

**THINK PURPLE
THINK ACCOMPLISHMENTS
THINK WESTERN**



**OFFICE OF THE VICE PRESIDENT FOR
ADVANCEMENT AND PUBLIC SERVICES**

FY18 Planning and Accomplishment Guidelines
Western Illinois University

Due from Vice Presidents April 20, 2018

Public Presentations May 3-4, 2018

Respond to the following questions in ten to fifteen pages. Attach appendices with supporting documentation where appropriate. Please be sure to prepare responses that address Western Illinois University-Macomb and Western Illinois University-Quad Cities as appropriate.

Note: The current edition of *Higher Values in Higher Education 2012-2022* and the *2017 Strategic Plan Supplement* for your answers are available at http://www.wiu.edu/university_planning/strategicplan.php

Current Year
Fiscal Year 2018

I. Accomplishments and Productivity for FY18

The mission of the Division of Advancement and Public Services at Western Illinois University is to share information about 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.

The mission of the Western Illinois University Foundation is to inspire and motivate alumni, friends, faculty, and staff to make an impact on the University through financial support. We help prospective donors envision the direct, meaningful differences they can make in the lives of students and the University community. The Foundation will assist the University in attracting and retaining well qualified students by continuing Western's tradition of providing an accessible and affordable education. The Foundation will support the enhancement and maintenance of University facilities as technology advances and student and community expectations change. The Foundation will provide support for faculty scholarly activities and professional development opportunities for students and staff to support the University's mission. The Foundation will enhance donor relationships to preserve loyalty and generosity from its benefactors.

A. Give a brief review of the division's goals and objectives for FY18.

a. Foundation and Development/ Development Leadership

- i. Increase levels of private support to continue to advance the mission of the University.
 - ii. Complete a three-year strategic plan focused on building infrastructure and operational efficiencies to increase annual revenue and begin to address the strategic goals identified in the plan.
 - iii. Focus on building and enhancing the Foundation and Development Office staffing and operational infrastructure in preparation for the next capital campaign.
 - iv. Begin preliminary capital campaign forecasting in anticipation of a major fundraising drive in the next 18-24 months.
 - v. Continue to work closely with college/unit development officers on portfolio review to enhance return on investment of their time and partner to build broader strategic initiatives.
 - vi. Facilitate increase in fundraising goals for development officers by 5-7% depending on the initiative in order to reach overall Foundation fundraising goal.
 - vii. **Accounting and Gift Processing**
 1. Continue to write policies and procedures for areas in which they are deficient.
 2. Continue to enhance risk assessment initiatives.
 3. Continue to enhance training materials.
 4. Enhance training of support staff across campus.
 5. Continue to make incremental changes to the Accounting system and processes to improve accuracy of data and efficiency of processing.
 6. Participate in relevant training seminars to remain updated on key issues (GASB, FASB, IRS,
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etc.).

- viii. **Annual Giving**
 1. Plan and implement third annual Western Challenge in April 2018.
 2. Implement Peer-to-Peer Alumni Engagement program at WIU-QC.
 3. Beta testing of Giving Network Direct Mail Initiative for select target groups.
 4. Explore partial repurposing of Phonathon to include stewardship and donor relations activities in addition to solicitation calls.
 5. Continued Mobile Giving/Event-based fundraising programs among all stakeholders to leverage increased annual fund participation and data collection.
 - ix. **Advancement Services**
 1. Create reports using Pentaho to better analyze trends among our donors to help facilitate campaign preparations.
 2. Research grant opportunities and facilitate grant applications for funding special projects with the VPAPS and development officers.
 3. Review and improve matching gift tracking and recording process within Foundation Accounting functions to maximize matching gift donations from eligible employers.
 4. Review checklist of monthly cleanup items with Foundation Accounting and other support staff to streamline division of responsibilities after staff turnover.
 5. Review comprehensive list of edit check reports to find redundancies that could be remedied by combining reports or removing duplication. Also determine any gaps in reporting where inaccurate data in MVS could be captured through edit check reports.
 6. Create ad hoc reports either by request or through anticipating needs of development officers or other directors for use in querying data that would make their jobs more efficient.
 - x. **Donor Relations**
 1. Continue to work on developing an overall stewardship plan which will lay out objectives for the upcoming fiscal year. Included in that plan will be more stewardship events, more donor meetings and more communication pieces with our donors. The plan will also include a calendar of communication with specific donors to see how often they are “touched” or communicated with throughout the year and determine how that varies by giving level.
 2. Develop a viral video with the help of current WIU scholarship recipients to be shared online through email and social media outlets to thank our donors for their continuing support.
 3. Work on the redesign of the Donor Recognition Wall in the University Union as we are running out of room.
 4. Match donor acknowledgement with donor activity. If they give online, determine if their preference is to receive electronic communication.
 5. Utilize scholarship recipients at the annual Scholarship Banquet to create a donor thank you piece.
 6. Create more unique ways to steward donors, i.e. “Celebration in a box”, send a letter when someone pays off their pledge, including information about the first recipient of their scholarship.
 - xi. **Prospect Management and Research**
 1. Utilize Pentaho reports to continue to create new opportunities for frontline fundraisers to identify potential new prospects and prioritize existing prospects.
 2. Modify the existing DataDesk query to include all records in the database (instead of only alumni) because many of our donors are not graduates.
 - xii. **Special Events**
 1. Continue to direct and manage traditional university events, including but not limited to Founders’ Day, Celebration of Achievement Banquet, President’s Tents, scholarship banquets, and other events consistent with the mission and strategic plan of the University.
 2. Collaborate with colleges and units throughout the University to design and manage special events that cultivate relationships, internally and externally, with donors and/or prospective donors, friends, alumni, and employees while increasing affinity levels to the institution.
 3. Implement evaluation processes for ensuring that special events activities are effective in supporting the President, University Advancement units and other University units.
 - b. **University Marketing**
 - i. Continue to increase WIU’s visual presence in Macomb and west-central Illinois.
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- ii. Continue efforts to increase WIU's presence throughout the state.
 - iii. Continue digital marketing campaign efforts to advance WIU in the digital arena and target market media buys.
 - iv. Continue efforts to increase pride for WIU both internally, and within the community and region.
 - v. Develop new 15- and 30-second commercials for television, theater, digital displays, etc.
 - vi. Further promote Think Purple and further build upon the theme/branding campaign (e.g. Think Purple, Think Success tagline again for 2017-18, but with different success illustrations/demonstrations of success).
- c. University Relations (UR)**
- i. University Relations will continue its support of Foundation/giving initiatives.
 - ii. University Relations will continue to enhance Western's reputation and recognition as a top comprehensive university.
 - iii. University Relations will obtain national recognition for WIU's programs, students, faculty and initiatives.
 - iv. Continue 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 upon which they can provide feedback to the institution and ask questions.
 - v. University Relations staff will further enhance its publications program, and will continue to produce higher quality/innovative publications, which supports the Strategic Plan Goals 1 & 2 of attracting a diverse student body and faculty to Western.
 - vi. University Relations staff will continue its outstanding relationships with media outlets to promote services, events and programs.
 - vii. University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
- d. Visual Production Center (VPC)**
- i. The Visual Production Center will 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.
 - ii. The Visual Production Center will research innovative methods to market services to students and parents, as well as to the general University and local communities.
 - iii. University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
- e. University Television (UTV)**
- i. Develop recruitment videos for the University and every college and department on campus.
 - ii. Continue promoting Western Illinois University, all University colleges and departments, and the community and west central Illinois.
 - iii. Keep providing television media services to the University and community to enhance student recruitment and instruction.
 - iv. Provide broadcasting students with practical experience in the broadcasting field.
- B. List the most important divisional accomplishments for FY18 and document how these accomplishments support the goals and objectives of the University, including specific *Strategic Plan 2012-2016* and *2017 Strategic Plan Supplement* accomplishments.**

a. Foundation and Development

- i. The endowment continues to grow and has a value of approximately \$54 million, up \$9 million from FY17. Total foundation assets are now valued at just over \$65 million. Our planned giving inventory which represents planned gifts documented is now over \$41 million.
 - ii. Contributions and pledges now total over \$11 million which is \$4 million over our total raised last fiscal year.
 - iii. Forty-five new scholarships have been added to date this year.
 - iv. Our Day of Giving raised nearly \$154, 000 this year which is an increase of \$19,000 from last year
 - v. Significant gifts include:
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1. Major Gifts and Planned Gifts Received:
 - a. Anonymous - \$52,956
 - b. Dennis Bowman - \$25,000
 - c. Roselyn Chown - \$41,000
 - d. Sandy Collier - \$25,000
 - e. Bill Cook - \$40,000
 - f. Nick & Susan DiGrino - \$25,000
 - g. Russell Dohner Charitable Foundation - \$45,000
 - h. George Grice - \$27,000
 - i. Doris Hunter - \$60,000
 - j. Laura Janus - \$36,000
 - k. Garry Johnson - \$40,000
 - l. Kay Kennedy - \$2,278,400
 - m. Gordon Kirk - \$25,100
 - n. Betty Kleen - \$25,000
 - o. James Leopardo - \$50,000
 - p. Dan Liehr - \$25,000
 - q. LaVern McEntire - \$50,000
 - r. Steve Mills - \$25,000
 - s. Sam Oliva - \$260,000
 - t. Ruth Richert - \$24,000
 - u. Max Runkle - \$25,000
 - v. Arlie & Arlene Seymour - \$49,675
 - w. Jim & Veronica Shipp - \$25,000
 - x. Harrison Steans - \$100,000
 - y. Betty Viar - \$25,000
 - z. Margaret Wong - \$34,000
 2. Planned Gifts Made:
 - a. Anonymous - \$147,000
 - b. Jody McCamey - \$100,000
 - c. Velma "Toby" McCamey - \$300,000
 - d. Sam & Marianne Oliva - \$5,000,000
 - e. Jim Terrill - \$125,000
 3. Corporate and Foundation Funding:
 - a. AICPA - \$25,000
 - b. Cornerstone Realty - \$250,000
 - c. Global Communities - \$31,285
 - d. Grant W. and Virginia M. Brissman Foundation - \$30,000
 - e. Hubbell- Waterman Foundation - \$50,000
 - f. Illinois Corn Marketing Board - \$64,000
 - g. John Deere Classic - \$102,710
 - h. Looser - Flake Foundation - \$50,000
 - i. Lowell N. Johnson Foundation - \$55,500
 - j. The Moline Foundation - \$100,775
 - k. Western Stoneware - \$30,130
 4. Ways of Giving:
 - a. 50,000 planned giving brochures will be mailed to our alumni over the age of 55 by fiscal year end.
 - b. We continue to upgrade our website to make giving easier online.
 - c. Information is provided to prospective donors who wish to electronically transfer appreciated securities, establish automated electronic transfers from bank accounts, and establish payroll deduction.
 - d. Our planned giving website provides up-to-date information about estate planning and changes in tax laws that might affect charitable giving.
 - e. We now have our crowd-funding platform running and it has been a popular source for raising funds by all areas of our campus.
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vi. **Development Leadership**

