THINK PURPLE
THINK ACCOMPLISHMENTS
THINK WESTERN

OFFICE OF THE VICE PRESIDENT
FOR ADVANCEMENT AND
PUBLIC SERVICES

April 19, 2012
Accomplishments for FY12
University Relations Accomplishments
University Relations

Continued to manage crisis communication, including aftermath of 2011 Wheeler Street Block Party, and timely warning messages re: crime incidents on campus (which are required per the U.S. Dept. of Education).

Like other universities that have had similar issues with unauthorized events, this reflects a small percentage of our students. Many non-WIU students engaged in yesterday’s inappropriate/illegal behaviors. The vast majority of our nearly 11,000 students don't participate in such events. Those students who were arrested will also face disciplinary action from the University. Darcie Shinberger, UR

Timely Warnings & Threat Updates

- Timely Warning: Assault [10/27/11]
- Update: Arrest Made in Assault [9/17/11]
- Robbery Update: Arrest Made for False Report
- Timely Warning: Burglaries
University Relations

Continued to support WIU marketing initiatives: licensing/trademark agreements/approvals
University Relations

Continued to support WIU marketing initiatives: Designed Think Purple billboards, ads, kiosks, and more.
University Relations

Continued to support WIU marketing initiatives: Concepted, produced and edited Western's new 30-second Think Purple commercial
University Relations

Continued to support WIU marketing initiatives: Concepted, produced and edited the Foundation's 2011 Holiday Greetings
University Relations

Redesigned viewbooks and other publications, working with Noel Levitz and Admissions

2011-2012 Transfer Viewbook

2011-2012 Undergraduate Viewbook
Continued to offer Campus Connection only as an e-Newsletter (PDF at wiu.edu), resulting in an annual savings of more than $4,000 per year.
Continue social media initiatives: As of April 1, WIU's Facebook page has 16,202 likes, a 70% increase since March 2011.
University Relations

Continued social media initiatives: Numerous videos were concepted, produced and edited by UR to promote a variety of WIU programs and initiatives, such as Big Pink Volleyball and Homecoming.
University Relations

Developed/designed/re-designed websites for Marketing, Annual Fund, Matching Gifts.
University Relations

Continued to promote WIU programs, activities and accomplishments in region, state and worldwide.

• Employee finds Lincoln Signature

• Emergency Management Program Prepares Professionals

• Terrorism Expert Dean Alexander

• Dark Side of Facebook
University Relations

Continued to assist in recruitment process by sending bi-weekly "What's Happening at Western" e-newsletter to prospective students who haven't registered for SOAR or housing, and to Discover Western Participants.
University Relations

Continued University-community outreach:

• American Cancer Society and Alzheimer's Walks

• Leading HR sessions on social media

• Serving as panelist for social media and stalking session

• Promotion of WIU and Macomb.
Visual Production Center Accomplishments
Visual Production Center

Continued to market new products and services, such as window clings, buttons and fraternity/sorority/group composites.
Visual Production Center

Continued to send parents of student-athletes emails containing links to game day action and individual posed photos.
Visual Production Center

Continued to provide quality photos and large format pieces at affordable prices--1,747 jobs completed in FY'12 to date (up 69 from FY'11).
Continued to promote WIU in the large format arena on and off campus.
Visual Production Center

Continue to make customer service and satisfaction top priorities.
University Marketing Accomplishments
University Marketing

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

Woodfield Mall kiosks
University Marketing

Developed a new 30-second promotional video

Commercial aired:
- Movie theatres in Peoria, Springfield, Quincy, Quad Cities and Chicago suburbs
- KHQA and WGEM, Quincy
- Summit League Tournament
- Gatehouse Media website
University Marketing

WIU banners and flags installed on University Drive/Western Avenue; Lafayette Street; and Macomb Square to further promote WIU and foster pride within the community.
With funding from the WIU Foundation, the division continued the Think Purple campaign with local businesses, providing purple Western t-shirts for employees to wear during select Think Purple weekends (game days, Discover Western, etc.).
University Marketing

Soon to come!
Foundation and Development Accomplishments
Foundation and Development

- Will raise between $7-$8 million in charitable donations
- Completed 849 significant contacts
- Closed 18 major gifts
Special Events

- Hosted three 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: Founders’ Day and President’s Inauguration, Athletics Hall of Fame Banquet, and two scholarship banquets.
- Implemented an online events registration system, calendar of events and webpage.
Special Events website and online event registration.
Special Events

