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I. Accomplishments and Productivity for FY13

The mission of the Division of Advancement and Public Services at Western Illinois University is to share information about the achievements of the University, its students, faculty, alumni and programs; and to articulate the institution’s needs in the form of budgetary, philanthropic and programmatic support. Advancement activities are conducted primarily through the efforts of the WIU Foundation and Development Office, University Marketing, University Relations, the Visual Production Center, and University Television. Advancement also occurs as a natural consequence of academic life at the University through the contact of its faculty and administration with students, parents and friends of WIU, and simply in the manner in which alumni and friends express their loyalty and concerns.

The goals and accomplishments are in support of the following Strategic Plan Action Items:

1. Provide statewide and national leadership in reducing levels of student indebtedness and increasing cost predictability and affordability through scholarships.
2. Provide safe, accessible, responsive campus environments that meet the needs of University constituencies and reflect the core values of the University.
3. Use planning, budgeting, and reporting structures to advance University goals and accountability.
4. Prepare students to be contributing members of the WIU community.
5. Support the comprehensive campaign.
6. Increase the percentage of alumni giving to the University.
7. Consult with external advisory board to help advance the academic mission and service operations of Western Illinois University.

A. A brief review of the division’s goals and objectives for FY13.

1. Foundation and Development
   a) Raise at least $8M in support of the Set the Standard: Higher Values in Higher Education Campaign.
   b) Implement successful faculty and staff portion of Campaign.
   c) Begin planning for completion of campaign in December of 2013.
   d) Accounting and Gift Processing will enhance internal policies, procedures, training materials, and process methodologies. Although the enactment of the entire plan will take several years to implement, the following items will take priority during the next fiscal year.
   • 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 for areas in which they are deficient.
• Enhance risk assessment initiatives.
• Enhance training materials.
• Incorporate WQPT.
• Enhance training of support staff.
• Participate in relevant training seminars to remain updated on key issues (GASB, FASB, IRS, etc.).

e) Prospect Management and Research:
• 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.

f) Annual Fund and Phonathon:
• Continue efforts in establishing a culture of philanthropy among undergraduate students by leveraging students participating in direct mail efforts.
• Increase Young Alumni participation in the Annual Fund from less than 5% to 10%.
• Launch “Giving Circles” program among young alumni to leverage existing social networks and increased AF participation.
• Reconvene Automated Phonathon records system design team to incorporate Parent and Family records, eliminating the need for greenbar paper, and streamlining PFA fundraising efforts.
• Achieve Annual Fund fulfillment rate of 85% or greater in FY13.

g) Donor Relations:
• Work with college and unit Development Officers to develop individual stewardship plans for major donors.
• Assist Annual Fund Director in implementing a Student Philanthropy Program.
• Work with Scholarship Director to develop a communications vehicle with scholarship donors, ideally personalizing with scholarship recipient information.
• Continue to coordinate with Foundation Chief Accountant to bring all planned gift and scholarship accounts into compliance and under-used accounts into full utilization.
• 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.
h) Special Events:
   - Three home football tents
   - Hall of Fame banquet
   - Scholarship banquet
   - Founders’ Day
   - Major Donor banquet
   - Think Purple! Event(s)

2. University Marketing:
   a) Increase WIU’s visual presence in Macomb and west-central Illinois.
   b) Continue efforts to increase WIU’s visual presence throughout the state and especially in our major markets.
   c) Begin efforts on campus to increase pride in the university and its history.
   d) Develop a new 30-60 second marketing video for television and theaters.
   e) Further promote Think Purple.

3. University Relations:
   a) Continue its support of Think Purple and other marketing initiatives.
   b) Continue to enhance Western’s reputation and recognition as a top comprehensive university.
   c) Obtain national recognition for its programs, students, faculty and initiatives.
   d) Continue the use of social media to promote WIU.
   e) Further enhance and refine its publications program.
   f) Continue its outstanding relationships with media outlets.

4. Visual Production Center:
   a) Continue to provide outstanding customer service and provide new products to promote the institution.
   b) Continue to research and evaluate new methods to promote its varied services.
   c) Further develop and implement University marketing initiatives as outlined in the strategic plan.
   d) Research innovative methods to market services to students and parents, as well as to the general University and local communities.
   e) 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.

5. University Television
   a) Support Western's commitment to higher education through television and media services.
   b) Collaborate with WIU marketing and public relations initiatives.
   c) Advance television and media services to other educational and private groups for community outreach.
d) Provide Broadcasting students practical experience in the broadcasting field.

B. Most important divisional accomplishments for FY13 and measures of productivity.

1. Foundation and Development
   a) By year end, we will have raised between $7 million and $8 million in support of the “Higher Values for Higher Education Campaign” bringing the campaign closer to its goal of $60 million. Significant gifts include:
      • Major gifts:
        $23,000 Paul & Sheila Nollen
        $25,000 Nick & Susan DiGrino
        $25,000 Joe & Aundrea Gulley
        $25,000 Steve Mills
        $25,000 Karen Kolodzey
        $25,750 Robert & Blenda Ontiveros
        $27,000 George Grice
        $41,629 Ruth Richert
        $50,000 Gil Belles
        $50,000 James Clary
        $50,000 Kay Kennedy
        $51,500 Charles Gilbert
        $100,000 Mona Sawyer
        $100,000 Dan Webb
        $149,000 from the estate of Ralph & Gladys Anderson
      • Planned Gifts:
        $4,100,000 Mona Sawyer
      • Pledges:
        $30,000 Warren Jones
        $35,400 Maurice & Alice Kellogg
        $50,000 Gordon & Carolyn Kirk
        $50,100 Don Dexter
        $52,500 John & Kimberly Distefano
        $250,000 Sodexo Inc. and Affiliates
      • Corporate and Foundation Funding:
        $25,000 Chicago Mercantile Exchange Group Foundation
        $20,000 Country Financial Services
        $25,000 Doris & Victor Day Foundation
        $25,750 Riverboat Development Authority
        $25,830 Mtc Communications Inc.
        $27,000 Growmark Foundation
$50,000 Lowell N. Johnson Charitable Foundation
$56,000 Moline Foundation
$60,000 Sodexo Inc. and Affiliates
$70,000 AT&T Foundation
$76,250 Caterpillar Foundation
$83,756 Apple Computer Inc.
$120,000 Archer Daniel Midland Foundation

• Ways of Giving:
  — Mail financial planning advice to our older alumni twice per year which includes a response card for those seeking additional information or a visit from a development officer
  — Website is continually updated so that gifts can be made on-line
  — Information is provided for those who wish to make electronic transfers of stock or establish giving directly from bank accounts to the Foundation
  — Expanding ways to give through social media and text-to-give that will reach out to our younger alumni
  — Continue to provide information to our alumni about changes in tax laws that might alter giving trends such as making contributions directly from IRA’s to Western

b) Accounting and Gift Processing
• Enhanced data entry accuracy and data accuracy:
  — A comprehensive cleanup of prior years’ receipt history dating back to the 1970’s remains underway to ensure giving history and reports are accurate due to years of issues with the merge system that was fixed in FY12. There are still over 17,000 unique IDs to fix, and it may not be possible to fix them all.
  — Several hard coded features continue to be added to our gift processing system to prevent erroneous entries. Examples – certain fields have been skip protected to prevent modification when those fields should not contain data or not be modifiable, and certain fields are now required by the screen that were “required” to the point that a data entry person had to remember they were required and put them in.
  — A new comprehensive guide for using our processing system continues to be developed – it provides detailed instructions for staff regarding how to use screens in the system. This guide will provide consistency and a learning tool for both new hires and existing staff.
  — A series of reports was developed to identify related donors, which has a potential impact on giving levels, mailings, and general solicitation. In
the process, over 8,000 existing problematic records were identified, and approximately half have been fixed to date. The new report, which runs weekly, will enable the Foundation to keep data accurate and prevent further issues.

— Annual pledges were reprogrammed to not roll to history until paid in full, which will fix erroneous reporting and enhance reconciling of pledges receivable. In addition, the pledge system was changed so that the amount paid could not manually be changed, which will enable accurate pledges receivable reporting and eliminate potential for fraud.

— Multiple issues causing inaccurate or incomplete data regarding employee and graduate feeds were fixed. Example, phone numbers are now feeding from the student feed, people are now feeding with marital statuses and sex. Legal names are now feeding from the student feed so we have the full name of the graduate. Grad students are now feeding as attendees so that if they never graduate, they are still marked as attended.

— New codes were added to the system for gift-in-kinds (FAL c-sg-gik-pledge-made, t-sg-gik-pledge-made, c-sg-gik-pledge-paid, and t-sg-gik-pledge-paid) to differentiate between deductible and non-deductible gifts. Giving history was adjusted accordingly. The new coding will enable more accurate financial reporting.

— Updates of bad business addresses and bad individual addresses not in compliance with USPS mailing standards continue. Fixing these issues will eliminate returned mail costs.

— The mail request service on our annual fund was changed. As we mail to all alumni, the USPS will now provide us with an updated address of any incorrect mailing addresses in our system. This keeps our data accurate, eliminates future returned mail and it eliminates time to research new addresses.