1. Levels of private support continue, particularly in the Colleges which have full time development officers.
 - a. College of Education and Human Services
 - i. \$100,000 RPTA gift (also issued as a Challenge to maximize support for RPTA).
 - ii. \$250,000 Planned Gift along with two cash gifts of \$50,000 anticipated by end of fiscal year for LEJA programs.
 - iii. \$25,000 pledge for Illinois State Police Memorial Scholarship with cash gift of \$1,000 to begin immediate implementation of scholarship until fund fully endowed.
 - iv. \$25,000 pledge for scholarship in education with initial gift of \$5,000.
 - v. Great River Teacher Corporate Gifts have exceeded \$20,000 and a foundation request should yield a five-figure gift. This program continues as a priority in our outreach efforts.
 - b. Libraries
 - i. Pledge for a planned gift of \$40,000 has been received.
 - c. College of Fine Arts and Communication
 - i. \$125,000 planned gift for female student in Broadcast & Journalism Department.
 - ii. \$6,000 gift for purchase of a Boston upright piano (counts toward All-Steinway campaign).
 - iii. \$26,000 from Fellheimer Trust for School of Music choir internships and Jazz Graduate Assistantship.
 - iv. \$30,129 gift-in-kind from Western Stoneware for the Art Department.
 - v. \$25,000 art prize gift pending with anticipated receipt by June 30, 2018.
 - vi. \$16,000 pledge for "Three M" Communication Department Scholarship anticipated by June 30, 2018.
 2. The Strategic Plan has been completed, but funding and the establishment of the infrastructure must become a priority in order to prepare for a major gift or capital campaign. Front line fundraising positions, research and event support are necessary to advance the development operations.
 3. The departure of the Executive Director of Development in the fall of 2017 as well as open positions in the College of Business and Technology and the College of Arts and Sciences has impacted full implementation of steps necessary to reach maximum efficiency in the development office. Further consideration should be given to the reporting lines for existing development officers as well as new positions. Consideration should be given to a position which could serve multiple programs, but focus on development, for Libraries, International Programs and possibly Student Services. With the needs of the Honors College growing with a move to a new location, consideration should be given to a full-time development officer to oversee the needs of this area. Progress on vacant positions has continued, with:
 - a. Executive Director of Development hired effective February 2018.
 - b. Director of Development for the College of Arts and Sciences hired effective April 2018.
 - c. Director of Development for the College of Business and Technology anticipated hiring effective June 2018.
 4. New research is being conducted to help build new pipeline of prospects for the Colleges and Departments. Data is being assembled which will predict major gift prospects, but staffing will be required to build the relationships which will lead to the further development of these prospects.
 5. As all development positions become filled, additional work is being performed on existing portfolios to add new prospects and remove prospects who have potential but have not engaged with the University at the present time. Prospects being moved from active portfolios will become engaged in a strategy to continue cultivation but removed from active solicitation at this time due to their individual circumstances.
 6. Training is being planned for the summer of 2018 to further maximize the potential of the existing development staff. This will include developing a mentor network with other university development officers as well as professional training, as funding is available, through CASE (Council for Advancement and Support of Education) and/or AFP (Association of Fundraising Professionals).
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vii. **Accounting and Gift Processing**

1. The Foundation Accounting division continued to have turnover with the Director of Foundation Financial Affairs resignation in FY18. Given the relatively new staff, the main goal and objective was training on both internal policies and procedures, as well as external laws, rules and regulations that impact the gift processing and accounting functions of a 501(c)(3) organization.
2. The department was able to complete the FY17 financial statements with no material audit findings.
3. The department accomplished calendar year-end IRS obligations in a timely manner.
4. We have also been able to cross-train new staff on the gift and pledge processing function, as well as the accounts payable function.
5. We have also increased data entry accuracy.

viii. **Annual Giving**

1. Strategic Plan Goal 5 Action 3a: "Increasing the percent of Alumni giving to the University"
 - a. Expanded direct mail outreach in FY18 to include School of Graduate Studies and comprehensive donor acquisition mailing.
 - b. Expanded event-based fundraising and expanded mobile giving platform resulting in an 82% increase in mobile revenue over FY17.
 - c. Anticipated second Western Challenge event on 24-APR-18.
 - d. Recruited 226 online advocates for University Crowdfunding initiatives.
 - e. Engaged 1,072 donors via crowdfunding in 2018.
2. Strategic Plan Goal 3 Action 5b: "Assist student organizations in the planning, implementation, and evaluation of cultural, social, educational and service programs."
 - a. Advised WIU Philanthropy Club in on-campus educational and fundraising efforts.
 - b. Club membership maintained twelve active members in FY18.
 - c. Club will award FY18 funds raised in May 2018.

