THINK PURPLE
THINK ACCOMPLISHMENTS
THINK WESTERN

OFFICE OF THE VICE PRESIDENT FOR ADVANCEMENT AND PUBLIC SERVICES
Accomplishments for FY14
Foundation and Development

• Our $60 million Higher Values in Higher Education Campaign came to a successful close raising over $62 million.

• Endowment grew from $16 million to $40 million during campaign.
• Total Foundation assets are now over $55 million.
• Planned giving inventory is now at approximately $40 million.
Major Gifts

- $2,000,000 – Planned gift from Ken & Lorraine Epperson
- $313,000 – Planned gift from Donald & Gordana Rezab
- $253,000 – Planned gift from Robert Hodges
- $150,000 – Planned gift from Kenneth & Betty Wright
- $100,000 - Dan Webb
- $82,260 – Gil Belles
Corporate and Foundation Gifts

- $100,000 – AT&T Foundation
- $100,000 – Sodexo Inc. & Affiliates
- $71,250 - Caterpillar Foundation
- $58,175 – Apple Computer Inc.
- $58,186 – John Deere Classic

Representatives of State Farm and Western Illinois University gathered for a $50,000 donation from the insurance provider to WIU School of Computer Sciences.
Foundation Accounting

- Enhanced data accuracy through reports to identify data entry errors, invalid codes, duplicate records, deceased individuals, and out of business records.

- Conversion of donors to yearly-tax receipts has been completed and a process has been established to ensure donors meeting certain criteria will only receive annual receipts in the future, thereby reducing printing and mailing costs.

- A new Scholarship Disbursement screen is being designed so that departments will be able to enter student scholarships directly into the system for approval.
Prospect Management

- Utilized DataDesk software to build a predictive model of donor propensity to give for 115,502 alumni records.

- Devised MVS screen enhancements and utilized reporting software to demonstrate fundraising progress for individual fundraisers.

- Completed Voluntary Support of Education survey reporting FY13 fundraising totals as required by CASE and CAE.
Annual Giving

• Targeted direct mail and Phonathon outreach to high propensity friends and alumni for a fiscally responsible annual fund campaign.

• Facilitated establishment of a new student group: the WIU Philanthropy Club.

• Increased total number of direct mail gifts for Fall 2013 Annual Fund initiatives.

• Established a new scholarship to benefit student workers of the WIU Phonathon.
Donor Relations

- Sent personalized letters to over 1,570 donors so far in FY14.

- Sent special greetings to over 235 first-time donors.

- Sent calendar year-end letters and tax information to nearly 400 WIU employee donors and 420 non-employee donors.

- Mailed over 290 annual endowment benefactor reports.

- Developed content and supervised production of four issues of Developments Newsletter.
Special Events

- Hosted four President’s Tents during football season and one President’s Buffet during basketball season.

- Planned and implemented a variety of recurring events funded by the Foundation Office including: Athletics Hall of Fame Banquet and scholarship banquet.

- Contributed to planning and execution of the events surrounding Founders’ Day Celebration.

- Prepared for Campaign Finale Celebration, May 2014
Foundation Funded Projects

- Rocky on Parade
- WPA Exhibit
- Sherman Auditorium Restoration
Managed Crisis Communication
Coordinated weather related announcements, and handled media inquiries following assault reports.
University Relations

Promoted WIU Programs, Activities & Accomplishments in Region/State/Nation

- NCAA 6th Fan Contest
University Relations

Promoted WIU Programs, Activities & Accomplishments in Region/State/Nation

• Emergency Management/Disaster Recovery experts
University Relations

Promoted WIU Programs, Activities & Accomplishments in Region/State/Nation

• Campaign Gifts & Celebration
• WIU Rankings
• Scholarships
University Relations

Supported WIU Marketing Initiatives – Think Purple Campaign
Supported WIU Marketing Initiatives – Think Purple Campaign

Conceived and produced with UTV the new 2013-14 30-second Think Purple Think Success commercials for television, web and theatre placements, and a new 15-second commercial.
University Relations

Supported Foundation Initiatives - Conceived with UTV Western's 2013 holiday greetings message for alumni, friends/donors, and the general public; campaign; 2013-2014 Col. Rock III Calendar
University Relations

Supported University Admissions & General Promotions Initiatives - Designed undergraduate viewbooks for the Macomb and Quad Cities; promoted the Centennial Honors, Commitment and Transfer scholarships; conceived and designed various promotional/ad materials.