— A complete cleanup of duplicate records is in effect with over 500 duplicate donors merged to date. Cleaning these issues will ensure giving levels are accurate and mailings are accurate – eliminating costs and maintaining positive donor relations.

• Enhanced efficiency and productivity in data processing procedures:

— The last phase of the Phonathon System (Parent & Family) was programmed by AIMS to go online. It saves thousands of sheets of paper and expedites data entry. Several key items can now be auto-added to the system based on information already available in other areas of the MVS system. For example, if a parent donates to the fund who is not in our system. The parent’s contact information, relationship to the student, and pledge information will all come over to the system – it all had to be manually typed before.
• Enhanced accountability:
  — Over 20 new edit check reports were created to catch entry type issues before they become problematic. The focus is on making the user aware of the issue created in effort to educate and eliminate future errors.
  — Initial filings were completed with every state to meet nationwide charitable solicitation requirements. Results of initial filings are still pending; an annual filing process has been established to ensure continued compliance in the future.
  — The first phase of data security procedures to remove Social Security numbers from all data stored in the division is nearly completed (this excludes encrypted programs, such as Laserfiche). In addition, Social Security numbers were redacted from physical files.
  — A comprehensive review of system access was completed to ensure only necessary users were assigned access to database screens and at the appropriate user levels. This review will now take place at scheduled intervals.
  — As a long-term project, policies and procedures continue to be reviewed and written. These policies and procedures will help ensure there is a standard and legal “best” practice for routine transactions or situations that may arise. These policies will be posted to the Foundation website, as needed, to help improve transparency of Foundation policies and procedures. The following policies were approved during FY13:
    1. Conflict of Interest Policy, new
    2. Underwater Endowment Policy, enhanced
    3. Investment Policy Statement, enhanced
    4. Expenditure Policy, modified
  — A comprehensive review of reports being generated for reporting purposes is still in process to determine their necessity and accuracy. During FY12, year-end reports were completed, and monthly reports were completed in FY13. This project is in line with AIMS mandate to SQL the system; reports no longer needed will not be converted to SQL. The review will take a few years to complete, but the end goals are as follows:
    1. The number of reports will be minimized in an effort to make the system more manageable by both Foundation Accounting and AIMS.
    2. The creation of future reports will be monitored for practicality of creation and use to help ensure the system remains manageable moving forward.
    3. Key reports will be routinely monitored for accuracy by performing edit checks on a scheduled basis so that problems can be located and addressed in a timely manner – a full array of edit checks were established during FY12 and FY13.
  — A comprehensive account review of all 1,700+ accounts was completed –
the multi-year project was done to ensure accounts are utilized as restricted by donors and to enhance account documentation.

1. The following items are completed:
   a) Documentation related to donor intent will be stored in a centralized location and a summary will be viewable in the accounting system. The data is in MVS (screen FACC), an account file (Accounting office), and an electronic storage medium (Laserfiche).
   b) Spending will be monitored on endowment accounts to ensure accounts are being utilized and not sitting dormant or overspending.
   c) Inactive accounts will no longer be inactive for several years before located and investigated.
   d) Account coding will be reviewed at a regular interval to prevent the need for a mass cleanup in the future.
   e) Account coding will be updated to be reflective of what accounts are used for – this will provide better figures for our audit report, which is keyed from these codes.
   f) No accounts will be open in which there is no one receiving reports and there is no documentation of why and when a fund was created and what it should be used for.

2. The following items are still in progress:
   a) Several accounts continue to not be utilized, so the goal is to continue to follow up with departments to get them used.
   b) Accounts with missing documentation are being followed up on so that donor intent can be documented and the funds can be utilized.
   c) Departments are being contacted to complete account signature sheets for funds in which a fiscal agent signature is not on file.

- Enhanced training materials:
  — Annual training is now being offered and is open to the entire campus to help answer frequent questions and address common problems concerning both Foundation accounts and scholarships. PowerPoint handouts are available to participants.
  — User manuals continue to be created for several recurring activities that require special processing. Additional focus needs to be made to ensure documentation remains up-to-date.
  — Screen print adapted manuals continue to be created for users of the system to help them navigate through screens. Manuals continue to be modified to ensure system enhancements remain.
  — F1 help features continue to be implemented in several database screens to provide quick access to database entry definitions and to prevent the
issue of over-allocation time due to having to pull manuals for simple questions.

c) Prospect Management and Research
• Utilized DataDesk software to create a donor model for 113,034 alumni records.
• Identified the Top 1% of potential donors within the database through DataDesk scoring model.
• Completed requests for information on various prospects for the Development Officers.
• Began utilizing the new research contact screen in MVS to store research results.
• Updated FY13 Campaign Ask Plans for Development Officers and created reports to demonstrate their progress.
• Revised reports to show how Top Prospects have been moving through the pipeline.
• Completed Voluntary Support of Education (VSE) survey reporting FY12 fundraising totals as required by CASE and CAE.

d) Annual Fund and Phonathon
• Expanded direct mail solicitation featuring students telling their personal stories about the impact of annual giving to current and potential donors.
• Launched inaugural “We Are Western” Faculty and Staff giving campaign. Currently, 30% of WIU Faculty and Staff are participating with 3 months remaining in the campaign.
• Annual fund Mail / Video Format was chosen as a “Best Practice” by Annual Giving consultant Bob Burdenski.
• Launched new Annual Fund Video format allowing giving via mobile and social media.
• In partnership with AIMS, implemented 100% paperless Phonathon system effective 01-SEP-12.
• Engaged 300 new Annual Fund donors via Phonathon.
• Increased Phonathon pledges from married / partnered alumni by 44%.
• Increased Phonathon pledges from first year alumni by 400%.
• Achieved 70% fulfillment rate on Phonathon pledges with two months remaining in campaign.
• Achieved Phonathon credit card pledge fulfillment rate of 24%.

e) Donor Relations
• Maintained timely acknowledgement of Foundation gifts of $500 and above. Individual letters from VP Bainter were sent to over 1,400 donors so far in FY13.
• Drafted acknowledgement letters for President Thomas for major and special gifts.
• Sent special greetings to more than 350 first time donors so far in FY 13.
• Generated monthly reports of memorial contributions to family members/points of contact.
• Sent calendar year-end thanks and tax information to over 330 WIU employee donors and 285 non-employee donors. Corresponded with donors who make multiple gifts in a year as they are moved from individual to annual receipts; numbers increase each year.
• Coordinated with Accounting for the mailing of over 240 annual endowment benefactor reports. Reports are personalized with an individualized cover, inside letter, report and glossary. The number of benefactor reports sent this year doubled from the previous year; positive feedback received from those donors who previously had no reporting of their endowments.
• Coordinated the Foundation’s holiday card, gift, and flower program. While we try to decrease the number of cards and gifts in order to conserve resources, we still distributed nearly 700 cards, 100 gifts, and over 40 poinsettia plants to major donors and friends of the university during the holiday season.
• Made over 45 personal stewardship visits to individual donors, with topics ranging from finalizing scholarship criteria to profile interviews to endowment agreements. These are the “documented” visits qualifying as contact reports. Phone calls, emails and informal visits with donors occur on a daily basis.
• Personally stewarded a portfolio of major donors with multiple interests or without a designated officer (Gil Belles, Gordy Taylor, Bea & Jim Wehrly, Tate Lindahl, Dick & Susan Passmore, etc.).
• Collaborated with University Relations to publicize major campaign gifts as they were received.
• Attended Alumni Association events.
• Assisted with Foundation, Scholarship and Presidential Entertainment events. Represented the Foundation Office at numerous campus and community events.
• Wrote press releases for all Foundation gift stories and events.
• Developed content and supervised production of four issues of Developments Newsletter. Wrote over one dozen major gift news features.
• Wrote Foundation content for Western News and arranged for two to four Foundation news features to be included in each issue.
• Provided Foundation gift stories for Alumni’s RockEnews.
• Monitored and updated Foundation website content.
• Developed content for Foundation related publicity and correspondence.
- Developed content & supervised production of *FY12 Foundation Year in Review*, available online. Limited copies were printed and distributed to Foundation Board and President’s National Advisory Council members.
- Worked with individual donors on specific gifts. Examples include Ruth Richert (Al Richert Clinical/Community Mental Health Scholarship), Susan Knight (Sarah Elizabeth Knight Memorial Scholarship for Bilingual Education), and Caterpillar Global Security (Phil Benne Memorial Scholarship for Law Enforcement & Justice Administration).
- Assisted with the Think Purple public relations campaign. Within the community, nearly 2000 t-shirts were distributed to 52 participating businesses. Took orders for and delivered shirts, corresponded with participating businesses, and maintained calendar.
- Assisted Annual Fund Director with the inaugural *We are Western* Faculty/Staff Campaign, featuring civil service, faculty and administrative representatives.
- Coordinated details, handled communications and attended two President’s National Advisory Council meetings.
- Continued to work with Scholarship Director and Foundation Chief Accountant to update accounts/donor files by adding donor and background information, addressing the gaps of information, and securing finalized criteria and endowment agreements where missing.
- Assisted Annual Fund Director with a National Philanthropy Week celebration & awareness building.
- Consulted with Department of Recreation, Park & Tourism Administration on development of a minor in Fundraising and assisted with mid-term internship evaluations.