ix. **Advancement Services**

1. Maintained and added reports to the schedule of 338 Pentaho reports that run on a daily/weekly/monthly basis. These are used by development officers for their metrics and tracking, Foundation staff for accounting reconciliation/auditing and data integrity, and other University staff for donation reporting purposes. These reports provide accountability and tracking for Strategic Goal 5, Action 3b.
 2. Created or updated at least 67 custom Pentaho reports to address specific one-time requests or on-going ad hoc reporting needs. These reports help staff members strive for the Strategic Goal 5, Action 3b.
 3. Facilitated 59 applications and proposals for corporate and foundation grants totaling over \$1.4 million with almost \$300,000 funded so far. These funds help support scholarships and initiatives throughout the university and public services which directly relate to Strategic Plan Goal 3, Action 6a and Goal 5, Action 3b.
 4. Prioritized and maintained project list of 201 items relating to the MVS/WIUP system in coordination with the Foundation/Alumni/AIMS information management team through bi-weekly meetings. Forty-three of those items were completed during FY18 so far. These technology items support the Strategic Plan Goal 2, Action 5.
 5. Worked with Business Intelligence team in UTech to continue progress on Pentaho Data Warehouse which will provide more opportunities for data visualization and quicker access to data. The impact of the warehouse should increase business acumen, Strategic Plan Supplement Goal 5.
 6. Continued with updating matching gift company records in the database and adding matching gift info to employee records in order to capture more matching gift opportunities and secure additional funds potentially doubling, tripling, or even quadrupling gifts from these donors. \$26,508.83 has been received so far for matching funds in FY18 (compared to \$25,368.18 for the same time period in FY17). These funds help to accomplish Strategic Plan Goal 3, Action 6a and Goal 5, Action 3b.
 7. Combined or archived seven edit check reports to eliminate redundancies and increase efficiency of monthly cleanup projects for data accuracy. This improved efficiency is part of Strategic Plan Supplement Goal 5, item C.
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8. Obtained a file of LinkedIn public profiles for over 50,000 alumni in order to add the URL to their database record allowing Foundation/Development and Alumni staff to view current employment records as posted by the alumni. Having access to up-to-date employment information provides opportunities to increase a donor contribution which correlates to Strategic Plan Goal 3, Action 6a and Goal 5, Action 3b.
 9. Completed an average of 475 record updates in the database each month in an effort to maintain accurate alumni and donor information. This includes contact information, name changes, demographic updates, receipt and pledge corrections, etc. Accurate data improves efficiency which supports Strategic Plan Supplement Goal 5, item C.
- x. **Donor Relations**
1. Stewardship
 - a. Maintained timely, personalized acknowledgement of Foundation gifts of \$500 and above. Individual letters from VP Bainter were sent to nearly 600 donors so far in FY18.
 - b. Drafted acknowledgement letters for President Thomas for major, special and presidential scholarship gifts.
 - c. Sent special greetings to more than 262 first-time donors so far in FY18.
 - d. Redesigned the Donor Recognition Wall in the University Union as we ran out of room with the previous design. Utilized Pentaho reports to correctly place donors in their correct giving level. Realized the Foundation Fellows codes on the database are not all accurate; working with AIMS to do a complete overhaul of our Foundation Fellows coding so it is accurate.
 - e. Notified donors with pending matching gifts the procedures necessary to capture that gift.
 - f. Generated monthly reports of memorial contributions to family member/points of contact.
 - g. Sent calendar year-end thanks and tax information to 1,316 donors. Corresponded with donors who make multiple gifts in a year as they are moved from individual to annual receipts; numbers increase each year.
 - h. 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 over 860 cards and 16 gifts (holiday swag) to major donors and friends of the university during the holiday season. Board members and staff were given a Colonel Rock 2018 calendar.
 - i. Documented personal stewardship visits to individual donors, with topics ranging from donor history/wants to profile interviews to endowment agreements. Phone calls, emails and informal visits with donors occur on a daily basis.
 - j. Personally steward a portfolio of major donors with multiple interests or without a designated development officer (Dot Wehrly, Ruth Richert, etc.)
 - k. Collaborated with University Relations to publicize major gifts as they were received.
 - l. Assisted with the hosting of specific Alumni & Friends Events including Homecoming 2017.
 - m. Assisted with Scholarship and Presidential Entertainment events. Represented the Foundation Office at campus and community events.
 2. Communications
 - a. Wrote press releases for all Foundation gift stories and events.
 - b. Worked with almost two dozen scholarship recipients to create a thank you video for our donors. Video was produced with the help of University Television and was distributed electronically and shown at Foundation and Alumni Events.
 - c. Developed content and supervised production of the Developments Newsletter. Wrote all major gift news features.
 - d. Wrote Foundation content for the Western magazine; including a major feature on Patrick Magoon, CEO of the Lurie Children's Hospital in Chicago.
 - e. Provided Foundation gift stories for Alumni's RockeNews.
 - f. Monitored and updated Foundation website content.
 - g. Developed content for Foundation-related publicity and correspondence.
 - h. Assisted with the production and hosted episodes of The Purple Chair, featuring various WIU alumni, donors and university guests.
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3. Other
 - a. Assisted Development Officers as needed.
 - b. Worked with individual donors on specific gifts.
 - c. Assisted with the Think Purple public relations campaign. Within the community, t-shirts were distributed to 45 participating businesses, an increase of 9 businesses since the last year. Took orders for and delivered shirts, corresponded with participating businesses, and maintained calendar. A record number of 1,100+ shirts were delivered throughout the Macomb community. Coordinated with the Macomb Area Chamber of Commerce.
 - d. Served on the following university committees: Foundation/Alumni/AIMS Information Management team and University Marketing Working Group.
 - e. Continued to work with Diana and Carla to update accounts/donor files by adding donor and background information, address the gaps of information, and secure finalized criteria and endowment agreements where missing.
 - f. Assisted Tim Hallinan with the Western Challenge online fundraising event.
 - xi. **Prospect Management and Research**
 1. Utilized DataDesk software to build a predictive model of donor propensity to give for 176,394 alumni. In FY18, we updated the query to include all records for friends whereas in past years we only included alumni. We now have these scores for ten consecutive years.
 2. Created a metrics report for tracking and summarizing Development Officer contacts, visits, proposals, dollars raised, ROI.
 3. Researched 48 corporations in our region (IL, IA, St. Louis) from the 2017 Fortune 500 list as an initiative of the President's Executive Institute. This included the number of WIU alumni we have working there, total giving from those companies as well as the alumni, potential for further funding, and information regarding applications for funds. (addresses strategic plan supplement Goal 4, action 2 and action 3)
 4. Proposed, designed, and implemented a GH299 course for the Centennial Honors College called Fundraising Essentials for Leaders, to give students an overview of what goes into the process of fundraising on a grand scale. Guest speakers included VP of Advancement and Public Services, Director of Annual Giving, Director of Development COEHS and Libraries, Sponsored Projects.
 5. Conducted individual and corporate research on current and prospective donors to the university.
 - xii. **Special Events**
 1. Helped organize and host the 6th Annual Fallen Soldiers 5K Run/Walk. More than 450 people participated during the race which raised more than \$14,475 for scholarships.
 2. Contributed to the planning and execution of the logistics and events surrounding the Founders' Day Ceremony. Event was completely revamped from the program to the reception; positive feedback was heard from many attendees and participants.
 3. Working to plan and implement the Donor Appreciation Banquet which is scheduled for April 14, 2018. Invited more than 1,700 individuals to this event where we will celebrate our loyal donors, hear from student scholarship recipients, and feature some student musical talent.
 4. Oversaw the logistics planning for the Rock Hanson Statue unveiling.
 - b. **University Marketing**
 - i. Continued to promote Western Illinois University locally and regionally.
 - ii. With University Relations and University Television, developed a series of 30-second videos featuring four WIU students and a Star Wars scroll piece. Commercials played in movie theatres and on commercial television stations.
 1. Screenvision Theaters: 11/24/17 through 1/4/18
 - a. Bloomington Galaxy; Bloomington, IL
 - b. AMC Grand Prairie 18; Peoria, IL
 - c. Westland Mall 10; Burlington, IA
 - d. North Riverside 6; North Riverside, IL
 - e. Hannibal 8; Hannibal, MO
 - f. AMC Naperville 16; Naperville, IL
 - g. AMC Dine-IN Yorktown 18; Lombard, IL
 2. NCM Theaters: 11/24/17 through 1/4/18
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- a. Cantera 17 with RPX; Warrenville, IL
 - b. Cinemark Louis Joliet Mall 14; Joliet, IL
 - c. Hollywood Palms Cinema 7; Naperville, IL
 - d. Northbrook Court 14; Northbrook, IL
 - e. Streets of Woodfield 20 with IMAX; Schaumburg, IL
 - f. Edwardsville 12 with IMAX; Edwardsville, IL
 - g. Springfield 12; Springfield, IL
 - h. Moline Stadium 14; Moline, IL
 - i. Willow Knolls 14; Peoria, IL
 - j. Rockford 16 with IMAX; Rockford, IL
 - k. Quincy 6; Quincy, IL
 - l. Portage 16 with IMAX; Portage, IN
 - m. Schererville 16 with IMAX; Schererville, IN
 - n. Chesterfield 14 with IMAX; Chesterfield, MO
 - o. O'Fallon Stadium 14; O'Fallon, MO
 - p. St. Louis Mills 18 with IMAX; Hazelwood, MO
 - q. Tinseltown Kenosha; Kenosha, WI
 - r. Desert Star 15; Baraboo, WI
 - s. Davenport 18 with IMAX; Davenport, IA
3. Macomb's Rialto Theater
 - a. Annual contract, 6 screens and lobby television 7/1/17 to 6/30/18
 4. WGEM; Quincy, IL (NBC/CW/FOX): Contract 7/1/17 through 6/30/18
 - a. All Star Game 7/11/17
 - b. Cards vs Cubs 9/16/17
 - c. Bears vs Buccaneers & Cowboys vs Broncos 9/17/17
 - d. This is Us premiere 9/26/17
 - e. QND vs QHS logo and ads 10/20/17
 - f. Three NFL games on 10/29/17
 - g. World Series games 10/29, 10/31 and 11/1/17
 - h. Bears vs Packers 11/12/17
 - i. Macy Day Parade and Vikings 11/23/17 paid by UR
 - j. The Christmas Story live 12/17/17
 - k. Saints vs Panthers 1/7/18
 - l. NFL playoff games on 1/13 & 1/14/18
 - m. Super Bowl -nine commercials on 2/4/18
 - n. Winter Olympics opening ceremony 2/9/18 & closing ceremony 2/25/18
 5. WQAD (Quad Cities): Contract 7/1/17 through 6/30/18
 6. WAOE TV (Peoria/Bloomington): Contract 7/1/17 through 6/30/18
 7. WEEK (Peoria/Bloomington): Contract 7/1/17 through 6/30/18
 8. KHQA (Quincy, IL) CBS:
 - a. Dancing with the Stars 11/28/17
 - b. Rudolph the Red Nose Reindeer 11/28/17 paid by UR
 9. KGCW (Quad Cities)
 - a. Cubs vs Cards 7/21 & 9/15/17
 - b. Survivor finale 12/20/17 paid by UR
 10. KWQC (Quad Cities):
 - a. The Voice Premiere Part 1 9/25/17
 - b. This is Us Premiere 9/26/17
 - c. Olympic commercial 2/18 (through Media Link)
 11. WREX (Rockford)
 - a. The Voice premiere 9/25 & 9/26/17
 - b. This is Us premiere 9/26/17
 12. COMCAST
 - a. Peoria Metro, Galesburg/Macomb, Good Hope/W. Peoria, Pontiac, Tazewell zones- Bears vs Vikings 10/9/17
 - b. Bloomington zone - 47 :30 second commercials during the Winter Olympics from 2/9 to
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2/25/18