Founders' Day 2011/Dr. Jack Thomas
Inauguration
Major Gifts

- $2,500,000 - Tate Lindahl
- $700,000 - Estate of Gladys Anderson
- $269,000 - Estate of Mary Mabon
- $100,000 - Dan Webb
- $97,000 - Estate of Dorothy Bates
- $50,000 - Kay Kennedy
- $50,000 - Don & Sharon Tomnitz
Corporate and Foundation Gifts

- $181,250 - Moline Foundation
- $100,000 - Lowell N. Johnson Charitable Foundation
- $91,500 - Caterpillar
- $50,050 - Hubbell-Waterman Foundation
- Several additional $20,000-$50,000 grants
Annual Giving

- Expanded direct mail
- Launched “Text-to-Give”
- Developed Annual Fund Mobile Giving presence
- Achieved over $200,000 in Phonathon pledges
- Achieved $1,570,264 in receipts
Foundation Accounting

- Enhanced data accuracy through edit check reports and screen enhancements with AIMS
- Created automatic system for entering quid pro quo receipts
- Re-wrote year-end tax receipts to be in compliance with IRS regulations
- Continued reviewing and documenting each Foundation account
- Continued comprehensive review of Foundation reports
Prospect Management

- Utilized DataDesk software to create a donor model for 110,714 alumni records
- Identified the top 1% of potential donors within the database
- Completed requests for information on prospects
- Updated FY12 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 over 1,500 donors.
- Sent special greetings to first time donors.
- Sent calendar year-end letters and tax information to over 290 WIU employee donors and 250 non-employee donors.
- Mailed out over 125 annual endowment benefactor reports.
- Wrote press releases and publicized major campaign gifts.
Scholarship Office

• Disbursed over $3M in competitive, academic scholarships

• Began a year-long scholarship criteria research project

• Began adding scholarship recipient information into the database with streamlined system

• Increased assistance to students, with priority to minorities, for purchasing books

• Created Special Books Assistance application and criteria
FY13 Goals
University Relations

• Continue its support of Think Purple and other marketing 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 and evaluate new methods to promote VPC's varied services.

- Further develop and implement University marketing initiatives.

- Research innovative methods to market services.

- Overhaul photos for the new Riverfront Campus, as well as many of the University's images representing academics, etc., to represent the institution in a bold and unique fashion.
Marketing

- Continue to increase WIU's presence in Macomb, west-central Illinois, the state and major markets.
- Institute internal marketing/campus pride campaign
- Develop new 30-60 second WIU commercial
- Continue Think Purple campaign
Foundation and Development

- Continue to raise enough support to meet or exceed campaign goal (FY13 goal is $8 million).

- Execute an effective faculty and staff campaign.

- Begin planning for completion of campaign in December 2013.

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

• Work with college and unit development officers to develop individual stewardship plans for major donors.

• Maintain same level of donor stewardship and communication pieces.

• Revise Foundation website and implement a separate campaign site featuring donor highlights, lead gifts, and impact stories.

• Expand Foundation Year in Review to include Donor Recognition Societies and donor lists; make available online.
Prospect Management

- Identify final tier of fundraising prospects to suggest to development officers for addition to their portfolios for the last stretch of the campaign.
- Compile net worth for the top prospects in development officer portfolios
- Add prior research results to new research contact screen in MVS.
Annual Fund

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

- Achieve $400K in Phonathon pledges and $2M in overall Annual Fund pledges.

- Achieve Annual Fund fulfillment rate of 85% or greater in FY13.

- Continue efforts in establishing a culture of philanthropy among undergraduate students by leveraging students participating in direct mail efforts.
Foundation Accounting

- Increase the accuracy of data in reports.
- Enhance the legal documentation of accounts, both endowed and non-endowed.
- Perform the comprehensive account and report reviews.
- Write policies and procedures.
- Enhance risk assessment initiatives.
- Enhance training of support staff.
Scholarship Office

- Restructure and revise all written and web-based materials.
- Assess how Foundation scholarship accounts can complement the new Western Commitment award.
- Search for funding resources for competitive, academic scholarships.
- Enhance the Scholarship website and other electronic resources.
FY13 Budget Requests
## Budget Requests

<table>
<thead>
<tr>
<th>Priority</th>
<th>Item</th>
<th>Requested by</th>
<th>Amount</th>
<th>Funding Type</th>
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<tbody>
<tr>
<td>1</td>
<td>Campaign Travel and Entertainment</td>
<td>Foundation and Development</td>
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<td>Continuous through campaign</td>
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<td>Marketing Operating Funds</td>
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<td>Previously Committed Scholarship Enhancement Program</td>
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<td>Ongoing Commitments from previous awards</td>
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<td>Campaign Initiatives</td>
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<td>Computer Equipment</td>
<td>Foundation and Development</td>
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<td>Ongoing annual</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.