The Quad City viewbook received a silver award in the 2013 Collegiate Advertising Awards (CAA) contest.
Coordinated and Maintained WIU's Social Media Presence (Facebook, Twitter, YouTube, etc):
As of March 8, 2014, WIU's Facebook account had 25,394 likes (compared to 21,054 - 3/13). Interesting note: (March 2012: 15,564 likes/fans).
Coordinated and Maintained WIU's Social Media Presence (Facebook, Twitter, YouTube, etc) - Numerous videos were conceived, produced and edited to promote a variety of WIU programs/initiatives (Big Pink Volleyball, Homecoming, Campus Safety, and more).
University Relations

Coordinated and Maintained WIU's Social Media Presence (Facebook, Twitter, YouTube, etc): -

• WIU Instagram has 1,207 followers (account established Spring 2013)
• UR's Twitter feed has 4,916 followers (3,127 - March 2013)
• WIU's YouTube channel has 511 subscribers (395- March 2013)
• WIU Linked In - 45,487 followers
University Relations

Developed/Designed Websites for VPAPS, Admissions & Other WIU Departments/Organizations
University Relations

Participated in Community Initiatives*

- American Cancer Society Walk
- Balloon Rally
- Chamber Leadership Academy
- Coordinated joint promotional efforts between City of Macomb and WIU
- Tri-States Audio Information Services
* Several more!
University Relations

Participated in University Workshops/Initiatives*
• Building Connections mentors
• Numerous University committee and task force assignments
• Employee Wellness committee
• Career Week panelists
• Civil Service Employees Council
• Instructional Design & Technology instruction
• Technology initiatives
• Master Planning Committee
• Campus Accessibility
* Several more!
Visual Production Center

Continued to Market Products and Services - Participated in events as Grad Prep Day and Student Activities Fair to promote VPC services; popular products: WIU Wall Clings, stickers and window clings; buttons; banner; fraternity/sorority/honors society posed portraits and composites; graduation photographs, etc.
Continued to Target Niche Audiences - Parents of student-athletes are sent e-mails with links to game day action photos and individual posed photographs; provide portfolio photographs for theatre and music students
Visual Production Center

Continued to Provide Professional Photos and Large Format Pieces - During FY2014 (July 1, 2013 to March 1, 2014) the Visual Production Center has produced 917 jobs (an increase of 58 jobs compared from FY'13). [does not include graduation, football media day & other special events]
Visual Production Center

Continued to Provide Photos for Special Events—More than 916 special event orders (an increase of 35) were completed from July 1, 2013 to March 1, 2014.
Visual Production Center

Continued to Promote WIU Via Large Format Projects On- and Off-Campus:

• University Union
• Art Gallery
• Press Box/Athletics
• Col. Rock III Birthday
• Study Abroad
Visual Production Center

Continued to Promote WIU Via Large Format Projects On- and Off-Campus:
Displays (cling, banners, signs, etc):
• MDH
• Sports Corner
• Walgreen's
• McDonough County Courthouse
• Outskirts
• Envy
*Several more!
Continued to Build WIU's Online Photograph Viewing Website (Lightbox) - As of March 1, Lightbox housed 260,816 photos (for viewing and ordering) [223,897, March 2013). More than 70 orders totaling $2,600 from Lightbox alone.
Increased Revenues for General Assignments & Special Event Projects While Keeping Costs Affordable - For the ninth consecutive year, VPC will end the fiscal year "in the black"
University Television

Continued to support Western's commitment to higher education through television and media services, including marketing and public relations initiatives
University Television

• Continued to advance television and media services to other educational groups and private groups for community outreach

• Continued to provide WIU broadcasting students with practice experiences in the field.

• Continued to tape University events and programs to further promote Western Illinois University to the region, as well as for archival purposes.
University Television

Continued to create original programming, and other promotional and educational materials, for the University for airing on Channel 3.
University Marketing

Continued to promote the Think Purple Campaign locally and regionally

Five 30-second Think Purple, Think Success videos featuring three WIU students and two WIU alumni. A 15-second piece was also created for a variety of uses. Commercials played in movie theatres during the holiday break and on commercial television stations during select special events, premieres, finales, etc.
University Marketing

**Premiere (high viewership) TV placements:** NFL NFC Playoff and Championship Games; World Series Games; American Idol Premiere; The Voice premiere and season finale; Super Bowl game and post-game; Olympic Opening and Closing Ceremonies; Biggest Loser Finale; Dancing with the Stars Finale Shows; Oakland at Dallas Thanksgiving Football Game; Survivor Finale and Premiere; 2014 Grammy Awards; The Amazing Race Premiere; The Bachelor Finale; Academy of Country Music Awards; St. Louis Cardinals vs. Chicago Cubs Baseball Games (FOX Midwest Sports (St. Louis); Major League Playoffs; IHSA State Football Championship Games; IHSA State Basketball Finals.