13. SPECTRUM REACH (Quincy, Hannibal & Adams County zones)
 - a. Monday Night Football, 8/17 to 1/18
 14. SPECTRUM REACH (Quincy and Hannibal zone)
 - a. Crazy Summer ads 7/1 to 8/27/17
 15. CASS COMMUNICATIONS (Virginia and Williamsville, IL Systems)
 - a. Annual Contract 7/1/17 to 6/30/18
- iii. University Marketing print advertising included:
1. A full-page, full-color ad featuring Rocky on the back cover of the Welcome Back tab of the McDonough County Voice on August 18, 2017.
 2. Continues an annual sponsorship at the John Deere Classic each day in the Daily Pairings Guide with a full page, full-color ad with the message *1 University/2 Campuses*.
 3. A full-color ad featuring *Your Next Chapter Starts Here* on the back cover of the Macomb High School sports program through the McDonough County Voice.
 4. A full-page, full-color ad featuring full-color ad featuring Fallen Soldier 5K/military friendly in the Live*Work*Shop*Play section of the McDonough County Voice, the Galesburg Register-Mail, the Monmouth Daily Review Atlas, and the Canton Daily Ledger on September 23.
 5. A full-page, full-color *Your Agriculture #SuccessStory begins here* ad in the Farm Focus insert of the Bloomington Pantagraph, the Decatur Herald Review and the Mattoon Journal Gazette on August 25, 2017.
 6. A full-size, full-color ad, *1 University + 2 Campuses = Leatherneck Success!* in the Black Hawk College Night Booklet in October. (paid by QC Campus)
 7. Fifteen full-color, full page ads in the College of DuPage Courier. (split with Admissions)
 8. Half-page, full-color ad, *Your New Home is Right in Your Backyard*, in the Keokuk Daily Gate City College & Career Guide on September 1, 2017.
 9. Full-color ad, *Your Agriculture #SuccessStory begins here*, in the Top Trends in Farming page in the Moline Dispatch Argus on October 26, 2017.
 10. Upgraded listing in the 2017 Guide to Colleges insert in Crain's Chicago Business on October 16, 2017.
 11. Quarter-page, full-color ad, *WIU The Right Choice for Your Success* in the College Connection in the St. Louis Post-Dispatch on October 13, 2017.
 12. A 250-word profile in the Latino Leaders Magazine featuring the Best University for Latinos 2017 in the November-December edition
 13. Full-page, full-color ads, featuring DOT food/Supply Chain Management in the Black Friday edition of the Jacksonville Journal Courier, Brown County Democrat & the Cass County Star-Gazette.
 14. Half-page, full-color ad, *Keeping the western Illinois region strong*, in the 2017 Reader's Choice section of the McDonough County Voice in December. WIU named Best Place to Work. Companion quarter-page, full-color ads appeared on December 16; *The Right Choice for Your Success*, December 23; Happy Holidays from WIU, and on December 30; *#LeatherneckPride All Year Long*.
 15. Quarter-page, full-color ad, *WIU: A Best Midwestern University*, in the Latino Guide minibook in the QC Dispatch Argus on December 18, 2017. (split with the Quad Cities)
 16. Full-color, banner ad, *WIU Agriculture: The Right Choice for Your Success*, in the 2018 Your Farm Connection page of the QC Dispatch Argus on January 10, 2018.
 17. Half-page ad in the Astoria High School Yearbook; *WIU: The Right Choice for Your Success*
 18. Half-page ad in the Monmouth High School Yearbook; *Western Illinois University: The Right Choice for Your Success!*
- iv. Annual contract billboards feature the following messages at the listed locations:
1. Macomb:
 - a. East Jackson- *Now Entering #LeatherneckNation*
 - b. West Jackson- *Now Entering #LeatherneckNation*
 - c. North Lafayette- *You're in Leatherneck Country. Get your Purple on!*
 - d. Route 336- *Welcome to WIU...The Right Choice for Your Success!*
 2. Good Hope:
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- a. *You're always welcome at Western Illinois University! See you soon at your home away from home!*
 - b. *Welcome to WIU... The Right Choice for Your Success!* Featuring Emily Phillips, a West Prairie High School Graduate
 - 3. Roseville:
 - a. *Taking Care of Business at #WIU!*
 - b. *The Right Choice for Your Success in Business, Technology and more!*
 - 4. Beardstown:
 - a. *WIU: The Right Choice for Your Success!*
 - 5. Quincy:
 - a. *WIU: The Right Choice for Your Success!*
 - 6. Springfield:
 - a. *WIU: The Right Choice for Your Success!* Nursing theme
 - 7. Rushville:
 - a. *WIU Supply Chain Management...The Right Choice for Your Success!*
 - v. Temporary billboards featured the following messages:
 - 1. St. Louis, I-70 Stan Musical Veteran's Bridge from 10/1/17 to 3/31/18
 - a. *WIU: The Right Choice for your success... Apply today!*
 - 2. Monroe City, MO from 11/1/17 to 5/1/18
 - a. *WIU Agriculture: The Right Choice for Your Success!*
 - 3. Wayland, MO from 11/1/17 to 5/1/18
 - a. *WIU Agriculture: The Right Choice for Your Success!*
 - 4. Chicago: 15 digital display boards from 11/6 to 11/12/17 for Veterans Day
 - a. *WIU...A Best for Vets College since 2010. We are the Leathernecks! We are Western Illinois University!*
 - 5. Mapleton, IL from 12/1/17 to 6/1/18
 - a. *WIU: The Right Choice for Your Success!*
 - 6. Peoria, IL from 1/1/18 to 6/17/18
 - a. *WIU Supply Chain Management: The Right Choice for Your Success!*
 - 7. DuPage County I-55, east of Rt. 83 from 2/12 to 5/6/18
 - a. *Study Homeland Security at WIU*
 - 8. Will County Rt. 53 near Bolingbrook from 2/5 to 4/29
 - a. *WIU Law Enforcement...The Right Choice for Your Success!*
 - 9. Cedar Rapids billboard from 2/19 to 4/1/18
 - a. *Take the Guesswork out of the cost of Education*
 - vi. Annual contracts for airports in central Illinois:
 - 1. Backlit sign at the Quad City International Airport in Moline
 - a. *1 University + 2 Campuses Leatherneck Success!*
 - 2. Fabric display near the security point at the Peoria International Airport
 - a. *Think Purple Think Criminal Justice and Public Safety Career Think LEJA Think Western!*
 - 3. Backlit display in the lobby of the Central Illinois Regional Airport in Bloomington, IL
 - a. *We Chose Western Illinois University WIU... The Right Choice for Success!*
 - vii. During the holiday season, targeted advertising took place in the following malls:
 - 1. Oakbrook Mall in Oak Brook, IL: seven panels with five designs 11/20 to 12/31/17
 - 2. Woodfield Mall in Schaumburg, IL : seven panels with five designs 11/20 to 12/31/17
 - 3. Water Tower Place in Chicago, IL; seven panels with five designs 11/20 to 12/31/17
 - 4. Northbrook Court in Northbrook: 8' x 14' sky banner displaying a graduate with *The Right Choice for Your Success* 11/22/17 to 1/1/18
 - 5. Water Tower Place in Chicago: 12' x 8' digital screen featuring a classroom with *The Right Choice for Your Success* 11/22/17 to 1/1/18
 - 6. White Oaks Mall in Springfield: 8' x 14' sky banner featuring Derek Lahey of Mechanicsburg, a Supply Chain Management Major 11/20/17 to 1/10/18
 - 7. Orland Square Mall in Orland Park, IL: two digital panels from 11/20 to 1/10/18
 - viii. Sponsored Newspapers in Education at the bronze level, providing the McDonough County Voice to classrooms.
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- ix. Advertised on the Germaine GEICO Racing Car during the Monster Energy NASCAR Cup Series at Chicagoland Speedway on September 17, 2017. Auctioned two VIP passes included in the package at the Purple and Gold Banquet.
- x. Renewed an advertising package with the Peoria Rivermen with one pair of in-ice logos, one public address slide & four commercials per game and 100 tickets to a game on Feb. 18.
- xi. Advertised with the White Sox on two digital signs for one inning from July 28 to August 2 and August 8-10 with *Law Enforcement & Justice Administration at WIU, Online and On Campus/Programs to fit your needs!*
- xii. Advertising on a full bus wrap in Quincy for three years starting Jan. 1, 2018.
- xiii. Provided audio ads to the Chicago PACE transit system, targeting 10 specific stops from February 1 to May 31, 2018.
- xiv. Targeted 10 stops on the BNSF and UPW route in Chicagoland area with digital mobile ads displayed on the “onTime Metra” app this spring.
- xv. Furnished two :15 second ads to Winchester High School to be used on their video board during 2017-2018 basketball season and tournaments.
- xvi. Provided 1,000 yard-signs promoting The Right Choice that were distributed to the public.
- xvii. Contracted with Fly by Chicago for a drone video of the campus during the demolition of Higgins Hall on July 1, 2018.
- xviii. Advertised with audio commercials and live reads, on WIU Alumnus Joe Roderick's sports talk show in St. Louis during Super Bowl week, January 29 to Feb. 2.
- xix. Provided the Macomb train station with window and wall clings produced by VPC
- xx. Continued to display banners and flags on University property (on campus proper and University streets), on various city of Macomb routes, and in local businesses. Purchased 20 new banners for Chandler Park and 10 new banners for Lafayette Street.
- xxi. University Marketing continued to offer purple t-shirts and polo shirts to businesses for their employees to wear during select Think Purple days/weekends throughout the year.
- xxii. Continued to enforce the University's licensed vendor policy and visual identity guidelines/logo usage policy. Reviewed hundreds of artwork submissions by licensed vendors for application on promotional goods. Worked as a liaison between campus units and unlicensed vendors to secure agreements necessary for payment of promotional items ordered and received from unlicensed vendors.
- xxiii. Working with University Relations, University Marketing produced the 2018 Colonel Rock Calendar, with photographs provided by the Visual Production Center.
- xxiv. Continued our contractual relationship with Learfield Licensing Partners (LLP), our licensing agent. LLP collects royalties from our licensed vendors and issues royalty checks to Western on a quarterly basis. LLP also assists in the policing of merchandise bearing Western's logos.
- xxv. Worked with Media Link in the Quad Cities to continue favorable messaging and responses in the digital marketing campaign for Western Illinois University. Digital marketing coverage included Google Search, Google Display, DynAdmic, YouTube and YouTube Retargeting, Facebook, Instagram, Instagram Stories, Twitter, Pandora, Snapchat, and Bing in the Chicagoland area, central counties, southern Illinois and for non-traditional students. An added campaign targeted Iowa City/Cedar Rapids and Waterloo/Cedar Falls in Iowa with Facebook ads from March to May. Media Link also contracted with KCRG (Iowa) for 68 commercials in February and March.

