Think Purple
Think Accomplishments
Think Western

Office of the Vice President for Advancement and Public Services
Accomplishments for FY15
Foundation and Development

• The endowment has a value of $43.2 million.
• Total Foundation assets are now $61.2 million.
• Planned giving inventory is between $30 and $40 million.
Major Gifts

• $1,000,000 – Anonymous Planned gift
• $952,000 – Dale & Esther Armstrong
• $850,000 – Lorraine Epperson
• $310,000 – Planned gift from Cliff & Sue Haka
• $250,000 – Planned Gift from Richard & Roseanne Bye
• $135,000 – Tom & Susan Wenzel
Corporate and Foundation Gifts

• $500,000 – John Deere Foundation
• $106,000 – Archer-Daniels-Midland Foundation
• $100,000 – Lowell N. Johnson Charitable Foundation
• $100,000 – Moline Foundation
• $100,000 – Sodexo Incorporated & Affiliates
Foundation Accounting

• 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.

• Automation of the Scholarship Disbursement process was completed with the creation of a new screen for departments to enter student scholarships directly into the system, which will generate an email for the department, the Scholarship Office, and the Foundation Accounting Office.

• Record cleanup continued with 838 duplicate records merged, 1,934 deceased records coded, and updated addresses of lost alumni and donors, all of which help to eliminate inaccuracies and reduce mailing costs.
Prospect Management

- Utilized DataDesk software to build a predictive model of donor propensity to give for 117,706 alumni records. We now have these scores for 7 consecutive years.

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

- Updated FPTR screen for Proposal Ask Plans for Development Officers to track progress of Top Prospects.

- Completed Voluntary Support of Education survey reporting FY14 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.
- Established Mobile Giving Initiative (text “GIVEPURPLE” to “41444”).
- Implemented variable-text printing in Direct Mail outreach.
- Increased total number of Phonathon donors for Fall 2014 Annual Fund initiatives and 15% more first-time donors.
- Advised the WIU Philanthropy Club.
Donor Relations

- Sent personalized letters to nearly 1,300 donors so far in FY15.
- Sent special greetings to more than 350 first-time donors.
- Sent calendar year-end letters and tax information to 1,085 donors.
- Mailed over 260 annual endowment benefactor reports.
- Assisted in the promotion and coordinated fundraising for the William E. Brattain Lounge in the University Union.
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.

• Assisted with planning and implementation of the Campaign Finale Celebration, May 2014
Managed Crisis Communication

Coordinated weather related announcements; handled all media inquiries (including national media) following two off-campus assault reports and the Dec. 12 fight and its after-math.
University Relations

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

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

Through University Relations subscription to Newswise, 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.
University Relations

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

Working with local and 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; politics; extreme weather (tornadoes); terrorism; civil unrest/Ferguson; law enforcement issues; Ebola; and more.
University Relations

Supported WIU Marketing Initiatives

UR & VPAPS 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.
University Relations

Supported WIU Marketing Initiatives

• UR conceived and scripted the next series of Western's Think Purple, Think Success branding initiative/campaign.

• UR conceived and scripted general :30 WIU commercials for use at Summit League tournament and as general promotions via television advertising, etc.
Arturo Martinez Commercial

Western Illinois University
Arsenio Mims Commercial

Western Illinois University
University Relations

Supported Foundation Initiatives

Designed the 2014 holiday greetings message for alumni, friends/donors, and the general public; the 2015 Col. Rock Calendar, with photographs from VPC; and the new Foundation Celebration of Achievement invitations, etc.
Supported University Admissions & General Promotions Initiatives

Designed the undergraduate viewbook for Macomb; promoted the Centennial Honors, Commitment, and Transfer scholarships; conceived and designed various promotional/ad materials.
University Relations

Supported University Admissions & General Promotions Initiatives

UR scripted and coordinated a new campus "walking tour" video to showcase the University to prospective students/families, as well as designed a landing page to house the tour, along with 360 photos. As of March 1, the walking tour has had 5,051 views.
University Relations