**Theatre Placements:** Bloomington; Peoria; Hannibal 6; Hannibal, MO; Burlington, IA; North Riverside; Warrentville; Joliet; Naperville; Northbrook; Portage, IN; Schererville, I; Schaumburg; Chesterfield, MO; Edwardsville; O’Fallon, MO; Hazelwood, MO; Kenosha, WI; Springfield; Fitchburg, WI; Davenport, IA; Moline; Rockford; Quincy.
University Marketing participated in a year-long contract (July 1, 2013, through June 30, 2014) with WGEM (NBC/FOX/CW) in Quincy, Illinois, in which WIU commercials were aired daily.

University Marketing added Macomb’s Rialto Theater as its newest cinema venue—showing these same 30- and 15-second commercials on six screens daily plus the lobby television.
University Marketing

General WIU and Think Purple marketing and promotion appeared in print publications in Macomb; the Quad Cities; and Keokuk, Iowa.

Ads promoting Western’s School of Nursing appeared in the Northwest Quarterly published in northern Illinois, southern Wisconsin, and Chicago. The School of Agriculture’s Open House was featured in The Lincoln Courier in March.
University Marketing

Think Purple, Signature Academic Programs, and Princeton Review Best Midwestern College ranking billboards were featured in the Macomb region, the Quad Cities, Quincy, Peoria, Chicago, Springfield, Bloomington, St. Louis, Joliet, Beardstown, and along interstates 80 and 55. Some of these locations highlighted current students and their outstanding achievements.
University Marketing

Continue to display banners and flags on University property (on campus proper and University streets), on various city of Macomb routes, and in local businesses, and provided promotional materials, such as Think Purple clings, window perforations, and banners, to local businesses and on campus.
Began advertising on scrolling and digital signage at high school gymnasiums and stadiums in 15 schools in Iowa and Illinois.

- Burlington High School gymnasium
- Davenport North High School gymnasium
- Davenport West High School gymnasium
- Bettendorf High School gymnasium
- Keokuk High School gymnasium
- Ft. Madison High School gymnasium
- Indian Hills Community College gymnasium
- United Township gymnasium
- Rock Island High School Stadium
- Rock Island High School gymnasium
- Davenport (Brady Street) Stadium
- Freeport High School gymnasium
- Belvidere High School gymnasium
- Belvidere North High School gymnasium
- Geneseo High School gymnasium
University Marketing

During the holiday season, targeted advertising took place in Woodfield Mall in Schaumburg, and at Northbrook Court in Northbrook.
Table tents and posters were displayed in North Riverside Park Mall, North Riverside, Illinois, from September 16 through October 16, 2013.
A 12’ x 8’ digital sign was leased in Water Tower Place in Chicago on Michigan Avenue from March 31 through April 27, 2014.
Beyond traditional Western Illinois University marketing/branding efforts, University Marketing often will place congratulatory ads in students' hometown newspapers for noteworthy achievements. In years' past, WIU Marketing has recognized Sammy Marshall, Jeff Liles, Jenna Verity, Elizabeth Etta, to name a few, and most recently, Jimmy Holtschlag.
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.
University Marketing

Working with University Relations, University Marketing promoted the WIU's advancement/participation in the NCAA 6th fan contest, including paid Facebook ads, press releases, etc.
University Marketing

• Continued to coordinate the University's licensing/trademark policy, a new visual identity/logo policy, and licensing and trademark agreements/approvals and logo approvals.

• Renewed University Marketing’s advertising contract and added new artwork on a back-lit connector in the Quad Cities airport.

