Accomplishments for FY13
University Relations
Accomplishments
Managed Crisis Communication

Coordinated timely warning messages and updates per Clery Act mandates for several crisis-related situations from July 1-present, including assaults and report of a gunman at residence near campus.

Timely Warnings & Threat Updates

- **Timely Warning Update: Arrest Made [10:30 a.m.]**
- **UPDATE: TIMELY WARNING [3:15 p.m. 8/30/12]**
- **UPDATE: TIMELY WARNING [3:30 p.m. 8/27/12]**
Managed Crisis Communication

- Monitored hundreds of FB inquiries in regard to crisis events.
- Handled the media onslaught following a "dangerous campus" designation, and also handled media inquiries re: a report of an uptick in burglaries from residence hall rooms in Fall 2012.
University Relations

Supported WIU Marketing Initiatives

Licensing/Trademark Agreements, Logo Policy Approvals
University Relations

Supported WIU Marketing Initiatives
Think Purple Campaign

Designed billboard and other advertising for placement throughout the state.
Supported WIU Marketing Initiatives
Think Purple Campaign

Concepted and produced 2012-13 30-sec Think Purple commercial for television, web and theatre placements, and worked with UTV to create a new 15-sec animated commercial to promote Think Purple in movie theatres during holiday breaks and also during the NFC/AFC playoff games on the local CBS/NBC affiliates.
University Relations

Supported University Admissions & General Promotions Initiatives

Designed undergraduate viewbooks for Macomb and the Quad Cities; produced twice-a-month What's Happening at Western e-newsletter for prospective students; promoted the Centennial Honors, Commitment and Transfer scholarships; concepted and designed various promotional/ad materials
University Relations

Supported University Admissions & General Promotions Initiatives

Centennial Scholarship press release

What’s Happening at Western e-newsletter

2012-2013 Undergraduate Viewbook
Designed the 2013 Col. Rock Calendar with photographs from VPC. The calendar has been sold through the bookstore with profits going to support Rocky's Fund.
University Relations

Continued to Produce Campus Connection as an E-Newsletter

Annual savings of more than $4,000
University Relations

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

As of March 11, 2013, WIU's Facebook account has 21,054 likes (compared to 15,564 - 3/12).

Interesting note:
In March 2010, we had only 6,809 likes/fans.
University Relations

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

Promoted the Wetzel Hall implosion, which resulted in several thousand hits on News website, University Facebook, YouTube and more, and was picked up by Fox News and CNN; and numerous other videos were concepted, produced and edited to promote a variety of WIU programs/initiatives.
University Relations

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

- UR's Twitter feed has 3,127 followers - a 79% increase from March 2012
- WIU's YouTube channel has 395 subscribers - 50% increase from March 2012
- WIU News Group Linked In group- 493 members in March 2013 compared to 44 members in March 2010
- WIU Google Plus page - Up 102% from 2012, with 388 WIU pages in "Circles"
- Foursquare - 326 likes compared to 226 in March 2012
- WIU Pinterest - 133 followers compared with 8 in March 2012.
University Relations

Developed/Designed Websites for VPAPS & Admissions

“This Week in Western’s History” website updated weekly with news and events that happened in the 1900s, 1920s, 1950s and 1980s.

Who are the Rocky Sponsors?

They are people like YOU who want to be part of a unique project that supports our community, local artists, and WIU students in a fun and unforgettable way. Being a Rocky on Parade sponsor can make your business or organization more visible, and show your support for the University. Not only does the sponsorship of a Rocky bulldog fund the costs in creating the bulldogs, the remainder of the sponsorship goes directly to scholarships for WIU students.

The Rocky on Parade committee will review all artist applications and then select the 12 designs best suited to the program. Once the artists have been chosen, the sponsors will select and work with the artist or artist group of their choice to either use the original submission to develop a new design for their bulldog. The order of sponsor selection of artists is on a first come, first serve basis. The first to commit to a sponsorship gets first choice of an artist to decorate their bulldog. The commemorative plaque will let everyone know that you are a member of the Rocky on Parade team.

<table>
<thead>
<tr>
<th>Big Dog ($1,500)</th>
<th>Alpha Dog ($3,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>30&quot;x50&quot;x24&quot; fiberglass bulldog</td>
<td>44&quot;x70&quot;x33&quot; fiberglass bulldog</td>
</tr>
<tr>
<td>Auxiliary chaise longue</td>
<td>Mini-Rocky replica statue</td>
</tr>
</tbody>
</table>

Rocky on Parade website
University Relations

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

- Middle East/Terrorism Expert
- Hennepin Canal Book
- "Word Matters"
- Emergency Management/Disaster Recovery
University Relations

Participated in Community Initiatives

- American Cancer Society Walk
- Balloon Rally
- Chamber Leadership Academy Panelist
- Coordinated joint promotional efforts between City of Macomb and WIU
University Relations

Participated in University Workshops/Initiatives

- Building Connections mentors
- Led social media training sessions
- Numerous committee and task force assignments
- Employee Wellness committee
- Career Week panelists
- Civil Service Employees Council
- Instructional Design & Technology instruction
Visual Production Center Accomplishments
Visual Production Center