**f) Special Events**

- Executed four President’s Tents during football season and one President’s Buffet during basketball season. These events recognized a variety of individuals such as: COAP Employees, WIU Foundation Board Members, businesses participating in Think Purple!, local veterans, men’s basketball alums, and senior players on the WIU men’s & women’s basketball teams.
- Planned and implemented a variety of recurring events funded by the Foundation Office including: Athletics Hall of Fame Banquet, and Scholarship Banquet.
- Assisted Athletics with the Purple & Gold Gala/Auction.
- Continued to develop the Presidential Entertainment Initiative by assisting with arrangements for the President’s Press Box and President’s Gallery of Seats for each home football game.
- Contributed to the planning and execution of the logistics and events surrounding the Founders’ Day Ceremony.
• Positive feedback was received from attendees who include: students, parents, donors, faculty, staff, and administration.
• Events fostered a sense of unity and convergence among the university and community.

2. University Marketing
   a) Continued to promote the Think Purple Campaign locally and regionally
      • University Marketing continued to offer purple shirts and polos to businesses for their employees to wear during selected Think Purple weekends throughout the year.
   b) Developed new 30-second and 15-second promotional videos featuring Think Purple themes.
   c) Distributed video in movie theaters in Illinois: Peoria, Bloomington, Springfield, Quincy, Warrenville, Lincolnshire, Lombard, Rockford, Joliet, and Naperville; Wisconsin: Fitchburg and Kenosha; Indiana: Schererville and Portage; and Iowa: Burlington. It was aired during Winter.
   d) Video also aired on Quincy television stations, the Gatehouse Media website and during television coverage of the Summer Olympics and World Series games.
   e) Various topics for marketing and promotion appeared in papers and magazines in Macomb, Keokuk, Muscatine, Springfield, St. Louis, and Chicago. These ads featured the Fallen Soldier 5K, Lincoln Laureate Lauren Armstead, Miss America contestant Megan Ervin, and softball player Sammy Marshall.
   f) Billboard campaign featuring various topics in the Macomb region, Quad Cities, Peoria, Chicago, and along interstates 80, 55, and 294.
   g) New campus banners for the middle of the campus walkway were purchased and installed. Banners and flags were replaced as needed on Macomb and university streets and in local businesses.
   h) Painted Macomb Water Tower with WIU logo.
   i) Other promotional material such as Think Purple clings and a neon sign were provided to local businesses and on campus.
   j) Advertising during the month of December in Woodfield Mall in Schaumburg, during the month of July at The Shops at North Bridge on Michigan Ave and at Northbrook Court in Northbrook, IL during July and August.
   k) Developed the Holiday Greeting video featuring President Jack Thomas and the University Wind Ensemble under the direction of Director of Bands, Mike Fansler.
   l) Marketed Western in the Quad Cities airport.
   m) 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.

3. University Relations
   a) Managed Crisis Communication:
• Coordinated timely warning messages and updates per Clery Act mandates for several crisis-related situations from July 1-present: sexual assaults and report of a gunman at residence near campus. Numerous media interviews for both situations were conducted with Darcie Shinberger, Assistant Vice President of Advancement & Public Services/Director of University Relations, and Office of Public Safety Director, Scott Harris and OPS Lt. Tom Clark, which were coordinated through UR, and Shinberger and Assistant Director Teresa Koltzenburg monitored FB and answered inquiries posted in regard to the assault reports, and 9-1-1 gunman report.
• Coordinated messages and updates re: state's ongoing cash flow/budget crisis.
• Coordinated weather-related announcements.
• 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.

b) Supported WIU Marketing Initiatives/Think Purple Campaign:
• Darcie Shinberger, working with the VPAPS Brad Bainter and assistant Teresa Little, continued to coordinate the University’s marketing efforts, including a licensing/trademark policy, a new visual identity/logo policy, licensing and trademark agreements/approvals and logo approvals, as well as billboard and other advertising placement throughout the state.
• UR Assistant Director, Teresa Koltzenburg, in cooperation with Shinberger and student videographer, Daniel Kruzel, concepted, produced, and edited Western’s new 30-second Think of a Place/Think Purple commercial for television, web and theatre placements, and concepted, produced and edited Western’s 2012 holiday greetings message for alumni, friends/donors, and the general public. Koltzenburg also worked with UTV designer Todd Draeger to create a new 15-second animated commercial to promote Think Purple (this was shown in movie theatres during holiday breaks and also during the NFC/AFC playoff games on the local CBS/NBC affiliates). Koltzenburg and Kruzel also videoed the Wetzel implosion, resulting in more than 28,080 views on the WIU YouTube channel.
• Webmaster, Jessica Lambert, designed the 2013 Col. Rock Calendar, with photographs from VPC. The calendar has been sold through the bookstore (and provided for giveaways), with profits going to support Rocky’s Fund.

c) Improved Publications Initiatives:
• Edited and produced external publications, newsletters, billboards, ads, etc. for the division, and institutional marketing efforts, admissions, and student recruitment and orientation to support the institution's strategic plan/marketing efforts (Western News, Summer Session fliers/posters, etc).
• Prepared all publications produced by UR (handbook, viewbooks, catalogs, etc) as accessible PDF documents for posting on WIU website.
• Publications Manager Tim Engel each semester works with graphic communication professor Catherine Drinka on student-related projects that can also be used for potential University promotional pieces.

d) Continued Social Media/Web Initiatives for Marketing, Recruiting & Promotions:

• Under the direction of Assistant Director Teresa Koltzenburg, continue to maintain and update Western's Facebook, Twitter, Flickr and YouTube accounts. The Facebook page is used not only for WIU to promote the institution but also serves as a major/main communication conduit for students, prospective students, faculty, staff, alumni and parents.

• 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).

• A 2012 Facebook promotion, "Think Purple Worldwide," had 13 entries from students around the world during spring break.

• Under the direction of Koltzenburg, numerous videos were concepted, produced and edited to promote a variety of WIU programs/initiatives (big pink volleyball, homecoming, Horn Field, agriculture, scholarships, and Rocky After Dark, to name a few).

• UR's Twitter feed has 3,127 followers (this number drastically increases during emergencies), a 79% increase from March 2012; and WIU’s YouTube channel has 395 subscribers (50% increase), but videos typically garner hundreds (and in some instances, thousands) of hits.

• Koltzenburg created a WIU News Group Linked In group, which has grown from 44 members in March 2010 to 493 members in March 2013. Koltzenburg also co-manages a WIU Alumni Linked In Group, which has 1,631 members to date.

• UR is continuing to experiment with other uses of social media channels: WIU Google Plus page (up 102 percent from 2012, with 388 WIU pages in "Circles"); Foursquare (326 likes compared to 226 in 2012); WIU Pinterest (133 followers compared with 8 in 3/12).

• Webmaster Jessica Lambert designed and maintains "This Week in Western's History" website. The first weekly edition was launched September 17, 2012 and is updated weekly with news and events that happened in the 1900s, 1920s, 1950s and 1980s. She also continues to design and manage multiple web pages supporting the VPAPS Division and University. Lambert also ensures that all documents uploaded to VPAPS Division sites comply with state and University accessibility mandates. Lambert also designed a new campus visit page for Admissions, and designed the Rocky on Parade website.

• Continued the UR blog Beyond the Belltower. Public Information Specialist, Jodi Pospeschil, and Teresa Koltzenburg are the main contributors to this blog.
e) Promoted WIU Programs, Activities, Events & Accomplishments:

- Promoted the Wetzel Hall implosion, which resulted in several thousand hits on News website, University Facebook, and was picked up by Fox News and CNN.
- Participated in national media networks through third party services (NewsWise and ProfNet) to promote Western's programs and faculty. Examples include from NewsWise (a service for journalists to find stories and experts): Facebook's Dark Side – 4,277 hits (Barker); Middle East/Terrorism Expert – 3,377 hits (Koltzenburg); Painkiller Abuse in College Students – 3,231 hits (Koltzenburg); Hennepin Canal book – 2,638 hits (Koltzenburg). Shinberger's "Word Matters" story was picked up by Gatehouse News, and appeared in a nationally syndicated Sunday column.
- Working with local and regional media, UR staff coordinated interviews in which Western faculty and staff served as expert sources for such stories as Facebook and social media; state budget/economy; presidential election/politics; extreme weather (floods, snow, etc); gay marriage; and more.

f) Supported University Admissions & General Promotions Initiatives:

- Continued to produce the twice-a-month What's Happening at Western e-newsletter, which is sent to prospective students who have been accepted, but not yet registered for classes or made housing reservations, as well as to all Discover Western participants.
- Public Information Specialist Jodi Pospeschil continued to assist Admissions with a media campaign to promote the Centennial Honors, Commitment and Transfer scholarships by writing and sending news releases to each recipient’s hometown paper to further promote Western’s academic quality and opportunities.
- Continued design projects and promotions for the University's Think Purple marketing campaign (lead designer – Jessica Lambert).
- Produced undergraduate viewbooks for the Macomb and Quad Cities campuses (QC Viewbook, designed by Jessica Lambert, received a bronze award in the 2012 Collegiate Advertising Awards (CAA) contest, which recognized the top 16 percent in the nation for advertising excellence).
- Designed advertising materials (print ads, billboards, banners, etc.).
- Summer Session 2012 and 2013 promotional ads, posters, etc., as well as releases/promotions.

g) Continued University-Community Outreach Efforts:

- Public Information Specialist, Jodi Pospeschil, serves as the University representative for the American Cancer Society Walk and also serves as liaison between the University and community for the annual Balloon Rally,
which is held on WIU’s campus. Pospeschil also served as a Building Connections mentor.