Continued to Improve Publications Initiatives

UR Publications designed and prepared 138 publications, posters, billboards, ads, and other projects.
Coordinated and Maintained WIU's Social Media Presence (Facebook, Instagram, Twitter, YouTube, etc.):

As of March 20, 2015, WIU's Facebook account has 40,796 likes (compared to 25,394 likes in March 2014). A digital campaign, implemented by MediaLink, resulted in a significant increase of followers for the page.
University Relations

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

Under the direction of Teresa 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, etc.).
University Relations

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

- WIU Instagram has 2,142 followers.
- UR's Twitter feed has 8,286 followers.  
  - (4,916 - March 2014)
- WIU's YouTube channel has 783 Subscribers.  
  - (511- March 2014)
- WIU LinkedIn - 51,404 members.
University Relations

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

UR continues to coordinate and maintain Beyond the Belltowers blog, and also coordinated the creation of President Thomas' Facebook page, Twitter account, and blog, as well as continues to assist in the maintenance of the President's social media initiatives.
Developed/Designed Websites

- 360 Project - tours and website.
- NSSE campaign social media & web graphics.
- Stanley campaign social media & web graphics.
- Rocky on Parade site updates and maintenance.
University Relations

Participated in Community Initiatives

• American Cancer Society Relay for Life
• Balloon Rally
• Chamber Leadership Academy
• Coordinated joint promotional efforts between city of Macomb and WIU
• Tri-States Audio Information Services
• Big Brothers Big Sisters
• Macomb Historical Society
• Macomb Educational Foundation
• and much 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
- Fallen Soldier 5k
- Grad Prep Day
- and much more!
University Relations

Nothing But the Stats
(As of March 20, 2015)

• FOIA Requests: 70
• Press Releases: 678
• News Release Page Views: 261,547
• News Page Views: 34,344
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
Visual Production Center

Continued to Provide Professional Photos and Large Format Pieces

During FY15 (July 1, 2014 to March 1, 2015) the Visual Production Center has produced 1,952 jobs (an increase of 168 jobs compared from FY14).

[does not include graduation, football media day, and other special events]
East St. Louis Office
Union Word Cloud
Women’s Basketball Locker Room
Quad Cities Campus

Rocky Dog House
Visual Production Center

Continued to Provide Photos for Special Events

More than 935 special event orders were completed from July 1, 2014 to March 1, 2015.
Visual Production Center

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

• University Union
• Art Gallery
• Mussatto Golf Outings
• Athletics
• Col. Rock III Birthday
• UHDS
• Displays (cling, banners, signs, etc.): MAEDCO, MDH, Sports Corner, Outskirts, and more.
Visual Production Center

Upgraded Online Photograph Viewing Website

As of March 20, PhotoCart has 39,385 images in 67 galleries, with 129 active customers. The former site, Lightbox, hosts 223,897 archived photos (for viewing and ordering). More than 75 orders totaling $1,911 from PhotoCart alone.
Increased Revenues for General Assignments & Special Event Projects While Keeping Costs Affordable

For the 10th consecutive year, VPC will end the fiscal year "in the black," and had an $18,600 increase in revenue from FY14.
University Television

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

• #SuccessStory commercials
• General :30 commercial
• Sexual Assault Awareness PSA
• "Own It" :30 Institutional Promo
• Video Walking Tour
Own It
University Television

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

- Speakers, presentations, and programs recorded and aired on Ch. 3
- Dealing with Diversity Institute
University Television

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

Upgrades

• Uplink facility upgraded to HD.
• New LED lights added to studio and for remote productions.
University Television

Developed a series of six 30-second Think Purple, Think Success videos. Commercials played in movie theaters during the holiday break and on commercial television stations during select special events, premieres, finales, etc.
University Marketing

• Participated in a year-long contract with WGEM (NBC/FOX/CW) in Quincy, Illinois and extended months contracts with WEEK and WQAD.

• Continued its partnership with Macomb’s Rialto Theater to air the :30 commercials in six screens daily plus the lobby television.