Continued to Market Products and Services

Participated in events, such as Grad Prep Day and Student Activities Fair to promote VPC services; popular products: WIU Wall Clings, stickers and window clings; buttons; banners; fraternity/sorority/honors society posed portraits and composites; graduation photographs, etc.
Visual Production Center

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.
Continued to Provide Professional Photos and Large Format Pieces

During FY2013 (July 1, 2012 to March 1, 2013), the Visual Production Center has produced 1,815 jobs (an increase of 68 jobs compared to 1,747 jobs from July 1, 2011-March 1, 2012). [does not include graduation, football media day & other special events]
Visual Production Center

Yearly Production of Large Format Projects

July 1, 2011 - March 1, 2012 vs. July 1, 2012 - March 1, 2013
Visual Production Center

Continued to Provide Photos for Special Events

More than 881 special event orders were completed from July 1, 2012 to March 1, 2013.
Visual Production Center

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

Examples during FY’13 to date include:

- Admissions recruiting displays
- Athletics (Coaches' Hallway)
- Col. Rock III Birthday
- WIU Clings and/or Banners for Chubby's, Farmer's Insurance, Sports Corner
- Displays for MDH, Grand Prairie, Southeastern High School
Visual Production Center

Continued to Make Customer Service and Satisfaction Top Priorities

VPC did a fine job restoring the 1860 Adams County Map. Their attention to detail was exemplary, and the map turned out very well. The original map had suffered damage and was in very poor shape. The patient efforts by Brian Kreps, Katie Tunget, Neil Wiarda, George Hartman and Larry Dean are of noteworthy mention. They continued to work on this project when others would have simply given up. - Lillian Hoover
Visual Production Center

Continued to Build WIU's Online Photograph Viewing Website (Lightbox)

As of March 1, Lightbox housed 223,897 photos (for viewing and ordering) [155,074, March 2012]
Visual Production Center

Increased Revenue for General Assignments & Special Event Projects While Keeping Costs Affordable

For the eighth consecutive year, VPC will end the fiscal year "in the black."
University Marketing Accomplishments
University Marketing

Continued to promote WIU via the Think Purple campaign locally and throughout the state

Ottawa billboard

QC Airport backlit sign
Continued to offer purple shirts and polos to businesses for their employees to wear during selected Think Purple weekends throughout the year.
University Marketing

Woodfield Mall kiosks
University Marketing

New campus banners for the middle of the campus walkway were purchased and installed.
University Marketing

Macomb Water Tower painted with WIU logo.
University Marketing

Worked with Mosaic and Jumpy Monkey Coffee to launch a new coffee by holding a coffee-naming contest, resulting in Western’s Think Purple Perk.
Foundation and Development
Accomplishments
Foundation and Development

By year end, we will have raised between $7-$8 million in support of the Higher Values in Higher Education Campaign, bringing it closer to the $60 million goal.

Archer Daniels Midland Company (ADM) made a $115,000 contribution to Western Illinois University's Supply Chain Management Program.

Vice President for Advancement and Public Services Brad Bainter accepts the Lincoln portrait from WIU alumnus Matthew Toland. Also pictured, from WIU's Department of History, is Professor Ginny Boynton.
Major Gifts

- $149,000 - Estate of Ralph & Gladys Anderson
- $100,000 - Dan Webb
- $100,000 – Mona Sawyer
- $50,000 – Gil Belles
- $50,000 – James Clary
- $51,500 – Charles Gilbert
- $50,000 - Kay Kennedy
Corporate and Foundation Gifts

- $120,000 – Archer-Daniels-Midland Foundation
- $83,756 – Apple Computer Inc.
- $76,250 - Caterpillar
- $70,000 – AT&T Foundation
- $60,000 – Sodexo Inc. and Affiliates
Special Events

• Hosted four President’s tents during football season

• Held one tent 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.
Special Events

Founders’ Day
Special Events

Fallen Soldier President’s Tent Event
Annual Giving

- Launched inaugural “We Are Western” Faculty and Staff giving campaign.
- Launched new Annual Fund Video format allowing giving via mobile and social media.
- Increased Phonathon pledges from first year alumni by 400%.
- Achieved 70% fulfillment rate on Phonathon pledges with two months remaining in campaign.
Foundation Accounting

• Enhanced data accuracy through edit check reports, feeds between databases and screen enhancements with AIMS.
• Developed a series of reports to identify related donors, which has a potential impact on giving levels, mailings, and general solicitation.
• New codes were added to the system for gifts-in-kind to differentiate between deductible and non-deductible gifts.
• USPS now provides us with an updated address of any incorrect addresses from our annual fund mailings, which keeps our data accurate and eliminates returned mail.
• Initial filings were completed with every state to meet nationwide charitable solicitation requirements.
Prospect Management

- Utilized DataDesk software to create a donor model for 113,034 alumni records.
- Identified the top 1% of potential donors within the database.
- Began utilizing the new research contact screen in MVS to store research results.
- Updated FY13 Campaign “ask plans” for development officers.
- Revised reports to show how top prospects have been moving through the pipeline.
Donor Relations

• Sent personalized letters to more than 1,400 donors so far in FY13.