c. University Relations

- i. Managed Crisis Communication.
 - 1. Coordinated/handled media inquiries, including national media, re: budget, layoffs, MAP grants, faculty negotiations, enrollment, vote of no confidence, March 2018 mob action report, and more.
 - 2. Coordinated campus safety notices per Clery Act mandate.
 - 3. Coordinated messages and updates re: budget, incidents on campus, etc.
 - ii. Promoted WIU Programs, Activities, Events & Accomplishments.
 - 1. Promoted Western's national rankings, Cost Guarantee and recognition from U.S. News & World Report, Princeton Review, GI Jobs, President's Executive Institute/Strategic Plan, faculty research, disaster recovery, Higgins implosion, and more.
 - 2. 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
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- journalists to find stories and experts): Bobcat research, 1,634 hits; Hurricane Harvey disaster recovery expert, 1,782 hits; Asian Carp research, 1,295 hits; Moving WIU Forward, 1,531 hits.
3. Working with local & regional media, wire service reporters, and national media, UR staff coordinated interviews in which Western faculty and staff served as expert sources for such stories as disaster recovery; research (Asian Carp, Bobcat, cancer); state budget/economy; elections/impeachments; terrorism; law enforcement issues; international issues; and more.
 4. Enhanced efforts with such publications and sites as AASCU (several WIU stories featured in "Credit Hour" biweekly newsletter); Inside Higher Ed; and other specific national publications.
- iii. Supported WIU Marketing Initiatives/Right Choice Campaign.
1. Assisted with the coordination of the University's marketing efforts, including the third year of the University's digital marketing campaign, licensing/trademark policy inquiries/infringements, licensing and trademark agreements/approvals and logo approvals, as advertising throughout the state.
 2. Shinberger, Brad Bainter, Marketing Assistant Susan Schoonover, and UTV staff, conceived Western's branding initiative/campaign, "WIU: The Right Choice for Your Success." The 2017-2018 campaign" features students in a series of 30-second commercial spots. Shinberger scripted the series and Roger Kent, Ryan Severs and Phil Weiss, from University Television, produced the 30-second commercials, broadcasting students produced :15 videos for digital campaign, and Weiss produced :10 videos for Snapchat and Instagram campaigns.
 3. For the third consecutive year, University Marketing's and University Relations' efforts earned top honors from the Higher Education Marketing Report (HEMR) Educational Advertising (EduAD) Awards. WIU: The Right Choice billboard - Silver (outdoor category); WIU Challenge/Purple & Gold Day – Silver (special event); The Right Choice – Merit (total advertising campaign).
 4. University Marketing's and University Relations' efforts earned top honors from the Higher Education Marketing Report (HEMR) Educational Digital Marketing Awards. WIU Facebook – Gold (Facebook); WIU: The Right Choice :15 video – Bronze (Digital Video Ad); Go Western: Snap Video – Merit (Digital Video Ad).
 5. From the Collegiate Advertising Awards, UM and UR received Gold awards for electronic viewbook and for Purple & Gold Day/Western Challenge Event (special events); and Silver awards for Western: The Magazine for Alumni of Western Illinois University (external publication) and "The Sky is the Limit" video (special single video production).
 6. Shanee Sullivan designed the 2018 Col. Rock Calendar, with photographs from VPC.
- iv. Supported University Admissions & General Promotions Initiatives.
1. 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.
 2. Darcie Shinberger produced accomplishment lists of students for Admissions to share with high school guidance counselors.
 3. Continued design projects and promotions for the University's "The Right Choice" marketing campaign.
 4. Produced undergraduate viewbook, as well as additional Admissions recruitment publications and projects to complement the viewbook and other promotional materials.
 5. Designed advertising materials (print ads, billboards, banners, etc.).
 6. Summer Session 2017 and 2018 promotional ads, posters, etc., as well as releases/promotions.
 7. Coordinated town halls, and press events at the WIU-Macomb and QC campuses. Shinberger served as moderator for town halls.
 8. Coordinated Col. Rock III's birthday party March 2 in Union.
- v. Continued Social Media/Web Initiatives for Marketing, Recruitment & Promotions.
1. Under the direction of Shinberger, with Public Information Coordinators Alisha Looney and Jodi Pospeschil, continue to manage the University's presence on social networks, along with student worker/graduate assistant Amanda Pankhurst.
 - a. As of March 1, 2018, WIU's Facebook page has **70,884** likes/followers (as compared to March 2017- 67,666 likes; March 2016- 54,138 likes; March 2015- 40,796 likes; March
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- 2014-25,394 likes). (Interesting note: In March 2010, we had only 6,809 likes.)
- b. UR's Twitter feed, @WesternILUniv, has **18,700** followers (compared to 17,500 in March 2017; 12,000 in March 2016; 8,286 in March 2015; 4,916 followers in March 2014).
 - c. WIU's YouTube channel has **1,918** subscribers (1,407, March 2017; 1,036, March 2016; 783 subscribers in March 2015). Several videos were conceived, produced and edited by UR to promote a variety of WIU programs/initiatives. WIU-produced videos have garnered over 1.5 million views.
 - d. WIU's Instagram account has **7,593** followers (6,325, March 2017; 4,158, March 2016; 2,142, March 2015). Instagram stories, established in 2017, are at 1,563 views. GA Amanda Pankhurst manages the WIU Instagram account.
 - e. Snapchat is experiencing a decline compared to Instagram. WIU's account has **883** followers (compared to 1,170 in March 2017; 181 followers in March 2016).
 - f. Western's LinkedIn page has **70,488** followers (compared to 66,559 in March 2017 and 59,453 in March 2016). The University is also represented in LinkedIn Groups, with Looney managing and monitoring a "Western Illinois University Group" (see www.linkedin.com/groups/65378), which includes **4,740** members.
 - g. Continued the UR blog Beyond the Bell Tower. Alisha Looney and Jodi Pospeschil are the main contributors to this blog.
 - h. Shinberger continues to coordinate the University Facebook page and President Thomas' Facebook page, Twitter account, and blog, and continues to assist in the maintenance of the President's social media initiatives.
- vi. Continued University-Community Outreach Efforts/Professional Development Initiatives.
1. VPC Photography Laboratory Manager, Larry Dean, has worked with photography and art classes re: photography of art work, and is a member of the University Photographers Association of America, attending the annual conferences offered each year. He completed the human resources professional supervisor training certificate program.
 2. Graphic Design Associate, Natalie Divan, is a member of the Rocky on Parade committee, and was the chair of the St. Paul Home and School Association's 2017 Biennial Gala for community involvement. She helps coordinate the St. Paul Golf Outing and MDH golf outing, and also serves as a Building Connection mentor.
 3. Administrative Clerk, Christie Eyler, is a member of the Rushville Community Band, directs various small vocal groups for various events, is the Junior Choir Director, Youth Program team member, Candy Fundraiser, Director of the Junior Choir Spring Musical and assists with Third Sunday Breakfasts at the First Christian Church in Rushville and is a scorekeeper for RIHS track.
 4. VPC Senior Photographer, George Hartmann, worked with local school districts to provide high quality photography/large format projects to promote programs, etc. Hartmann is a member of the University Photographers Association of America. Donation of photo services to low-income families, both independently and corporately. Attended UPAA winter seminar in Indianapolis for educators and University photographers. Attended Libris/Photoshelter webinar training for adoption of new DAM system.
 5. Graphic Designer, Brian Kreps, is a member of Adobe Worldwide.
 6. Webmaster, Jessica Lambert, serves on the Employee Wellness Committee, web accessibility committee, and the iTac web committee.
 7. Public Information Coordinator, Alisha Looney, is a University 100 instructor. Looney serves as a Building Connections mentor, as a member of the Parking Appeals Committee, and as a guest speaker for Communication Department Career Day. She is a member of the Young Professionals of Macomb organization, and is a volunteer for the Relay of Life event in Kewanee, IL.
 8. Public Information Coordinator, Jodi Pospeschil, is a University 100 instructor. She is an advisor for the Alpha Sigma Alpha Sorority; chapter officer (public relations) for the WIU Chapter of Phi Kappi Phi; a member of the ADA Advisory Board; and a member of the Western Courier Publications Board. She is the publicity coordinator for the Macomb Balloon Rally Committee and an Advance Team board member for the Center for Youth and Family Services
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9. Assistant VP, Darcie Shinberger, is a member of the Campus Master Plan Committee, Emergency Management Committee, Emergency Management Core Team, the Center for the Performing Arts Planning Committee, Social Responsibility Task Force, Fallen Soldier 5K Committee, and co-leads the University Marketing Working Group. Shinberger also serves as a Building Connections mentor, and is a "Promoting Your Community" panelist for the Chamber's Leadership Academy. Shinberger assists with the WIU Dance Marathon initiative. She continues to work with local officials to promote WIU and Macomb and, in some instances, assists local city department with crisis communication efforts.
10. Digital Imaging Specialist II, Sarah Twidwell, completed her Master of Science in Instructional Design and Technology in December 2017. She is an active member of the University Photographer's Association of America and serves as a WIU Building Connections mentor. She also owns and operates Ritter Photography.
- vii. Assisted with the University's Freedom of Information Act (FOIA) Requests.
 1. Since July 1, 2017, working with WIU FOIA Officer and University Attorney, Rica Calhoun, University Deputy FOIA Officer, Darcie Shinberger, completed well **over 100 FOIA requests** to date (March 9, 2018).
- viii. Continued Publications Initiative Improvements.
 1. 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, including the new alumni magazine.
 2. Prepared all publications produced by UR (handbook, viewbooks, catalogs, etc.) as accessible PDF documents for posting on WIU website.
 3. University Relations handles all publication initiatives for campus departments and organizations.