- Assistant Director Teresa Koltzenburg served as an instructor for a Women’s Center social media training session; served as a Building Connections mentor; presented a poster session for a CITR social media session; serves on WIU mobile computing task force, web accessibility committee and iTac web committee.

- Webmaster Jessica Lambert serves on the Employee Wellness Committee, web accessibility committee and iTac web committee, serves as a Building Connections mentor, and also served as a panelist/mock interviews with students CBT Career Week.

- Editorial Writer Alisha Barnett served as a presenter for Communications Day for the Department of Communications.

- Assistant VP Darcie Shinberger serves as a Building Connections mentor, and served as a "Promoting Your Community" panelist for the Chamber’s Leadership Academy. Shinberger is also a member of the University Theme Committee and Marketing Committee. Shinberger continues to work with local officials to promote WIU and Macomb, and in some instances, assists local city department with crisis communication efforts (such as Wheeler Street efforts in 2012 and the recent 9-1-1 call re: gunman in a residence near campus).

- Carla Farniok serves as treasurer for the Civil Service Employees Council.

h) Coordinated and Maintained the University’s Freedom of Information Act (FOIA) Requests:

- Since July 1, 2011, University Chief FOIA Officer Darcie Shinberger completed 94 FOIA requests to date (March 11, 2013). FOIA requirements are stringent, and must be upheld as set forth by the Illinois Attorney General. Responses typically must be made within five working days to comply with FOIA statutes. Failure to do so can result in fines and other punitive measures against WIU, so the chief FOIA officer (and deputies – Koltzenburg and Pospeschil – who handle in Shinberger’s absence) must be vigilant in regard to responses and must remain up to date on all statutes/mandates.

  i) Further Enhanced Faculty/Staff Experts File/Database to Promote WIU Experts to Media

- Staff Clerk, Carla Farniok, continues to update and maintain an experts database.

4. Visual Production Center

a) Increased Marketing and Outreach Efforts and Improved Services of the Visual Production Center:
• 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).

• Continue to aggressively market and promote WIU by offering a variety of products and services, such as WIU Wall Clings, stickers and window clings; buttons; fraternity/sorority/honors society posed portraits and composites. Under the direction of Administrative Assistant Alice Knapp, VPC continues to target parents of student-athletes with e-mails providing links to game day action photos and individual posed photographs, as well as theatre and music students for portfolio photographs.

• Staff participated in events such as Grad Prep Day and Student Activities Fair to promote VPC services.

• WIU Senior Photographer, George Hartmann, has promoted VPC’s services to community organizations (e.g. MHS), which has resulted in increased sales, and provided greater visibility at community events to further promote WIU.

• Brian Kreps and Neil Wiarda of VPC’s Large Format Division have completed several large projects on campus and in the community which have brought not only increased awareness and recognition for the University, but also to VPC.

  — Admissions: recruiting displays;
  — Alpha Gamma Rho: fraternity banners;
  — Art Department: student exhibition display;
  — Art Gallery: door clings and wall Clings;
  — Athletics Marketing: coaches hallway, locker room and offices wall clings and prints, Western Hall academic and athletic achievement display;
  — Balloon Rally banners;
  — Buffalo Wild Wings: wall clings and prints;
  — Campus Recreation: window perforated prints;
  — Chubby’s: wall clings;
  — Col. Rock III birthday: buttons and birthday cards;
  — College of Fine Arts: PAS Gala lobby prints, Music Graduates print display, theatre lobby prints;
  — Commencement banners;
  — Elms – display prints;
  — Emergency Preparedness: evacuation maps;
  — Farmer’s Insurance –Rocky head;
  — Freshmen class photo;
  — Grand Prairie Assisted Living: framed prints;
  — Homecoming car signage and banners for parade;
  — IIRA: retirement composite prints;
  — Rural Community Economic Development Conference prints;
— MDH: wall clings and display prints;
— Physical Plant: aerial photo of football stadium;
— Pink ribbon vinyl banner;
— Public Safety: directional campus map;
— Provost Office: Summer Session displays;
— Sodexo: prints mounted and wall clings;
— Southeastern High School: vinyl banners;
— Sports Corner: banner;
— Students: prints for talent grants;
— Think Purple Campaign window perforated prints and wall clings;
— Tri-States Public Radio: coverage maps;
— TSM II: 48” Rocky anchor wall cling;
— University Library: wall clings and display prints;
— UHDS: prints for residence halls;
— University Union: kiosk, directional signs, wall clings and window perf prints;
— U-Tech Store: window clings;
— WIUS: radio station signage.

• VPC’s online photograph viewing website (Lightbox) has to date (March 1, 2013) 223,897 photos uploaded for the general public to view University-related images (155,074 March 2012). An increase of 78,834 images on Lightbox added from July 1, 2012 – March 1, 2013.

b) Continued University-Community Outreach Efforts
   • VPC Photography Laboratory Manager, Larry Dean, has worked with photography classes re: photography of art work, and has served as a mentor to art and photography students
   c) VPC Senior Photographer, George Hartmann, worked with local school districts to provide high quality photography/large format projects to promote programs, etc., and in Summer 2012 and Fall 2012 taught an IDT Photoshop/photography class.

5. University Television
   a) 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.
   b) Created promotional and educational materials for the University.
   c) Provided students with television and media experience.
   d) Worked with broadcasting student Interns to provide them with real world experiences.
   e) Developed alternative sources of funding for the University.
C. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:

1. Western Illinois University Foundation funds
   a) Funds were used to support alumni events at the John Deere Classic and the Chicago Art Institute.
   b) Funds were allocated to the President for travel and entertainment associated with alumni and development activities.
   c) When possible Foundation funds were used to assist in marketing the university and with the local Think Purple campaign.
   d) Approximately $21,000 is awarded to faculty for summer research stipends.
   e) Foundation funds were used in campus beautification projects at the Alumni house and the Memorial Tree Garden.
   f) Funds were used to support art exhibits and the purchase of the first Rocky for Rocky on Parade.

2. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside:
   a) Personnel changes within University Relations resulted in a cost savings of $24,704.
   b) Assistant Director Bonnie Barker and Staff Clerk Anne Wilson retired in June 2012.
   c) Carla Farniok was hired as staff clerk in June 2012.
   d) Teresa Koltzenburg was appointed, following a search waiver, to assistant director in July 2012. Previously she had served as the public information coordinator (Civil Service).
   e) Darcie Shinberger was appointed assistant vice president for advancement & public services in July 2012.
   f) Alisha Barnett was hired as editorial writer in September 2012 (following reclassification of the public information coordinator position left vacant by Koltzenburg’s administrative appointment).
   g) Sarah Ritter was hired as an instructional design specialist II in July 2012 (following reclassification of the staff clerk position left vacant by the resignation of Leslie Apel in January 2012).
   h) George Hartmann was audited to senior photographer from photographer II in September 2012.
   i) Alice Knapp was audited to administrative aide from administrative clerk in December 2012.
   j) $36,484 personnel services from University Marketing Director vacancy transferred to Annual Fund for operating.
   k) $22,612 personnel services from vacant positions in Development Office transferred to Annual Fund for operating.
3. Grants, contracts or local funds
   a) Local funds from Visual Production Center and Printing Services were used to provide student employment and to purchase equipment and assist in other operational expenditures.
   b) UR Printing Services Local Funds - During FY 2013 (July 1, 2012 to March 1, 2013) Printing Services funds of $2,077 have been used to purchase office supplies, equipment repairs, a portable drive, and administrative support.
   c) Visual Production Center Local Funds: **VPC must generate revenue to defray costs in its large format printing and photographic operations.** During FY13 (July 1, 2012 to March 1, 2013) VPC has generated $92,712.60 (July 1, 2011-March 1, 2012: $82,105.61). Generated income at VPC is essential to operate the services of the department, as there is limited appropriated funding for operational support. During FY12 (July 1, 2011 to March 1, 2012), VPC supported the division and the institution by eliminating assignment fees to all customers, and providing photographic services to University Relations and Athletic Media Services at no charge. This practice has continued for July 1-2012 – March 2013. VPC has provided $21,525 in discounts and free services. Of the local funds generated to date, VPC has spent approximately $65,240.48 of local and equipment reserve funds to upgrade technology and equipment, pay for operating, miscellaneous and travel expenses and to purchase operating supplies. An additional $47,063.99 of local funds is encumbered. No other fund sources were utilized in Fiscal Year 2013.

4. Internal Reallocations: For reallocations over $20,000, identify the amount, area that was reallocated from, and the priority that funds supported.

5. Other fund sources
II. Budget Enhancement Outcomes for FY13

For each budget enhancement received in FY13—temporary or permanent—(i.e., 1% give back, end of year money) complete an accountability report form. Be specific about approved productivity measures.

