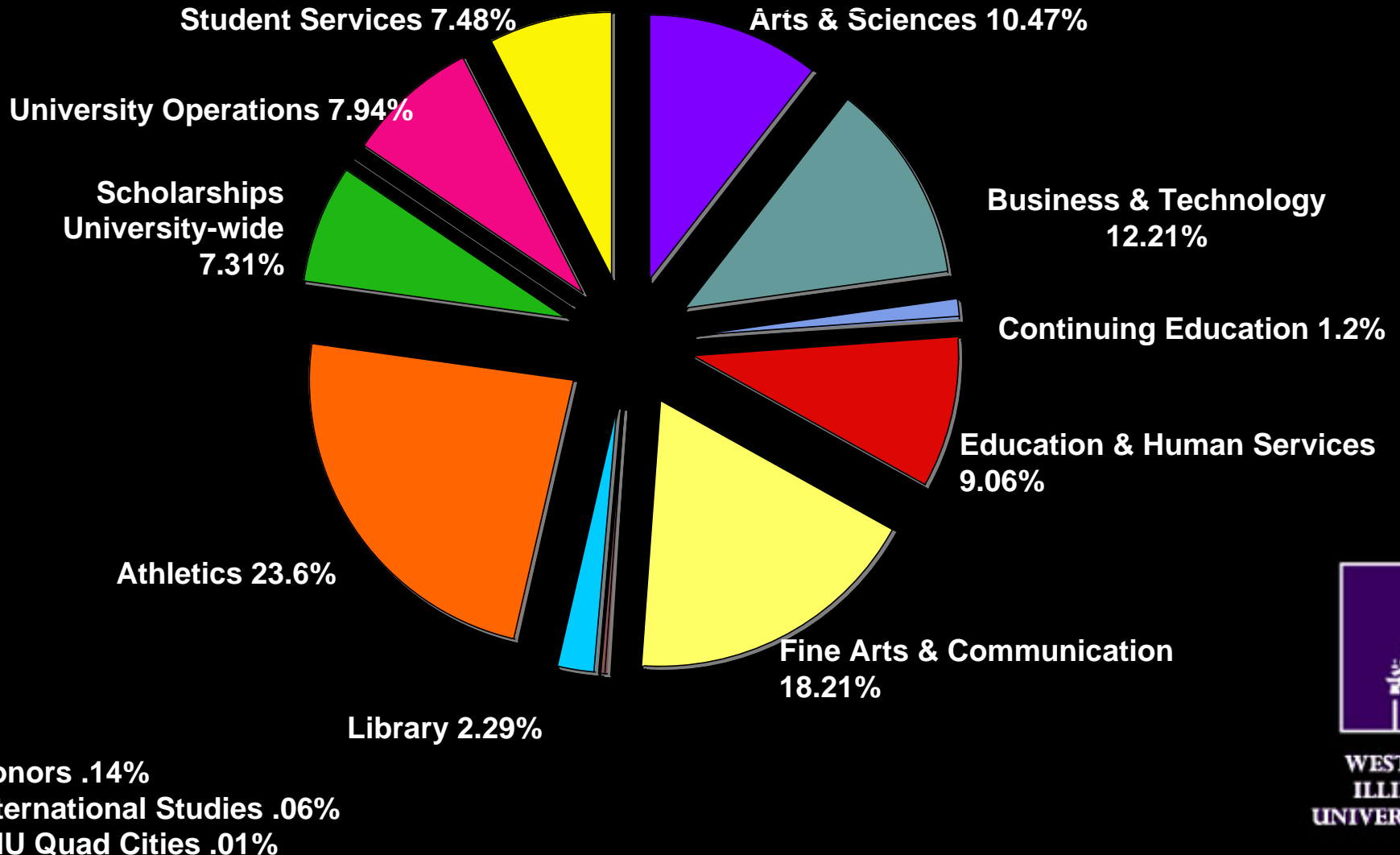
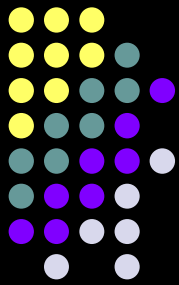
of Donors Total Gift Commitment

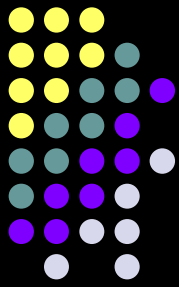
Alumni	7,769	\$3,160,615
Employees	458	\$154,913
Friends	2,378	\$1,009,243
Parents	71	\$10,028
Corporations & Businesses	497	\$686,388
Foundations	25	\$73,428
Other Organizations & Fund Raising	77	\$150,241
Religious Organizations	5	\$12,592
Other	1	\$25