• Received Western Illinois University’s largest royalty check to date from our licensing agent, Licensing Resource Group (LRG).
The following initiatives were accomplished with FY14 funding for marketing:

$69,223.66 - Chicago-area marketing
- $20,921: 30-second commercials in movie theaters
- $19,740: billboards around the Chicago area
- $25,566.41: promotion and marketing materials in malls
- $2,996.25: print media marketing

$246,104.56 - Downstate advertising
- $25,421: 30-second commercials in movie theaters
- $4,600: Quad City airport signage
- $101,109.21: billboards
- $580.91: banners, signs, posters, and flags in the Macomb area
- $96,203.10: television, digital marketing, and web advertising
- $18,190.34: print advertising

Marketing was augmented by approximately $16,860.50 from the WIU Foundation and $15,035.00 from Printing Services.
FY15 Goals
Foundation and Development

- Establish new goals for fundraising for Western now that the campaign is completed.
- Continue to work with the Director of Annual Giving to make our annual fund more cost effective in an ever-changing environment.
- Increase our planned giving initiatives.
- Fill vacant positions in the Foundation office.
Foundation Accounting

- Continue to perform the comprehensive review of reports.
- Continue to write policies and procedures.
- Continue to enhance risk assessment initiatives.
- Continue to enhance training materials.
- Enhance training of support staff.
- Participate in relevant training seminars to remain updated on key issues.
Prospect Management

• Use wealth screening results to identify new prospects to suggest to Development Officers for addition to their portfolios for the interim campaign.

• Begin analyzing final results of Higher Values in Higher Education campaign to formulate new fundraising strategies.

• Identify new prospects from within our current constituent base using external wealth screening combined with internal predictive modeling.

• Compile net worth for the top prospects in Development Officer portfolios

• Convert all existing reports from Crystal Reports software to Pentaho.
Annual Giving

- Rebrand Annual Fund outreach into one comprehensive, University-wide effort.
- Plan and implement a 36-hour alumni-wide ask event in Spring 2015.
- Expand “Giving Circles” program among young alumni.
- Increase young alumni participation in the Annual Fund from less than 5% to 10%.
- Increase Phonathon revenue by 10% or greater.
- Achieve Annual Fund fulfillment rate of 85% or greater.
- Continue efforts in establishing a culture of philanthropy among undergraduate students by leveraging students participating in direct mail/Phonathon efforts.
- Equip Phonathon with secure VoIP (Voice over Internet Protocol) to replace cell phone/landline usage.
Special Events

• Continue to direct and manage traditional University events.

• Oversee and manage presidential entertainment, recommending presidential events and coordinating them with the various units of advancement.

• Collaborate with colleges and project units throughout the University to identify themes/occasions to celebrate, execute special events in order to foster communication with donors and support university efforts.

• Implement evaluation processes for ensuring that special events activities are effective in supporting the President, University Advancement, and other University units.
University Relations

- University Relations will continue its support of Foundation/giving initiatives.

- University Relations will continue to enhance Western's reputation and recognition as a top comprehensive university.

- Participation in initiatives through news media, social media, and other venues.

- University Relations will obtain national recognition for its programs, students, faculty and initiatives.

- 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 value
University Relations

- Further enhance the use of social media to promote Western and its faculty, programs and services globally; and to engage members of the Western community.

- 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.

- University Relations staff will continue its outstanding relationships with media outlets to promote services, events and programs.

- 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).

- UR web services will further refine and enhance the division's online presence.
The Visual Production Center will continue to provide outstanding customer service and provide new products to promote the institution.

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.

University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.

Establish more user friendly photo viewing (and purchasing) database for use by general public.
University Television

- Continue promoting Western Illinois University, and the region.
- Provide broadcasting students practical experience in the broadcasting field
- Upgrade Ku Band uplink to digital
- Continue the process to upgrade to a high definition and digital broadcasting facility
University Marketing

- Continue to increase WIU’s visual presence in Macomb and west-central Illinois
- Continue efforts to increase WIU’s presence throughout the state.
- Digital marketing campaign (marketing/digital marketing firm has been contracted to further promote WIU and guide University Marketing into the digital arena and target market media buys). Campaign began April 15.
- Continue efforts to increase pride for WIU both internally, and within the community and region.
- With UR and UTV, develop new 15- and 30-second commercials for television, theater, digital displays, etc.
- 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).
FY15 Budget Requests
## Budget Requests

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<td>Computer Equipment</td>
<td>Foundation and Development</td>
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Thank You

If you have any questions, please contact Brad Bainter at BL-Bainter@wiu.edu or (309) 298-1808.