Western Illinois University
Accountability Report for Program Support –FY13

I. Unit submitting report:

Development Office

II. Short title of the initiative receiving funding.

Campaign Travel and Entertainment

III. Describe the specific productivity measures achieved (refer to submitted materials the previous year, or year that funding was requested and provided).

Funding was provided for travel to cultivate, solicit, and steward donors in an effort to increase private contributions in support of Western Illinois University.

Vice President has spent $10,226 through March 2013 on travel & donor cultivation/stewardship and $21,923 has been spent on Presidential Entertainment Initiatives through March 2013, including football games, football tents and a basketball buffet.

IV. Provide a listing of all funds expended to date by the following categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Enhancement</th>
<th>Department/Unit Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel Services</td>
<td></td>
<td></td>
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<tr>
<td>Equipment and Instructional Materials</td>
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<tr>
<td>Library Materials</td>
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<td></td>
</tr>
<tr>
<td>Contractual Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Operating Funds – Travel and Entertainment expenses</td>
<td>$32,149</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$32,149</td>
<td></td>
</tr>
</tbody>
</table>

Contact Person If Questions: Brad Bainter (309) 298-1808

Name Phone Number
Western Illinois University
Accountability Report for Program Support – FY13

I. Unit submitting report:

Development Office

II. Short title of the initiative receiving funding.

Campaign Initiatives

III. Describe the specific productivity measures achieved (refer to submitted materials the previous year, or year that funding was requested and provided).

Annual Fund $48,839
Pentera Newsletters $17,100
Wealth Screening $ 8,500
Presidential National Advisory Council meetings $ 7,424
Blackbaud software $ 5,500
Wealth Engine $ 3,300
Sumotext $ 3,000
Prospect PRO $ 2,595
Planned Giving Manager, Planned Giving Today, & GiftCalcs Plus $ 1,386
Advisor Newsletters $ 1,032
Campaign general expenses $ 1,000

IV. Provide a listing of all funds expended to date by the following categories:

<table>
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<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Contractual Services</td>
<td>$99,676</td>
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</tr>
<tr>
<td>Other Operating Funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$99,676</td>
<td></td>
</tr>
</tbody>
</table>

Contact Person If Questions: Brad Bainter (309) 298-1808
Name Phone Number
I. Unit submitting report: University Marketing

II. Short title of the initiative receiving funding.

The following initiatives were accomplished with FY13 funding for marketing: $106,572.01 was expended for Chicago-area marketing with $30,166 spent on showing our 15-second promotional video in movie theaters, $44,835.30 spent on billboards around the Chicago area, $26,699.46 spent on promotion and marketing materials in malls, and $4,871.25 spent on print media marketing. $159,596.52 was spent on downstate advertising with $8,726 spent on showing our 15-second promotional video in movie theaters, $69,916.93 spent on billboards, $19,982.68 spent on banners, signs, posters, and flags in the Macomb area, $34,870 spent on television and web advertising, $11,981.02 spent on print advertising. Marketing spent $12,882.09 for Think Purple shirts in Macomb, and about $1,000 in vinyl clings for Macomb businesses, etc. The total for downstate Marketing also includes a prize package for Western’s new Think Purple Perk Coffee naming contest.

III. Describe the specific productivity measures.

We continue to benefit from advice from Brigandi + Associates for our marketing program and very much appreciate their support. Our goal has been to increase the visibility and awareness of Western Illinois University throughout the state and region and at the same time assist and support the recruitment activities of our Admissions Office, especially in efforts to make Macomb and the Macomb region Western territory. The banners, flags, and clings, along with the shirts provided to local businesses, are a part of the local Think Purple campaign to get everyone talking and thinking Western, including guests during their visits to Macomb. Other efforts such as the billboards, movie theater promotions, and mall advertising have different landing pages to that we can see what kind of reaction we are getting from different marketing ideas.

IV. Provide a listing of all funds expended to date by the following categories:

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<tr>
<td>Library Materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contractual Services</td>
<td>$266,168.53</td>
<td></td>
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<tr>
<td>Other Operating Funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$266,168.53</td>
<td></td>
</tr>
</tbody>
</table>

Contact Person If Questions: Brad Bainter 309-298-1808

Name Phone Number
III. Major Objectives and Productivity Measures for FY14

A. List the most important goals and objectives the division will pursue in FY14, and how these actions will be measured/assessed.

1. Foundation and Development:
   a) Raise the necessary funds to complete the comprehensive campaign by December 31, 2013.
   b) Begin the process of establishing goals for fundraising for Western once the campaign is complete.
   c) Plan the successful campaign celebration.
   d) Fill necessary positions that have been vacant in the development office.
   e) Accounting and Gift Processing will enhance internal policies, procedures, accounting programs, training materials, and process methodologies. Although the enactment of the entire plan will take several years to implement, the following items will take priority during the next fiscal year:
      • Increase the accuracy of data in reports.
      • Continue to perform the comprehensive review of reports.
      • Continue to write policies and procedures for areas in which they are deficient.
      • 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 (GASB, FASB, IRS, etc.).
   f) Prospect Management and Research:
      • 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.
      • External wealth screening combined with internal predictive modeling will identify new prospects from within our current constituent base.
      • Compile Net Worth for the Top Prospects in Development Officer portfolios.
   g) Annual Fund and Phonathon:
      • Consolidate Annual Fund outreach into one comprehensive, University-wide effort.
      • Continue efforts in establishing a culture of philanthropy among undergraduate students by leveraging students participating in direct mail / Phonathon annual fund efforts. (Strategic Plan Goal #4, ongoing)
      • Expand “Giving Circles” program among young alumni to leverage existing social networks and increased AF participation. (Strategic Plan Goal #4, ongoing)
- Increase Young Alumni participation in the Annual Fund from less than 5% to 10%. (Strategic Plan Goal #5, mid-term)
- Increase Phonathon revenue by 10% or greater in FY14. (Strategic Plan Goal #5, short term)
- Achieve Annual Fund fulfillment rate of 85% or greater in FY14. (Strategic Plan Goal #5, short term)

h) Donor Relations:
- As this will be the current Director of Donor Relations’ last year prior to retirement, she plans to organize the donor relations and communications functions for transition to the next person in the position. Strategies include developing a manual and calendar of tasks, keeping all records and correspondence current, and preparing donors for the transition.
- Work with college and unit Development Officers to develop individual stewardship plans for major donors.
- Continue to coordinate with Foundation Chief Accountant to bring all planned gift and scholarship accounts into compliance and under-used accounts into full utilization.
- Expand Foundation Year in Review to include Donor Recognition Societies and donor lists; make available online.

i) Special Events:
- Continue to direct and manage traditional university events, including but not limited to Founders’ Day, Major Donor Recognition Banquet, Purple & Gold, Hall of Fame, scholarship banquets, groundbreakings, and facility dedications.
- Oversee and manage presidential entertainment and chair the committee in tandem with the President’s and the University’s objectives related to internal and external relations as well as development, including 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 convey messages and foster communication with donors and support university efforts, manage event details.
- Implement evaluation processes for ensuring that special events activities are effective in supporting the President, University Advancement units and other university units.

2) University Marketing:
  a) Continue to increase our visibility in west-central Illinois in our efforts to make Western Illinois University the university of choice in our region of the state.
  b) Work with our admissions office to target areas for recruiting prospective students.
c) Work with Kelly, Scott, and Madison, a media buying firm that was contracted with last year to develop a digital marketing plan for the Chicago area that will also reach downstate.

d) Develop new 15- and 30-second commercials to be used on television and in theaters throughout the state.

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

f) Continue our branding efforts through our Think Purple campaign and licensing efforts for our official logos.

3) University Relations:
   a) Continue its support of comprehensive campaign initiatives.
      • Capital campaign support will be measured by the recognition and awareness of alumni, friends and general public of the campaign. These are short- and mid-term goals.
   b) Continue to enhance Western’s reputation and recognition as a top comprehensive university.
      • Participation in initiatives through news media, social media, and other venues.
         o Document efforts to obtain institutional recognition through news media subscription services and media exposure. These are short-, mid- and long-term goals.
   c) 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.
         o UR will measure its success based on the "hits" WIU stories receive from media outlets. These are short-, mid- and long-term goals.
   d) Continue the use of social media to: promote Western and its faculty, programs and services globally; to further enhance Western’s recognition and reputation as a quality institution to attract and retain students, faculty and staff; and to engage members of the Western community with an open platform which they can provide feedback to the institution and ask questions.
      • The implementation of social media also supports the strategic plan goal of encouraging the integration of technology to support the University’s mission. UR will measure its success based on the "likes" and interaction received via social media outlets. These are short-, mid- and long-term goals.
   e) 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.
      • Measured by enrollment and faculty hires, as well as focus groups to rate the publications (particularly Viewbooks). These are short-, mid- and long-term goals.

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f) Continue its outstanding relationships with media outlets to promote services, events and programs.
   - Supports the strategic plan goal of public service/outreach and increased participation in University-supported events and programming. These are short-, mid- and long-term goals.