• Continued contract for three :30 audio commercials daily, five days per week, on CBS Sports 920 in St. Louis.
University Marketing

• WIU and Think Purple/Think Success marketing and promotion print publications
  – Macomb, Quincy, the Quad Cities, and Keokuk.

• Ashley Luke newspaper ads for Lincoln Laureate and Capital One Academic All-America
  – Kenosha, WI; Springfield, Quincy, Macomb, Peoria, and Chicago, IL; and Davenport, IA.
University Marketing

• **Chicago Homecoming 2014 newspaper ads** - Chicago Sun-Times, the Chicago Daily Herald, and the Chicago Tribune.

• **Superintendent of the Year and WIU alumnus Thomas Bertrand newspaper ad** - Springfield State Journal Register.

• **College and career guides** – Quincy, Will and Grundy counties; Keokuk, IA.

• **Annual sponsorship** - John Deere Classic each day in the Daily airings Guide. Inclusion in the Chicago Football Magazine (Chicago Bears’ NFL Season Kickoff issue), and the USA Today Veteran’s Affairs edition.
Western Illinois University Congratulates Alumnus Thomas Bertrand Illinois Superintendent of the Year #SuccessStory

MS 1990, WIU

Superintendent, Rochester Community Unit District 3A

wiu.edu
Billboards, Billboards, Billboards!

- Think Purple, Think In-State Tuition - St. Louis
- Your Success Story Starts (Begins) Here (At Western) - Beardstown, Quincy, Macomb, and I-80 & I-294 in Chicago
- Princeton Review Best Midwestern College ranking - St. Louis, Good Hope, Springfield, Burlington, and I-80 in Chicago
- Ashley Luke Capital One Academic All-America Division I Women’s Basketball - Macomb, Roseville, Moline, and Springfield
- Go Leathernecks! There’s only one Leatherneck Football - Roseville (shared with Athletics)
- We are the Leathernecks! A Military Friendly School - Roseville, Springfield, and I-55 in Chicago
- Welcome to Leatherneck Nation! and Welcome to Leatherneck Country - Good Hope and Macomb.
St. Louis

John Deere Road, Moline
Your #SuccessStory begins at Western Illinois University

Think Purple, Think Success, Think Western! | wiu.edu

A Military Friendly School
We are the Leathernecks!

wiu.edu
University Marketing

Painting the Town Purple!

• Continued to display banners and flags on University property and 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.

• Promotional materials, such as Think Purple clings, window perforations, and banners, were provided to local businesses and on campus.

• Think Purple shirts provided to businesses for their employees to wear during selected days/weekends throughout the year.
University Marketing

Promoting WIU

• Continued advertising on scrolling and digital signage at high school gymnasiums and stadiums in schools in Iowa and Illinois.

• Advertising package with the Peoria Rivermen and Burlington Bees.

• Window clings on two Fulton County rural transit vans and a Chicago PACE bus interior scrolling message campaign targeting 11 specific stops.

• Media package in GI Jobs Magazine, featuring a print ad and school web profile to promote Military Friendly status.
University Marketing

Promoting WIU

• During the holiday season, targeted advertising took place in Woodfield Mall in Schaumburg at 10 kiosks and at Northbrook Court in Northbrook on a sky banner; digital screen in Water Tower Place in Chicago; outdoor digital screen at Oakbrook Center; and sky banners at Northwoods Mall in Peoria and White Oaks Mall in Springfield.

• Four LCD signs at the Milwaukee, WI, airport and one at QC airport featuring Ashley Luke.

• Developed, with University Relations, the Holiday Greeting video, featuring the University Madrigal Singers.

• General image thirty-second commercial was also used on ESPN3, Summit League tournaments, and other televised athletic events to promote Western.

• Working with UR, Marketing produced the 2015 Colonel Rock Calendar with photographs provided by the Visual Production Center.
Woodfield Mall
Oakbrook Mall

Champagne SUNDAY BRUNCH at Reel Club
Sundays 11:00A-2:00P
LOWER LEVEL

Monday, November 24
34° 3:03P

Your #SuccessStory begins here!