• Sent special greetings to more than 350 first-time donors.

• Sent calendar year-end letters and tax information to more than 330 WIU employee donors and 285 non-employee donors.

• Mailed more than 240 annual endowment benefactor reports (doubled from FY12).

• Distributed nearly 2,000 t-shirts to 52 businesses participating in the Think Purple campaign.
University Television
Accomplishments
University Television

• Moved from the College of Fine Arts and Communication to the Vice President for Advancement and Public Services division to provide television and media services to the entire University and community.

• Created promotional and educational materials for the University.

• Worked with broadcasting student interns to provide them with real world experiences.

• Developed alternative sources of funding for the University.
University Television

Supported Foundation Initiatives

Concepted, produced and edited Western's 2012 holiday greetings message for alumni, friends/donors and the general public.
Supported WIU Marketing Initiatives – Think Purple Campaign

Produced 2012-13 15-sec Think Purple animated commercial for television, web and theatre placements, which was concepted by University Relations. The animated commercial promoted Think Purple in movie theatres during holiday breaks and also during the NFC/AFC playoff games on the local CBS/NBC affiliates.
University Television

Continued to advance television and media services to other educational groups and private groups for community outreach [e.g. Dealing with Difference Institute interviews, program tapings, etc]
University Television

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

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

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

Upgraded studio equipment and software, and renovated the production studio, including building a new modern set.
FY14 Goals
University Relations

• Continue its support of comprehensive campaign initiatives.

• Continue to enhance Western's reputation and recognition as a top comprehensive university.

• Promote programs, students, faculty and initiatives throughout local, state and national media outlets.

• Continue the use of social media to promote WIU.

• Further enhance and refine its publications program.

• Continue its outstanding relationships with media outlets.
Visual Production Center

- Continue to provide outstanding customer service and provide new products to promote the institution.

- Continue to research innovative methods to market its varied services.

- Further develop and implement University marketing initiatives.

- Continue its relationship with University Archives to better determine the best method possible for archiving WIU's photographic history.
University Marketing

- Continue to increase our visibility in west-central Illinois.

- Broaden our marketing efforts into the border states of Missouri, Iowa, Wisconsin and Indiana.

- Work with Admissions to target areas for recruiting prospective students.

- Develop new 15- and 30-second WIU commercials.

- Continue Think Purple campaign.
Foundation and Development

• Raise the necessary funds to complete the comprehensive campaign goal by December 31, 2013.

• Begin the process of establishing goals for fundraising for Western once the campaign is complete.

• Plan the successful campaign celebration.

• Fill necessary positions that have been vacant in the development office.
Special Events

- Execute successful events (football tents/Hall of Fame Banquet/Scholarship Banquet/Founders’ Day/Major Donor Recognition).

- 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.
Annual Giving

• Consolidate Annual Fund outreach into one comprehensive, University-wide effort.

• Expand “Giving Circles” program among young alumni to leverage existing social networks and increased Annual Fund participation.

• 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.
Foundation Accounting

- Increase the accuracy of data in reports.
- 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.
Prospect Management

• Use wealth screening results obtained in March 2013 to identify final tier of fundraising prospects to suggest to Development Officers for addition to their portfolios for the last stretch of the campaign.

• 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.
Donor Relations

- Work with college and unit development officers to develop individual stewardship plans for major donors.
- Expand Foundation Year in Review to include Donor Recognition Societies and donor lists; make available online.
- Continue to coordinate with Foundation Chief Accountant to bring all planned gift and scholarship accounts into compliance and under-used accounts into full utilization.
- Develop a manual and calendar of tasks, keep all records and correspondence current, and prepare donors for the transition of new director after retirement.
University Television

- Continue promoting Western Illinois University, its colleges and departments.
- Continue promoting the community and west-central Illinois.
- Improve measures of service quality.
- Continue providing television media services to the University and community.
- UTV will continue pushing towards a High Definition and Digital Broadcasting facility and have Channel 3 HD by the next year.
FY14 Budget Requests
## Budget Requests

<table>
<thead>
<tr>
<th>Priority</th>
<th>Item</th>
<th>Requested by</th>
<th>Amount</th>
<th>Funding Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing Operating Funds</td>
<td>University Marketing</td>
<td>$250,000</td>
<td>Continuous</td>
</tr>
<tr>
<td>1</td>
<td>Campaign Travel and Entertainment</td>
<td>Foundation and Development</td>
<td>$54,000</td>
<td>Continuous through campaign</td>
</tr>
<tr>
<td>1</td>
<td>Campaign Initiatives</td>
<td>Foundation and Development</td>
<td>$100,000</td>
<td>Continuous through campaign</td>
</tr>
<tr>
<td>2</td>
<td>Computer Equipment</td>
<td>Foundation and Development</td>
<td>$10,000</td>
<td>Ongoing annual</td>
</tr>
</tbody>
</table>
Thank You

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