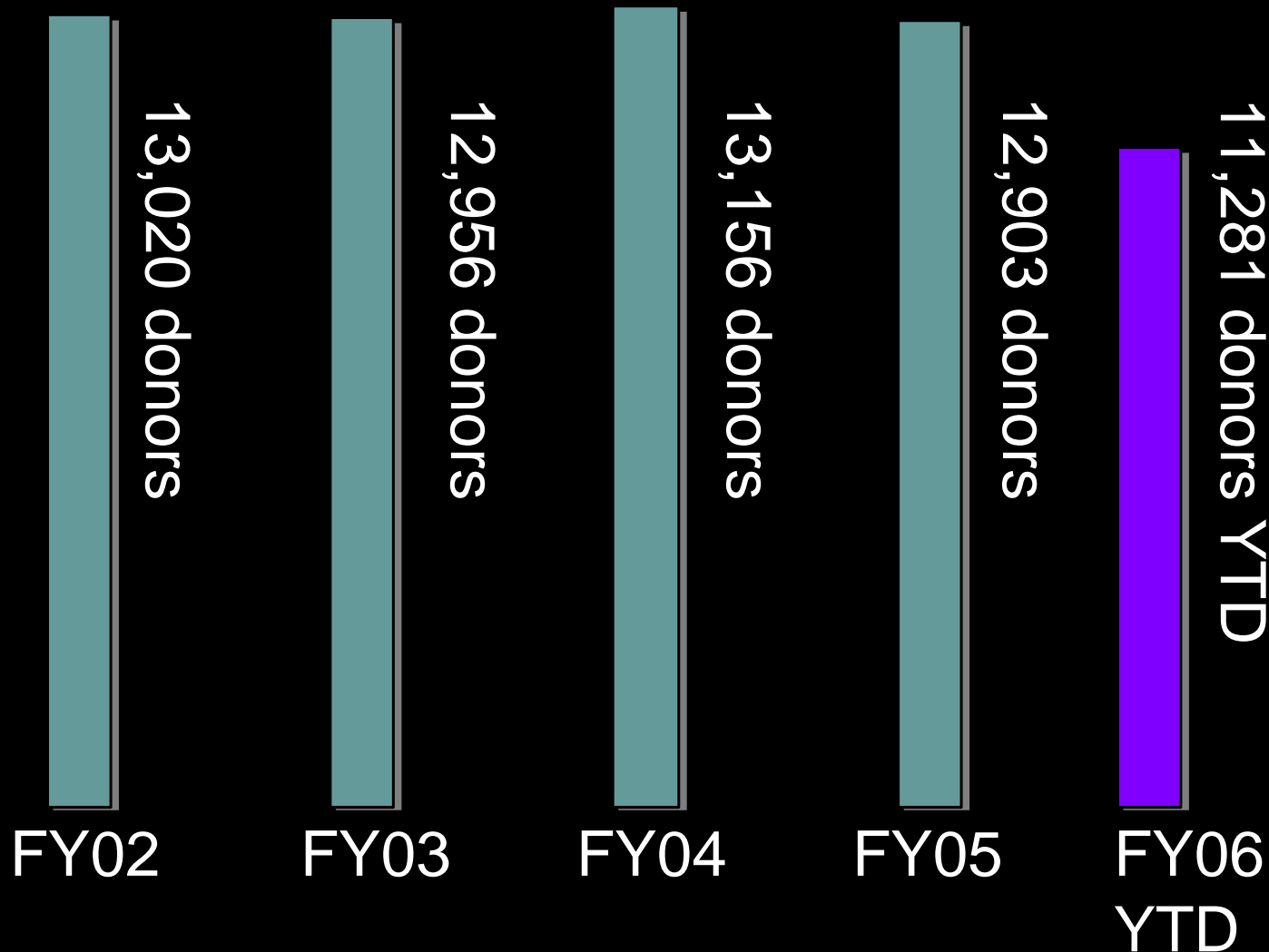
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2006 FUND REVENUE