4) Visual Production Center:
   a) Continue to provide outstanding customer service and provide new products to promote the institution. In addition, VPC will continue its relationship with University Archives to better determine the best method possible for archiving WIU's photographic history.
      - Meet the needs of departments, organizations and individuals who seek visual images to enhance publications, websites, promotional materials and more. These are short-, mid- and long-term goals.
   b) Research innovative methods to market services to students and parents, as well as to the general University and local communities.
      - Supports the strategic plan goal of public service/outreach and increased participation in University-supported events and programming.
   c) Further develop and implement University marketing initiatives as outlined in the strategic plan.
      - Print publications, visual images and feature stories. These are short-, mid- and long-term goals.

5) University Television:
   a) Continue promoting Western Illinois University.
   b) Continue promoting all University Colleges and Departments.
   c) Continue promoting the Community and West Central Illinois.
   d) Improve measures of service quality.
   e) Continue providing television media services to the university and community.
   f) Provide Broadcasting students practical experience in the broadcasting field.

B. Of the objectives identified above, please indicate which are directly related to Strategic Plan action items.

C. For Strategic Plan action items noted above, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).
IV. Technology Goals and Objectives

A. List the most important technological goals and objectives the division will pursue in FY14, and how these will be measured/assessed.

1. Equip the WIU Phonathon with VoIP (Voice over Internet Protocol) to replace cell phone/landline usage NLT by September 1, 2013. (short term)
2. Launch mobile Annual Fund presence NLT September 1, 2014. (short term)
3. Coordinate effort to revise university online giving system to include mobile device functionality NLT January 30, 2014. (short term)
4. Continue to work with University Relations and Web Services to further develop online event website and registration system.
5. Continuing to use social media to promote Western Illinois University is an essential – and constant – technological goal for Fiscal Year 2014. Measured by hits/participation.
   a. Little cost is associated with this goal; however, software and equipment updates may be necessary. Upgrades: $500-1,000. Continuous goal.
6. 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).
   a. Little cost is associated with this goal; however, software and equipment updates may be necessary. Upgrades: $500-1,000. Continuous goal.
7. Updating and maintaining design-related software for publications staff will continue to be technology-related goals for FY14.
   a. Upgrade/updates: $1,500. Continuous goal.
8. Continuing online news media monitoring services at current enhanced level.
9. UR web services will further refine and enhance the division’s online presence.
   a. Continuous goal.
10. Develop informative and engaging content that is presented in a visually appealing, consistent and professional manner in order for the University Relations and VPAPS sites to serve as the main sources of information to a mass audience.
    a. Continuous goal.
11. UTV will continue pushing towards a High Definition and Digital Broadcasting facility and have Channel 3 HD by the next year. This will give WIU a more professional look concerning our media outlets and UTV will become more efficient.
    a. Purchase new computers and HD editing software, new Marshall streaming device capable of HD, HD video recording equipment, and HD duplication machines. (short term)
b. Add a micro-wave capable of moving HD video and a digital Blu-Ray storage library. (short term)
c. Add HD monitors, waveform monitors, and replace field gear i.e (microphones, lighting). (mid-term)
V. Internal Reallocations and Reorganizations: WIU-Macomb

None
VI. Internal Reallocations and Reorganizations: WIU-Quad Cities

None
VII. New Operating Resources

A. Identify, in priority order, requests for additional operating funding in a spreadsheet.

B. On this spreadsheet, please be sure to indicate whether you are seeking one-time or continuous funding. If you are seeking continuous funding, identify whether it is for a period of years or a permanent base increase.

C. Complete an *FY14 Budget Request Form* for each request listed in “A”.

<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 Initiatives</td>
<td>Foundation and Development</td>
<td>$100,000</td>
<td>Continuous through campaign</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>2</td>
<td>Computer Equipment</td>
<td>Foundation and Development</td>
<td>$10,000</td>
<td>Ongoing annual</td>
</tr>
</tbody>
</table>
Western Illinois University  
Budget Request Format  
For Program Support FY14

I. Unit submitting request: University Marketing  
   Priority Number  1

II. Provide a short title of the initiative proposed for incremental funding.  
    Stateless marketing and branding initiative for the Macomb campus.

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University’s goals, mission statement, or strategic plan.  
    The entire strategic plan requires effective marketing. This request is the minimum amount necessary to begin implementing new objectives outlined in annual report.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.  
    Approximately $275,000 was expended from various sources during the FY13 academic year. It is essential to have an increase to continue to expand and broaden the University’s marketing campaign and to further enhance and refine the Think Purple campaign. The plan for FY14 is to contract with Kelly, Scott, and Madison (KSM) to put into action the extensive media placement plan they have outlined for WIU. KSM will be placing advertising on behalf of Western in the Chicagoland metro area, while we will continue to control our downstate marketing picks. We wish to further enhance our digital/social media to keep pace with competing higher-education institutions.

V. Provide a listing of all incremental funds requested by the following categories:  
   
<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment and Instructional Materials</td>
<td></td>
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<tr>
<td>Library Materials</td>
<td></td>
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<tr>
<td>Contractual Services</td>
<td>$250,000</td>
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<tr>
<td>Other Operating Funds</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

VI. Are the requested funds to be included as permanent increase in the unit’s base budget?  
   X Yes       ___No

VII. Will the project be supplemented by other funds?  
     X ___ Yes   ___No

Contact Person If Questions:  Brad Bainter  Phone: 8-1808
I. Unit submitting request: Development Office                  Priority Number 1

II. Provide a short title of the initiative proposed for incremental funding.

   Campaign Initiatives, Consulting services, Mailings for Planned and Major Giving, and Assistance with Increased Annual Fund Efforts

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University’s goals, mission statement, or strategic plan.

   Provide for donor research services that provide important information about prospects for Development Officers and Annual Fund. Also, provide for informative planned and major giving materials to be sent to alumni and friends and for a financial planning newsletter to be sent to attorneys and financial advisors.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

   This will provide accurate information for Development Officers that will assist them in their process of identifying top prospects for the campaign. It will also provide important information to prospects and financial advisors about the planned and major giving environment and the tax and charitable implications of making such gifts. This will lead to more productive time from our Development Officers and more contacts and contributions. It will allow us to increase the number of alumni contacted and the frequency of contact to ask for Annual Fund support.

V. Provide a listing of all incremental funds requested by the following categories:

   Personnel Services
       A/P
       C/S
       NTT
       T/T

   Equipment and Instructional Materials

   Library Materials

   Contractual Services
       $100,000

   Other Operating Funds

   Total
       $100,000

VI. Are the requested funds to be included as permanent increase in the unit’s base budget?

   _____ Yes     X_____ No

VII. Will the project be supplemented by other funds?

   _____ Yes     X_____ No

Contact Person If Questions:  Brad Bainter                      Phone: 8-1808
Western Illinois University
Budget Request Format
For Program Support FY14

I. Unit submitting request: Development Office                  Priority Number 1

II. Provide a short title of the initiative proposed for incremental funding.

Capital Campaign Travel and Entertainment Expense

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University’s goals, mission statement, or strategic plan.

Donor cultivation, solicitation, and stewardship are essential to raise private support for Western Illinois University. Private support is crucial to achieve all the goals of the University especially in light of diminishing state support.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

Accomplishments and increases in productivity can be measured by number of contacts with prospective donors and dollars raised.

V. Provide a listing of all incremental funds requested by the following categories:

Personnel Services
A/P
C/S
NTT
T/T

Equipment and Instructional Materials

Library Materials

Contractual Services

Other Operating Funds

Total

$54,000

VI. Are the requested funds to be included as permanent increase in the unit’s base budget?

___ Yes   ___ No

VII. Will the project be supplemented by other funds?

___ Yes   ___ No

Contact Person If Questions: Brad Bainter                    Phone: 8-1808

37
Western Illinois University
Budget Request Format
For Program Support FY14

I. Unit submitting request: Foundation Accounting
   Priority Number 2

II. Provide a short title of the initiative proposed for incremental funding.
   Computer Equipment for VP, Foundation and Development, and Marketing areas.

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the
    University’s goals, mission statement, or strategic plan.
    Computer equipment is necessary for our office to function, and current computer equipment is necessary
    for our office to be efficient.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how
    results will be measured or evaluated.
    Increased productivity due to more efficient equipment.

V. Provide a listing of all incremental funds requested by the following categories:
   Personnel Services
     A/P _____________
     C/S _____________
     NTT _____________
     T/T _____________
   Equipment and Instructional Materials $10,000____
   Library Materials _____________
   Contractual Services _____________
   Other Operating Funds _____________
   Total $10,000____

VI. Are the requested funds to be included as permanent increase in the unit’s base budget?
    X Yes  _  No

VII. Will the project be supplemented by other funds?   _____ Yes  X  No
     If yes, please describe:

Contact Person If Questions:   Holly Fecht _____________________________ Phone: 8-1861
VIII. Facilities Requests

A. Identify, in priority order, requests for facility enhancements over $100,000. These requests need to be identified as specific FY14 requests or long-range requests. For each request, identify the ways in which the facility enhancement will advance specific Strategic Plan goals and objectives.

B. Provide specific outcomes for each facility enhancement request.

C. Provide an explanation of how each facility enhancement will affect the unit’s productivity measures.

D. Complete an FY14 Budget Request Form for each request.
Accounting and Gift Processing Statistics

The Foundation transactions were mostly consistent with FY12 figures, which were up substantially from FY11 and previous years due primarily to the acquisition of WQPT Television in the Quad Cities. A synopsis of some of the key transaction volume handled through the Foundation is shown in the following charts. The most drastic change continues to be seen in credit card gift processing, number of scanned items added to the database, and the number of new records added to the Foundation Alumni Donor Database.