Think Purple
Think Success
Think Western!
Milwaukee Airport
University Marketing

Digital Marketing Campaign

- Digital marketing and advertising campaign, administered by Media Link of the Quad Cities, yielded a total of 77,076,425 impressions, which meant that WIU ads appeared more than 77 million times.
  - WIU ads appeared on Google, Bing/Yahoo, Facebook, Hulu, Pandora, Twitter, and YouTube in both desktop and mobile formats.
- The total number of click-throughs for these ads is 223,770, which is an overall click-through rate (CTR) of .38%, well above what is considered a satisfactory CTR in the online advertising industry which is .08%.
- 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.
University Marketing

Licensing & Logos

• 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.
• Continued our contractual relationship with Learfield Licensing Partners (LLP), our licensing agent, formerly Licensing Resource Group (LRG).
FY16 Goals
Foundation and Development

• Continue to work with colleges to establish goals as we move forward to another campaign.

• Fill vacant positions in the Foundation Office.

• Oversee significant changes in our annual fund that will take effect July 1.

• Improve our website and planned giving efforts.
Foundation Accounting

• Continue to write policies and procedures.

• Continue to enhance risk assessment initiatives.

• Continue to enhance training materials.

• Enhance training of support staff.

• Continue to make incremental changes to the accounting system to improve accuracy of data and efficiency of processing.

• Participate in relevant training seminars to remain updated on key issues.
Prospect Management

- Develop predictive model to identify prospects specifically for major gifts.
- Use wealth screening results to identify new prospects to suggest to Development Officers for addition to their portfolios for the interim 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.
- Convert all existing reports from Crystal Reports software to Pentaho.
Annual Giving

• Re-brand Annual Fund outreach into one comprehensive, University-wide effort.
• Plan and implement a 36-hour alumni-wide ask event in Spring 2016.
• Plan, brand and implement a CrowdFunding program with Foundation oversight.
• Expand Mobile Giving program among all stakeholders to leverage increased AF participation and data collection.
• Increase Phonathon revenue by 10% or greater.
• Achieve Annual Fund fulfillment rate of 85% or greater.
• 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, including but not limited to Founders’ Day, Celebration of Achievement Banquet, Purple & Gold, Hall of Fame, scholarship banquets, groundbreakings, and facility dedications.

• Oversee and manage presidential entertainment and chair the committee, 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.
University Relations

• University Relations will continue its support of Foundation/giving initiatives.
• Continue to enhance Western's reputation and recognition as a top comprehensive university.
• Continue use of social media to promote Western and its faculty, programs, and services globally.
• University Relations staff will further enhance its publications program and continue to produce higher quality/innovative publications.
• University Relations staff will continue its outstanding relationships with media outlets to promote services, events, and programs.
• University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
Visual Production Center

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

• Continue relationship with University Archives to better determine the best method for archiving WIU’s photographic history.

• VPC will research innovative methods to market services to students and parents, as well as to the general University and local communities.

• University Relations and VPC staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
University Television

- Continue promoting Western Illinois University, all University colleges and departments, and the community in west-central Illinois.
- Continue providing television media services to the University and community.
- Provide broadcasting students with practical experience in the broadcasting field.
- Continue to upgrade HD field and studio equipment.
- Push to have Channel 3 in HD by the next year.
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.
- Continue digital marketing campaign efforts with MediaLink in the Quad Cities to further promote WIU in the digital arena and target market media buys.
- Continue efforts to increase pride for WIU both internally and within the community and region.
- 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 for 2015-2016, but with different success illustrations/demonstrations.
FY16 Budget Requests
## Budget Requests

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<th>Priority</th>
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<th>Funding type</th>
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<tr>
<td>1</td>
<td>Marketing Operating Funds</td>
<td>University Marketing</td>
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<tr>
<td>1</td>
<td>Fundraising Initiatives</td>
<td>Foundation and Development</td>
<td>$100,000</td>
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<td>Fundraising Travel and Entertainment</td>
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<td>Computer Equipment</td>
<td>Foundation Accounting</td>
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<td>Continuous, permanent base increase</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.