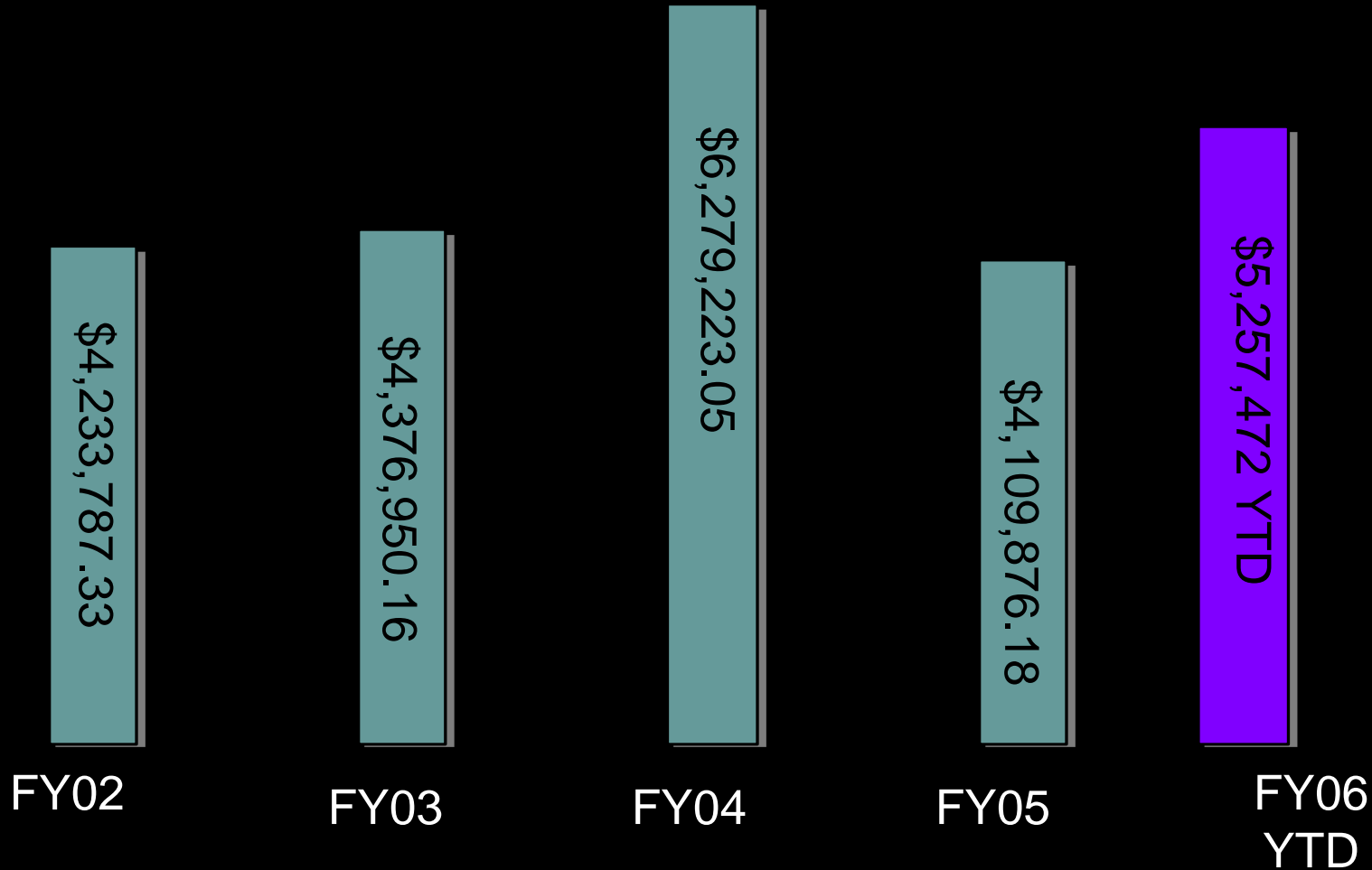
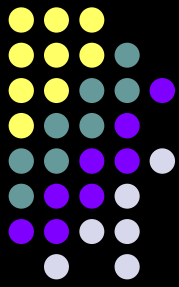




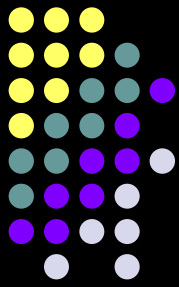
NUMBER OF DONORS



TOTAL GIFT COMMITMENTS



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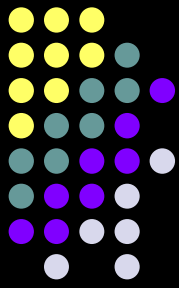


NET ASSETS

ASSETS	FAIR VALUE
Current Assets	\$6,117,848
Noncurrent Assets	\$18,659,826
TOTAL ASSETS	\$24,777,674
LIABILITIES	
Current Liabilities	\$403,219
Noncurrent Liabilities	\$230,307
TOTAL LIABILITIES	\$633,526
TOTAL NET ASSETS	\$24,144,148



We plan for WIU a great legacy of achievement in our time...



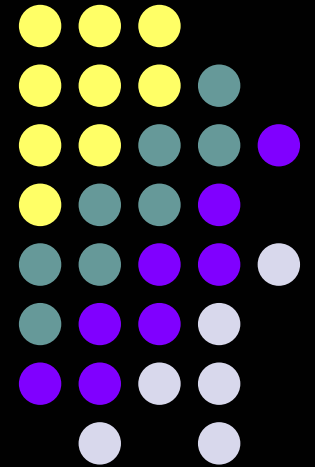
.... whose benefits to our generation and generations to come will echo through the years



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Advancement and Public Services

2006



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