<table>
<thead>
<tr>
<th>TRANSACTIONS PROCESSED</th>
<th>FY13 as of 3/4/13</th>
<th>FY12 as of 3/2/12</th>
<th>FY11 as of 3/2/11</th>
<th>FY10 as of 3/10/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Pay Authorizations</td>
<td>1,589</td>
<td>1,602</td>
<td>1,672</td>
<td>1,688</td>
</tr>
<tr>
<td>Checks Written</td>
<td>645</td>
<td>697</td>
<td>710</td>
<td>678</td>
</tr>
<tr>
<td>EFT payments issued</td>
<td>458</td>
<td>457</td>
<td>460</td>
<td>511</td>
</tr>
<tr>
<td>Travel Vouchers</td>
<td>111</td>
<td>94</td>
<td>105</td>
<td>93</td>
</tr>
<tr>
<td>Journal Entries</td>
<td>13,160</td>
<td>12,197</td>
<td>14,306</td>
<td>13,674</td>
</tr>
<tr>
<td>Credit card gifts</td>
<td>2,568</td>
<td>2,652</td>
<td>2,110</td>
<td>1,235</td>
</tr>
<tr>
<td>Other credit card transactions</td>
<td>311</td>
<td>652</td>
<td>469</td>
<td>954</td>
</tr>
<tr>
<td>New Accounts</td>
<td>66</td>
<td>48</td>
<td>78</td>
<td>62</td>
</tr>
<tr>
<td>Accounts on Record</td>
<td>1,849</td>
<td>1,774</td>
<td>1,717</td>
<td>1,668</td>
</tr>
<tr>
<td>Active Accounts on Record</td>
<td>1,527</td>
<td>1,483</td>
<td>1,481</td>
<td>n/a</td>
</tr>
<tr>
<td>IRS 1099’s issued</td>
<td>66</td>
<td>61</td>
<td>57</td>
<td>52</td>
</tr>
<tr>
<td>Documents scanned</td>
<td>13,298</td>
<td>12,197</td>
<td>10,380</td>
<td>7,728</td>
</tr>
<tr>
<td>Cash gifts recorded</td>
<td>10,684</td>
<td>11,061</td>
<td>11,352</td>
<td>8,037</td>
</tr>
<tr>
<td>Pledges Made</td>
<td>4,657</td>
<td>8,411</td>
<td>12,133</td>
<td>14,806</td>
</tr>
<tr>
<td>Pledge Payments</td>
<td>8,213</td>
<td>8,268</td>
<td>8,202</td>
<td>9,100</td>
</tr>
<tr>
<td>Gift receipts mailed</td>
<td>9,375</td>
<td>10,366</td>
<td>10,577</td>
<td>n/a</td>
</tr>
<tr>
<td>Gift receipt numbers issued</td>
<td>18,897</td>
<td>19,329</td>
<td>19,554</td>
<td>17,251</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Gifts from New Donors</th>
<th>FY13 as of 3/2/13</th>
<th>FY12 as of 3/2/12</th>
<th>FY11 as of 3/2/11</th>
<th>FY10 as of 3/10/10</th>
</tr>
</thead>
<tbody>
<tr>
<td># gifts from New donors - Phonathon/Annual Fund</td>
<td>402</td>
<td>2,285</td>
<td>3,663</td>
<td>4,866</td>
</tr>
<tr>
<td># gifts from New donors - Megathon</td>
<td>272</td>
<td>259</td>
<td>372</td>
<td>564</td>
</tr>
<tr>
<td># gifts from New donors - WQPT</td>
<td>539</td>
<td>1,018</td>
<td>2,778</td>
<td>0</td>
</tr>
<tr>
<td># gifts from New donors - MISC</td>
<td>614</td>
<td>353</td>
<td>301</td>
<td>408</td>
</tr>
</tbody>
</table>
### Number of New Donors & Records

<table>
<thead>
<tr>
<th></th>
<th>FY13 as of 3/2/12</th>
<th>FY12 as of 3/2/12</th>
<th>FY11 as of 3/2/11</th>
<th>FY10 as of 3/10/10</th>
</tr>
</thead>
<tbody>
<tr>
<td># of new records</td>
<td>2,605</td>
<td>6,627</td>
<td>4,018</td>
<td>3,354</td>
</tr>
<tr>
<td>added to the FAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total number of new</td>
<td>1,786</td>
<td>3,485</td>
<td>6,768*</td>
<td>n/a</td>
</tr>
<tr>
<td>donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total value of gifts</td>
<td>$383,754.60</td>
<td>$206,185.11</td>
<td>$748,674.93*</td>
<td>n/a</td>
</tr>
<tr>
<td>received from/made</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>by new donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* First year WQPT was with WIUF
Data to Support University Relations Promotion/Publicity Outcomes

Google Analytics Stats for University Relations' Websites

*Raw Data (includes both external and internal use)*

*Web Services started including internal audience statistics—those visiting the WIU site inside of the wiu.edu IP/domain—in January 2012; therefore, the raw data (which includes both external and internal audience statistics) for the measuring period in Table 1 does not accurately reflect the entire period. (By including the internal audience, the data reflects enormous increases, an indication of how much use the University Relations' websites receive internally.)

Table 1

<table>
<thead>
<tr>
<th><em>Measuring Period</em></th>
<th>July 1, 2012 - March 1, 2013</th>
<th>compared to</th>
<th>July 1, 2011 - March 1, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Releases</strong></td>
<td>All web pages with URL:</td>
<td><strong>News Page</strong></td>
<td>URL: news/index.php</td>
</tr>
<tr>
<td></td>
<td>news/newsrelease.php</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Pageviews</strong></td>
<td>338.22% (increase)</td>
<td><strong>Pageviews</strong></td>
<td>89,118.92% (increase)</td>
</tr>
<tr>
<td></td>
<td>283,229 vs 64,631</td>
<td></td>
<td>33,011 vs 37</td>
</tr>
<tr>
<td><strong>Unique Pageviews</strong></td>
<td>343.35% (increase)</td>
<td><strong>Unique Pageviews</strong></td>
<td>99,139.13% (increase)</td>
</tr>
<tr>
<td></td>
<td>251,050 vs 56,626</td>
<td></td>
<td>22,825 vs 23</td>
</tr>
</tbody>
</table>

To get a better idea of usage trends of the UR websites (by all audiences—internal and external), I compared two periods from FY'13 and FY'12 during which all the raw data (usage by both internal and external users) was collected by Google Analytics.

Table 2

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Releases</strong></td>
<td>All web pages with URL:</td>
<td><strong>News Page</strong></td>
<td>URL: news/index.php</td>
</tr>
<tr>
<td></td>
<td>news/newsrelease.php</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Pageviews</strong></td>
<td>19.59% (increase)</td>
<td><strong>Pageviews</strong></td>
<td>1,720.10% (increase)</td>
</tr>
<tr>
<td></td>
<td>77,295 vs 64,631</td>
<td></td>
<td>13,942 vs 766</td>
</tr>
<tr>
<td><strong>Unique Pageviews</strong></td>
<td>21.38% (increase)</td>
<td><strong>Unique Pageviews</strong></td>
<td>1,416.09% (increase)</td>
</tr>
<tr>
<td></td>
<td>68,735 vs 56,626</td>
<td></td>
<td>9,612 vs 634</td>
</tr>
<tr>
<td><strong>University Relations Page</strong></td>
<td>URL: vpaps/university_relations/index.php</td>
<td><strong>Pageviews</strong></td>
<td>15.94% (increase)</td>
</tr>
<tr>
<td></td>
<td>1,971 vs 1,700</td>
<td></td>
<td>1,587 vs 1,376</td>
</tr>
</tbody>
</table>
## Campaign Progress Report
### July 1, 2012 - June 30, 2013