d. Visual Production Center

- i. Increased Marketing and Outreach Efforts and Improved Services of the Visual Production Center
 1. During FY18 (July 1, 2017 to March 9, 2018) the Visual Production Center has produced **1,852 jobs** (an increase of 61 jobs compared to July 1, 2016-March 1, 2017).
 2. Continues to aggressively market and promote WIU by offering a variety of products and services, such as stickers, yard signs, WIU Wall Clings, alumigraphix prints, poster prints, 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.
 3. Due to the ongoing budget situation facing the University, VPC continues to research new vendors and products to save customers money, and provide them with additional options for printing services at a reduced cost. Prices on print sizes up to 16x20 have decreased an average of 40%, and large format print costs have been reduced by an average of 33%. While the number of jobs produced increased, revenue decreased by \$18,000 due to price restructuring and discounts provided.
 4. Digital Imaging Specialist II, Sarah Twidwell, continued to promote VPC services at events such as Grad Prep Day and Student Activities Fair; photographed campus and community events, and provided printing services of graduation orders, fulfilled other customer requests for images and photographic prints, trained and supervised student photographers and photography interns; and maintained the Photocart site. During the fall 2017 semester, University Technology informed the staff at the Visual Production Center that the Photocart site was no longer developing and was bringing increased security issues. Sarah researched alternative online photo viewing and ordering sites and digital asset management systems for the university photograph database. She initiated contact with Libris by Photoshelter, completed a trial use of the software, and participated in training sessions to evaluate the impact that Libris would have on VPC operations. In December 2017, she submitted a formal proposal to IT Governance to have Libris vetted by the IT Governance Council. The proposal was accepted in January 2018 and the software was purchased for VPC digital asset management of the university photo library.
 5. Larry Dean, Photographic Lab Manager, organized and photographed events to promote WIU in Macomb, WIU-QC and the extended region, and maintained the photo server.
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6. WIU Senior Photographer, George Hartmann, has promoted VPC's services to community organizations (e.g. MHS).
7. Brian Kreps and Natalie Divan of VPC's Large Format division 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. Just a few examples include: Sodexo; Western Hall clings and banners; sports locker room updates and framed prints; athletics prints, and Western Hall displays; WIU-QC window perfs; campaign projects for campus and community (Amtrak station, Sports Corner, Hy-Vee), The large format division also hosts class tours for different instructors on campus and provides internship opportunities. Kreps and Divan also attended Print 17 in Chicago to learn about the most up-to-date equipment and technology.
8. Photo Cart, VPC's previous online photo viewing website is currently still live to the public but no longer having new photographs added to it as of January 2018. Photo Cart will be officially replaced by Libris by Photoshelter as the online WIU photo collection before July 1, 2018. Photo Cart has to date (March 8, 2018) **184,395 images in 2,392 photo galleries, with 703 active customers.**
9. Libris by Photoshelter, VPC's new online photo viewing website and digital asset management system is in the process of being customized and having new content added. Libris has to date (March 8, 2018) **12,337 image files and 429 digital image transfers** amongst university staff since the launch in January 2018.

e. University Television

- i. Created promotional videos to help with University recruitment.
- ii. Created promotional and educational materials for the University community.
- iii. Provided video support for fundraising events such as Purple & Gold Auction and Performing Arts Society.
- iv. Maintained, programmed, and supported Channel 3 to showcase the University.

C. Indicate measures of productivity by which the unit's successes can be illustrated.

a. Annual Giving:

- i. Phonathon:
 1. 65% of current Phonathon initiatives showing an increase in revenue as of the time of this report.
 2. Projected FY 18 personnel expense savings of \$2,400 for FY18.
 3. Implemented student stewardship effort with hand-written acknowledgements to Phonathon donors.
- ii. Direct Mail:
 1. Projected FY18 direct mail revenue < 20% of cost.
 2. College of Arts and Sciences direct mail revenue increased 44% over FY17.
 3. 53% of Direct Mail initiatives currently showing increased revenues as of time of report.
 4. Increased sustained giving via "Giving Cohort" implementation among select target groups.
- iii. Crowdfunding/Mobile/Event Fundraising
 1. Launched third successful event-based fundraising event (RPTA Alumni Social - January 2018) raising \$1,200 for Department of RPTA.
 2. Launched first comprehensive "#GivingTuesday" campaign, raising over \$28K.
 3. Launched Second Annual "Western Challenge" day of giving, raising \$134K, a 116% increase over the inaugural event.

b. Donor Relations:

- i. The Donor Thank You video has almost 600 views to date.
- ii. Many areas have seen an increase in numbers: growth of Foundation Fellows members, number of holiday cards sent, and number of annual receipts sent.

c. Special Events:

- i. Positive feedback was received from attendees of Special Events who include: students, parents, donors, faculty, staff, and administration.
- ii. Events fostered a sense of unity and convergence among the university and community.

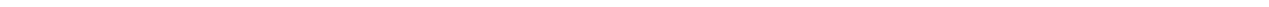
d. University Relations

- i. Successful promotion of events and announcements
 1. Obtaining general media coverage and providing up-to-date news on wiu.edu, Facebook and Twitter feeds are essential, successful elements of the UR media relations program.
 2. Well-established/long-term strong relationships with media outlets beyond region and state - UR is a "go-to" for many media (including Chicago Trib, AP and regional reporters) who are seeking expert sources, comments on statewide (or nationwide) higher education issues, localizing national issues of significance, etc.
 3. UR staff has promoted numerous press announcements/events for major initiatives, partnerships, prominent campus speakers and events, to name a few.
 - ii. Data to Support UR Promotion/Publicity Outcomes
 1. Through University Relations' subscription to Newswise, a comprehensive online database of current news, searchable archives and subscription wire services, six WIU news stories have received a total of **8,253 "hits,"** with over **137,544** wire subscriptions receiving the articles.
 2. From July 1, 2017 to March 9, 2018, University Relations news staff (three individuals comprise the news staff) wrote 763 press releases (average 85/month).
 3. Social networking success (video views – WIU YouTube Channel):
 - a. WIU: Home Away from Home #1 :15 (12,220 views)
 - b. WIU: Home Away from Home #2 :15 (52,748 views)
 - c. Sky is the Limit :30 version (78,000 views)
 - d. Automatic Scholarships :15 (283,277 views)
 - e. Right Choice :15 (40,000 views)
 - f. Emily Phillips Right Choice :30 (1,436 views)
 - g. Right Choice "Star Wars" spoof :30 (4,000 views)
 - h. Holiday Greetings (2,193 views)
 4. See Google Analytics Data table in appendix.
 - iii. Data to Support UR Publications Outcomes
 1. From July 1, 2017 to March 9, 2018 the Publications staff designed **466** jobs for **61** WIU departments and organizations, including admissions/recruitment, foundation and development, marketing initiatives, alumni, financial aid, scholarship, graduate studies, WIU-QC, Honors College, and more
 2. Publications staff prepared 433 design, electronic, and DPS jobs.
 3. Publications staff prepared 143 jobs for printing for an overall total of 669,500 printed pieces from July 1, 2017 to March 9, 2018 for a total of \$150,955.20.
 4. Since Fall 2010, the Campus Connection is provided only as an e-newsletter (and PDF on the web), for an annual savings of over \$4,000 for University Relations (when Connection was printed and mailed the average annual cost was over \$4,100).
- e. Visual Production Center**
- i. Data to Support Visual Production Center Outcomes
 1. During FY18 (July 1, 2017 to March 9, 2018), the Visual Production Center has produced **1,852 jobs** (an increase of 61 jobs compared to July 1, 2016-March 1, 2017). Note: This figure does not include special events such as commencement, student athlete orders from parents, LEJA, or fraternity & sorority photos.
 - a. Total Large Format and Photography (does not include special events): July 1, 2017 to March 9, 2018: **1,022 jobs, with net sales of \$54,453.62** (\$80,049.22 total sales minus \$25,595.60 discounts processed).
 2. More than **830 special event orders** were completed from July 1, 2017 to March 9, 2018. Special event orders include athlete individual and team photos, graduation, honors' convocation, posed studio portraits, LEJA internship photos, and fraternity photos.
 - a. Special Event Orders: July 1, 2017 to March 9, 2018: **Net Sales: \$19,928** (\$20,340 total sales minus \$412 discounts processed).
- D. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:
1. Western Illinois University Foundation funds
 - i. \$130 for printing programs for 2018 Illinois Science Olympiad
 - ii. \$3,888.47 for Lake Ruth fountain
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- iii. \$772 for the Steinway Initiative
 - iv. \$36,413.12 for the Rock Hanson Statue
 - v. \$100,000 for interest free loan for Chown Golf Learning Center
 - vi. \$401 for support of transportation for the Jazz Studio Orchestra's trip to Springfield
 - vii. \$150 for purchase of golf bag from athletics
 - viii. \$1,000 for sponsorship of Pre-Med Symposium
 - ix. \$500 for support of Math Contest
 - x. \$1,500 for support of Summer Stage
 - xi. \$250 for Troyer scholarship until endowed
 - xii. \$198.92 for Womack scholarship final award
 - xiii. \$12,000 for continued contract with GiveCampus for the Western Challenge and crowdfunding program
 - xiv. \$79,550 for continued contract with Pledgemine to expand variable data printing, targeted direct mail and relationship-building pledge reminder materials
 - xv. \$1,000 for Necksgiving
 - xvi. \$18,298.31 for the new donor recognition wall in the Union
 - xvii. \$650 to support the Macomb Balloon Rally
 - xviii. \$12,801.48 for continued contract with AcademicWorks scholarship software
 - xix. \$500 to art student to design the Foundation holiday card
 - xx. \$300 to the Macomb Holiday Basketball Tournament
 - xxi. \$93.45 to support the United Way's Power of the Purse event
 - xxii. \$630 for Founders' Day
 - xxiii. \$30,000 for the President's travel and entertainment associated with alumni and development activities
 - xxiv. \$8,000 for the Minority Achievement Program
 - xxv. \$11,000 to augment the University Marketing budget
 - xxvi. \$800 to sponsor the Performing Arts Society Gala
 - xxvii. \$4,500 to support reimbursement of local school transportation to Performing Arts Society events
 - xxviii. \$6,406 for faculty McDonough awards
 - xxix. \$10,260 for faculty summer research stipends
 - xxx. \$51,000 for an Accountant II position in the Foundation Accounting office
2. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside.
 3. Grants, contracts or local funds
 - i. Local funds from Visual Production Center were used to provide student employment and to purchase equipment and assist in other operational expenditures.
 - ii. Visual Production Center Local Funds: VPC must generate revenue to defray costs in its large format printing and photographic operations. During FY18 (July 1, 2017 to March 9, 2018), VPC has generated **\$74,381.62 (net sales)**. Generated income at VPC is essential to operate the services of the department as there is limited appropriated funding for operational support. VPC supports the division and the institution by eliminating assignment fees to all customers, and provides photographic services to Athletic Media Services at **no charge**. VPC has provided \$26,007.60 in discounts and no charge services to date during FY18.
 - iii. University Television contracted with City of Macomb to manage cable channel 15 for \$12,000 and the Park District contract is \$1,200 per year.
 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 FY18