<table>
<thead>
<tr>
<th></th>
<th>CAS</th>
<th>CBTS</th>
<th>CDGES</th>
<th>COFAC</th>
<th>Library</th>
<th>Honors</th>
<th>CIS</th>
<th>Student Services</th>
<th>QC</th>
<th>WQPT</th>
<th>Athletics</th>
<th>Alumni</th>
<th>BOT</th>
<th>Radio</th>
<th>FFA</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pledges</strong></td>
<td>142,373</td>
<td>147,765</td>
<td>41,564</td>
<td>62,966</td>
<td>11,972</td>
<td>6,949</td>
<td>56</td>
<td>17,548</td>
<td>6,302</td>
<td>6,035</td>
<td>157,417</td>
<td>1,204</td>
<td>5,975</td>
<td>24,694</td>
<td>11,296</td>
<td>385,151</td>
<td>1,025,546</td>
</tr>
<tr>
<td><strong>Gifts</strong></td>
<td>184,690</td>
<td>356,333</td>
<td>417,602</td>
<td>118,774</td>
<td>10,444</td>
<td>2,450</td>
<td>4,000</td>
<td>59,728</td>
<td>43,165</td>
<td>376,287</td>
<td>75,248</td>
<td>14,875</td>
<td>5,505</td>
<td>153,065</td>
<td>158</td>
<td>467,765</td>
<td>2,322,449</td>
</tr>
<tr>
<td><strong>Gifts-in-Kind</strong></td>
<td>1,396</td>
<td>799</td>
<td>2,968</td>
<td>22,209</td>
<td>7,499</td>
<td>0</td>
<td>0</td>
<td>32</td>
<td>5,100</td>
<td>29,501</td>
<td>49,679</td>
<td>0</td>
<td>621</td>
<td>4,694</td>
<td>106,760</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Testamentary - FV</strong></td>
<td>0</td>
<td>10,000</td>
<td>25,000</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>10,000</td>
<td>0</td>
<td>0</td>
<td>200,000</td>
<td>2,490,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2013 Total</strong></td>
<td>328,480</td>
<td>514,491</td>
<td>487,485</td>
<td>203,844</td>
<td>23,685</td>
<td>9,398</td>
<td>4,058</td>
<td>77,338</td>
<td>113,637</td>
<td>404,933</td>
<td>301,342</td>
<td>16,106</td>
<td>14,860</td>
<td>114,448</td>
<td>2,887,101</td>
<td>5,499,775</td>
<td></td>
</tr>
</tbody>
</table>

### Campaign Total:
- **Pledges**: 1,280,228
- **Gifts**: 2,348,161
- **Gifts-in-Kind**: 108,522
- **Testamentary - FV**: 4,880,000

### Campaign Goal:
- **Total**: 6,000,000

### Percent of Goal:
- **Total**: 91.88%

*Outside scholarships not included in report*

**FY13**: $9,069,400

**Total since 7/1/2005**: $6,836,751

Quad Cities gifts counting under other columns (CBTS, Other, etc.)

**Total since 7/1/2005**: $277,609

Combined with QC Campaign Total from above: $2,382,585

**Purposes**: Initial of FY13 Campaign Goals and Progress by unit and track overall Campaign Goals and Progress by unit

**Audience**: Internal use for administrators and development officers

**Notes**: COFAC does not include Radio; Student Services does not include Pan-Pfizer.

Gifts in Kind do not include Service or Nonprofit Gifts in Kind.

Only half of all foreign gifts ($25,000) pledges in affiliation results toward the Campaign, and the other half has been deducted.

Testamentary - FV refers to the future value of a pledge/gift.

**Printed on**: 03/2013
### Annual Fund Report
July 1, 2012 - June 30, 2013

<table>
<thead>
<tr>
<th></th>
<th># of Pledges</th>
<th>Total Pledges</th>
<th>Average Pledge</th>
<th>Pledges Paid</th>
<th>Cash</th>
<th>GIK</th>
<th>GIK Paid</th>
<th>Total Gifts*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts and Sciences</td>
<td>375</td>
<td>28,989</td>
<td>77</td>
<td>18,123</td>
<td>79,326</td>
<td>1,396</td>
<td>0</td>
<td>98,845</td>
</tr>
<tr>
<td>Business and Technology</td>
<td>774</td>
<td>48,699</td>
<td>63</td>
<td>35,786</td>
<td>130,567</td>
<td>799</td>
<td>0</td>
<td>167,152</td>
</tr>
<tr>
<td>Education and Human Services</td>
<td>905</td>
<td>41,811</td>
<td>43</td>
<td>23,833</td>
<td>158,646</td>
<td>2,980</td>
<td>0</td>
<td>185,458</td>
</tr>
<tr>
<td>Fine Arts and Communication</td>
<td>605</td>
<td>66,556</td>
<td>110</td>
<td>45,328</td>
<td>61,270</td>
<td>22,209</td>
<td>0</td>
<td>128,806</td>
</tr>
<tr>
<td>Alumni</td>
<td>3</td>
<td>280</td>
<td>93</td>
<td>960</td>
<td>2,255</td>
<td>0</td>
<td>0</td>
<td>3,215</td>
</tr>
<tr>
<td>International Studies</td>
<td>2</td>
<td>55</td>
<td>28</td>
<td>0</td>
<td>1,000</td>
<td></td>
<td>0</td>
<td>1,000</td>
</tr>
<tr>
<td>Library</td>
<td>149</td>
<td>11,787</td>
<td>79</td>
<td>2,200</td>
<td>9,332</td>
<td>7,469</td>
<td>0</td>
<td>19,001</td>
</tr>
<tr>
<td>Honors</td>
<td>12</td>
<td>2,065</td>
<td>172</td>
<td>550</td>
<td>1,450</td>
<td></td>
<td>0</td>
<td>2,000</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>26</td>
<td>6,132</td>
<td>236</td>
<td>2,650</td>
<td>3,035</td>
<td></td>
<td>0</td>
<td>5,685</td>
</tr>
<tr>
<td>Athletics</td>
<td>822</td>
<td>203,445</td>
<td>248</td>
<td>103,722</td>
<td>74,146</td>
<td>40,679,10,046</td>
<td>228,593</td>
<td></td>
</tr>
<tr>
<td>Student Services</td>
<td>63</td>
<td>8,566</td>
<td>136</td>
<td>4,593</td>
<td>12,728</td>
<td>32</td>
<td>0</td>
<td>17,353</td>
</tr>
<tr>
<td>Board of Trustees</td>
<td>148</td>
<td>5,975</td>
<td>40</td>
<td>4,110</td>
<td>5,503</td>
<td></td>
<td>0</td>
<td>9,613</td>
</tr>
<tr>
<td>Radio</td>
<td>148</td>
<td>26,384</td>
<td>178</td>
<td>4,710</td>
<td>148,510</td>
<td>621</td>
<td>0</td>
<td>153,641</td>
</tr>
<tr>
<td>TV (WQPT)</td>
<td>49</td>
<td>6,049</td>
<td>123</td>
<td>3,083</td>
<td>378,267</td>
<td>20,301</td>
<td>0</td>
<td>402,450</td>
</tr>
<tr>
<td>Parents</td>
<td>303</td>
<td>11,430</td>
<td>38</td>
<td>4,040</td>
<td>150</td>
<td></td>
<td>0</td>
<td>4,190</td>
</tr>
<tr>
<td>University Scholarships</td>
<td>579</td>
<td>38,082</td>
<td>66</td>
<td>29,580</td>
<td>82,158</td>
<td>95</td>
<td>0</td>
<td>111,833</td>
</tr>
<tr>
<td>Other</td>
<td>265</td>
<td>31,848</td>
<td>120</td>
<td>1,935</td>
<td>18,230</td>
<td>4,899</td>
<td>0</td>
<td>25,064</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,288</strong></td>
<td><strong>538,154</strong></td>
<td><strong>102</strong></td>
<td><strong>285,801</strong></td>
<td><strong>1,166,575</strong></td>
<td><strong>101,680,010,046</strong></td>
<td><strong>1,564,101</strong></td>
<td></td>
</tr>
</tbody>
</table>

Above Pledge Totals Include:
Western Athletic Club: 202,299
Performing Arts Society: 46,901
Library Atrium Society: 11,687
Above Receipt Totals Include:
Western Athletic Club: 115,891
Performing Arts Society: 41,601
Library Atrium Society: 4,181

Total Annual Fund: $1,806,408.23

**PURPOSE:** Record of FY13 Annual Fund to report Unit totals includes phonathon and President’s Scholarship totals

**AUDIENCE:** Internal use for administrators and development officers, distributed to Board of Trustees and WIU Foundation Board

**NOTES:** * Total Gifts equals Income - Gifts, Gifts Paid, Gifts-in-Kind and GIK Pledges Paid
GIK’s do not include Service or noncharitable Gifts in Kind
Total: Pledges, Gifts and GIK’s (does not include pledges or GIK pledges paid to avoid double counting)
Printed on: 4/3/2013
### Phonathon Report
July 1, 2012 - June 30, 2013

<table>
<thead>
<tr>
<th>Category</th>
<th># of Pledges</th>
<th>Total Pledges</th>
<th>Average Pledge</th>
<th>Pledges Paid</th>
<th>Cash</th>
<th>GIK Paid</th>
<th>Total Gifts*</th>
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<td>Arts and Sciences</td>
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<td>27,358</td>
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<td>20,317</td>
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<td>50</td>
<td>10</td>
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<td>Quad Cities</td>
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<td><strong>110,697</strong></td>
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</tbody>
</table>

Above Pledge Totals Include:
- Western Athletic Club: 3,925
- Performing Arts Society: 65
- Library Atrium Society: 1,446

Above Receipt Totals Include:
- Western Athletic Club: 4,070
- Performing Arts Society: 60
- Library Atrium Society: 1,216

Total Phonathon: $162,627.08

**PURPOSE:** Record of FY13 Phonathon to report Unit totals

**AUDIENCE:** Internal use for administrators and development officers. Distributed to Board of Trustees and WIU Foundation Board.

**NOTES:**
- Total Gifts equals Income - Gifts, Pledges Paid, Gifts-in-Kind and GIK Pledges Paid
- GIK's do not include Service or noncharitable Gifts in Kind
- Total: Pledges, Gifts and GIKS (does not include pledges or GIK pledges Paid to avoid double counting)
- See Annual Fund report for all phonathon and annual fund total

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