For each budget enhancement received in FY18—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 –FY18

I. Unit submitting report:

Foundation and Development – Annual Giving

II. Short title of the initiative receiving funding.

FY18 Annual Fund Graduate Assistantships

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

1. Established crowdfunding training curriculum for student groups.
2. Provided training to three (3) student groups interested in crowdfunding.
3. Established online application procedure for crowdfunding program.
4. Established weekly Phonathon statistic update routine.
5. Provided weekly updates on Phonathon and individual caller productivity.
6. Formatted and processed 1,500+ Phonathon pledge reminders.
7. Created 30 caller profiles (photo/text) for FY18 Phonathon pledge reminders.
8. Updated 1,000+ alumni contact records (direct mail / phone.)
9. Provided general office support to SH309.

IV. Provide a listing of all funds expended to date by the following categories (as of 19-MAR-18):

	Enhancement	Department/Unit Funds
Personnel Services	_____	<u>\$ 10,064</u>
Equipment and Instructional Materials	_____	_____
Library Materials	_____	_____
Contractual Services	_____	_____
Other Operating Funds	_____	_____
Total	=====	<u>\$ 10,064</u>

Contact Person If Questions: Tim Hallinan 309-298-1874
 Name Phone Number

Western Illinois University
Accountability Report for Program Support –FY18

I. Unit submitting report:

Development Office

II. Short title of the initiative receiving funding.

Interim 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 and entertainment expenses to cultivate, solicit, and steward donors in an effort to increase private contributions in support of Western Illinois University.

Vice President has spent \$10,004 through mid-March 2018 on travel & donor cultivation/stewardship, and \$7,167 has been spent on Presidential Entertainment Initiatives through mid-March 2018, including football games and football tents. Without a full time Special Events Facilitator and fewer home football games, we were not able to host as many events this year as in past years.

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

	Enhancement	Department/Unit Funds
Personnel Services	_____	_____
Equipment and Instructional Materials	_____	_____
Library Materials	_____	_____
Contractual Services	_____	_____
Other Operating Funds – Travel	<u>\$17,171</u>	_____
Entertainment expenses		_____
Total	<u><u>\$17,171</u></u>	<u>_____</u>

Contact Person If Questions:

Brad Bainter
Name

309-298-1808
Phone Number

Western Illinois University
Accountability Report for Program Support –FY18

I. Unit submitting report:

Development Office

II. Short title of the initiative receiving funding.

Interim Campaign Initiatives

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 the following interim campaign initiatives:

Pentera Planned Giving	\$4,250 (+ \$31.3K for 47,100-piece mailing in June)
CASE Institutional Membership	\$ 5,875
Blackbaud software	\$ 6,000
Mobile Cause	\$ 5,000
Prospect PRO	\$ 3,295
Planned Giving Manager, Planned Giving Today, & GiftCalcs Plus	\$ 1,534
Data Source/Loudon	\$ 750
Presidential National Advisory Council Meeting Staff travel expenses and lunch	\$ 558

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

	Enhancement	Department/Unit Funds
Personnel Services	_____	_____
Equipment and Instructional Materials	_____	_____
Library Materials	_____	_____
Contractual Services	_____	_____
Other Operating Funds – Planned Giving and Prospect Management Expenses	_____	_____
	<u>\$58,562</u>	_____
Total	<u><u>\$58,562</u></u>	<u><u>_____</u></u>

Contact Person If Questions:	<u>Brad Bainter</u>	<u>309-298-1808</u>
	Name	Phone Number

Western Illinois University
Accountability Report for Program Support –FY18

I. Unit submitting report:

University Marketing

II. Short title of the initiative receiving funding.

FY18 Statewide and Border States Marketing

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

University Marketing accomplished the following initiatives with FY18 funding:

Television/Radio advertising:	\$ 81,890.00
Print ads:	\$ 23,322.09
Cinemas:	\$ 64,490.00
Billboards:	\$144,338.62
Malls:	\$ 53,579.50
Digital Marketing:	\$233,400.00
Research:	\$ 30,000.00
Think Purple T-shirts/Polo shirts:	\$ 20,678.82
Banners/Flags/Hardware:	\$ 4,542.09
Airports:	\$ 19,130.00
Misc. Promotions & Packages*:	\$ 32,965.38
Dues, Postage, Travel, Telephone:	\$ 821.31

*Col. Rock 2016 calendar, PACE buses, Chicago trains stops, Quincy bus wrap, Peoria Rivermen package, White Sox digital board, 1000 yard signs, Germain Racing package & Winchester High School video board

Our continued 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 an effort to make Macomb and the Macomb region Western Illinois University territory.

We continue to use banners and clings, along with the shirts provided to local businesses, as a part of the local Think Purple campaign to get everyone talking and thinking Western, including guests during their visits to Macomb. Other advertising mediums such as the billboards, movie theater promotions, and mall advertising support and carry the current marketing campaign throughout the state of Illinois and into its border states.

We were privileged to have been given a large sum of funding for advertising on social media sites (Google Search, Google Display, DynAdmic, YouTube and YouTube Retargeting, Facebook, Instagram, Instagram Stories, Twitter, Pandora, Snapchat, and Bing) which included specific click-through actions that allowed us to measure viewer participation and increase applications and campus visits for these digital marketing mediums.

Since January, our new Director of Marketing has:

Analyzed the results of the Phase 1 digital marketing campaign received mid-January.

- Within Phase 1, 13M impressions were generated for high-brand exposure, and 202K web sessions at wiu.edu.

- Worked with digital agency (MediaLink) to further develop strategies for the Digital Campaign – Phase 3, including adding remarketing to past visitors of our website, and re-evaluating geographic ad placement.
- Collaborated across teams to update content and designs of ads for Phase 3 placement within Google, Bing, Facebook, Instagram, Snapchat, Twitter, LinkedIn, Youtube and Pandora.
- Revised and updated content on the website to support linking ads.
- Proposed and developed a calculation with the Finance Department to define a dollar amount of an enrollment application, campus visits and scheduled campus visits. This will enable the web team to set up goals that have a defined monetary value within Google Analytics, for precise tracking of our marketing expenditures. Measurement: Phase 3 digital campaign report will include measurement in monetary value.
- Developed and kicked off brand research to begin the process of brand refresh. Measurement: Phase 1 of 3 completed by end of April with a delivered research report.
- Started an internal campaign to lay the foundation for brand building initiatives. Measurement: Delivery of fresh, inspiring campus-wide signage, and employee engagement.
- Created a framework to evaluate media buy opportunities within a targeted audience and geographic location. Measurement: Delivery of a budget for targeted regions to evaluate spending against higher-ed standards and national standards, starting FY18.
- Acquired the local Think Purple campaign, connected within the community sending regular emails and distributing t-shirts.

Supported University Admissions & General Promotions Initiatives

- Proposed and defined a new online process for enrollment applications which resulted in a 50% increase to visiting the application pages, and this increase was without the campaign. In addition, the process resulted in a 200% increase in visitors staying on the application pages for follow-through in finishing the application process.
- Directed cross-team collaboration to develop promotional materials to enter a new market region, eastern Iowa (Cedar Rapids, Iowa City and Cedar Falls). Measurement: Brand Awareness by impressions and engagement to be delivered April 2018.
- Updated content and design for the February Discover Western day to be more engaging with impactful imagery, content and easy registration.

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

	Univ. Mrktg.	Department/Unit Funds
Personnel Services	<u>\$ 42,504.00</u>	_____
Equipment and Instructional Materials	\$ _____	_____
Commodities	<u>\$ 25,911.35</u>	<u>\$ 1,544.39</u>
Contractual Services	<u>\$ 437,469.92</u>	<u>\$ 10,380.72</u>
Digital Marketing	<u>\$ 233,400.00</u>	_____
Other Operating Funds	<u>\$ 451.43</u>	_____
Total	<u>\$739,736.70</u>	<u>\$ 11,925.11</u>

Contact Person If Questions:

Brad Bainter
Name

309-298-1861
Phone Number

III. Reductions for FY18

- A. Discuss staffing and operational reductions implemented during FY18.
 - a. Many positions were vacant or vacated during the course of FY18. Due to the passing of Bryce Dexter, the development officer position for the College of Arts & Sciences was vacant from October through March. The Director of Foundation Financial Affairs was vacant for two months. The Executive Director of Development position was vacant for five months. Two positions in University Television have been vacant for most of the year. One Instructional Technology Systems Manager (ITSM) position in UTV was not replaced. Funds from that position went to support two reclassified positions. One went from an ITSM position to Producer/Director for Television (Civil Service) and the other changed from Production Coordinator (Civil Service) to Producer/Director for Television (Civil Service). These all resulted in considerable one-time savings and will result in annual savings as all positions have been filled or will be filled at a lower annual salary. Savings were redirected to operations where they were used to support marketing and travel associated with our development efforts.

 - B. In response to Item A (above) include the dollar amount for these reductions and whether the reductions result in one-time or continued savings.
 - a. Annual and one-time savings for Advancement and Public Services
 - i. Director of Foundation Financial Affairs vacant for two months - one-time savings = \$12,500
 - ii. Director of Foundation Financial Affairs - one time savings for 5 months of FY18 = \$2,083
 - iii. Director of Foundation Financial Affairs - continued annual savings = \$5,000
 - iv. Director of University Marketing vacant for six months - one time savings = \$47,500
 - v. Director of University Marketing - continued annual savings = \$5,000
 - vi. Director of Development/CAS - one time savings = \$32,447
 - vii. Director of Development/CAS - continued annual savings = \$4864
 - viii. Executive Director of Development - one time savings = \$34,912
 - ix. Executive Director of Development - continued annual savings = \$10,996
 - x. University Television IT Systems Manager vacancy - one time savings = \$29,799
 - xi. University Television IT Systems Manager vacancy - one time savings = \$41,199
-

**Budget Year
Fiscal Year 2019**

IV. Major Objectives and Productivity Measures for FY19

- A. List the most important goals and objectives the division will pursue in FY19, and how these actions will be measured/assessed.
- B. Of the objectives identified above, please indicate which are directly related to the *2012-2022 Strategic Plan* and/or *2017 Strategic Plan Supplement*.
- C. For those 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).

a. Foundation and Development/Development Leadership

- 1. As always, we will strive to increase levels of private support to continue to advance the mission of the University.
- 2. We have filled several vacancies over the past few months and ongoing training must continue for our new staff members as many were hired without experience in higher education.
- 3. Continue to assess needs for every area on campus as we begin the process of preparing for our next comprehensive campaign for Western.
- 4. Start the process of interviewing consultants for our next campaign
- 5. We must continue to work closely with college/unit development officers on portfolio review to enhance return on investment of their time and partner to build broader strategic initiatives.
- 6. Prepare to hire new positions needed for a comprehensive campaign. Two new development officers and an assistant director of the annual fund are essential and a person devoted to full-time development work in athletics is also needed.
- 7. Facilitate increase in fundraising goals for development officers by 5-7% depending on the initiative in order to reach overall Foundation fundraising goal. FY19 will be the third year that the college development officers have reported directly to the Executive Director of Development with 100% development duties. We are now able to measure progress which allows us to strategically set goals for each development officer and each college.
- 8. Continue to review prospects in the Development Officers' respective portfolios in order to better utilize their time and efforts. New efforts are being developed to assist in this process with the assistance of the Director of Prospect Research to produce more accurate predictive models and lists of the highest potential prospects.
- 9. Performance and accountability metrics will continue to be implemented, reviewed and refined to best assess work being performed by the development officers. A higher value is being emphasized which will maximize face-to-face visits and gift proposals submitted.
- 10. Previously established quarterly meetings between the Executive Director of Development, the individual development officer and the Dean/Director will be expanded with an emphasis being set on developing priorities for the unit, not just a wish list, which will allow the development officer to better focus on prospects with similar interests.
- 11. Additional strategic planning with the development staff and Deans/Directors is being planned for FY19. A sharing of priorities can be helpful in understanding how each unit is meeting the Goals and Objectives set forth in the *Strategic Plan 2012-2022* and subsequent *2017 Strategic Plan Supplement*. As discussions for a major gift campaign/capital campaign progress, there will need to be agreement as to the priorities and goals for the campaign.
- 12. Mentoring opportunities will be implemented in order to train current staff and develop a seasoned staff capable of conducting a major gifts campaign.

ii. Accounting and Gift Processing

- 1. Staff training will remain the focus in FY19. The focus will not only be on internal Foundation Accounting staff, but also support staff across campus. Other goals include enhancing internal policies, procedures and forms, accounting systems programs, training materials, and process methodologies in the Foundation Accounting area. Although the enactment of the entire plan will take several years to implement, the following items will take priority during the next fiscal year:
-

- a. Continue to write policies and procedures for areas in which they are deficient.
 - b. Continue to enhance risk assessment initiatives.
 - c. Continue to enhance training materials.
 - d. Enhance training of support staff across campus.
 - e. Continue to make incremental changes to the Accounting system and processes to improve accuracy of data and efficiency of processing.
 - f. Participate in relevant training seminars to remain updated on key issues (GASB, FASB, IRS, etc.).
2. These goals and objectives will be measured by monitoring office productivity and error reductions, and by seeking feedback from our external auditors. These goals mostly relate to Strategic Plan Supplement Goal 5. The identified goals fit in both the short-term and long-term category. It is our goal to have a solid foundation built in all of the areas noted within two to four years, but because each is an ongoing initiative, we hope to continue improving in these areas in the long-term.
- iii. **Annual Giving**
1. Expand University-wide Crowd Funding initiative. (Strategic Plan Goal 5, Action 3b & 3c, short-term)
 - a. Provide training to campus entities / project managers on creating and fielding successful projects.
 - b. Convene project selection committee, and provide training on vetting process.
 - c. Facilitate online presence of project application guidelines, application tool, and platform.
 - d. Field second Senior Class Giving initiative on the platform.
 2. Plan and implement fourth annual Western Challenge in April 2019. (Strategic Goal 5, Action 3b & 3c, short-term)
 - a. Work with Major Gift Officers in securing major challenge gift(s.)
 - b. Recruit a cadre of 100 additional volunteers (minimum) from past participants.
 - c. Achieve 5% student participation during the event.
 3. Implement Peer to Peer Alumni engagement program at WIU-QC. (Strategic Goal 5, Action 3b & 3c, short-term)
 - a. Collaboration with WIU-QC Major Gift Officer and Public Information Specialist.
 - b. Recruit and train a cadre of 9 -12 participants by 31-DEC-18.
 4. Expansion of Giving Cohort Direct Mail Initiative for select target groups. (Strategic Goal 5, Action 3b & 3c, short-term)
 - a. Leverage data analytics in list segmentation in collaboration with Director of Prospect Research.
 5. Continue partial repurposing of Phonathon to include stewardship and donor relations activities in addition to solicitation calls.
 - a. As assessed by call metrics.
 6. Continue Crowdfunding/Mobile Giving/Event-based fundraising programs among all stakeholders to leverage increased AF participation and data collection. (Strategic Goal 5, Action 3b & 3c, short-term)
 - a. Assessed by increased Annual Fund participation/monthly reports.
- iv. **Advancement Services**
1. Utilize newly purchased service, GrantStation, to discover new opportunities for grant funding of various projects at the University. Facilitate the process of applying for these funds to ensure applications are compelling and complete for the best chance of being awarded. (Strategic Plan Goal 3, Action 6a; Goal 5, Action 3b; Strategic Plan Supplement Goal 4, item D; short-term)
 2. Continue to research matching gift companies and update the employee records to increase the amount of funds secured through matching gifts. (Strategic Plan Goal 3, Action 6a and Goal 5, Action 3b; short-term)
 3. Maintain and improve existing scheduled and ad hoc Pentaho reports to ensure data is being distributed in an efficient, useful manner for all users. (Strategic Plan Goal 5, Action 3b; short-term)
 4. Continue to review the checklist of monthly cleanup items with Foundation Accounting and
-

other support staff to streamline division of responsibilities. (Strategic Plan Supplement Goal 5, item C; short-term)

5. Continue to work with the Foundation/Alumni/AIMS team to prioritize and complete project items related to the MVS/WIUP system. (Strategic Plan Goal 2, Action 5; long term)
6. Continue to work with the UTech Business Intelligence team in creating the Pentaho Data Warehouse for Foundation/Alumni data. (Strategic Plan Supplement Goal 5; short-term)

v. **Donor Relations**

1. Create comprehensive stewardship plan to ensure donors at all levels receive 7-10 contacts annually from the Foundation/University.
2. Implement stewardship metrics to track the Foundations' ability to inspire, develop and retain key stakeholders who can help Western achieve its mission.
3. Customize individualized impact reports to major donors with gifts of \$50,000 and above.
4. Continue to call donors and thank them for gifts of \$2,000 or more.
5. Continue to create more unique ways to steward donors.

vi. **Prospect Management and Research**

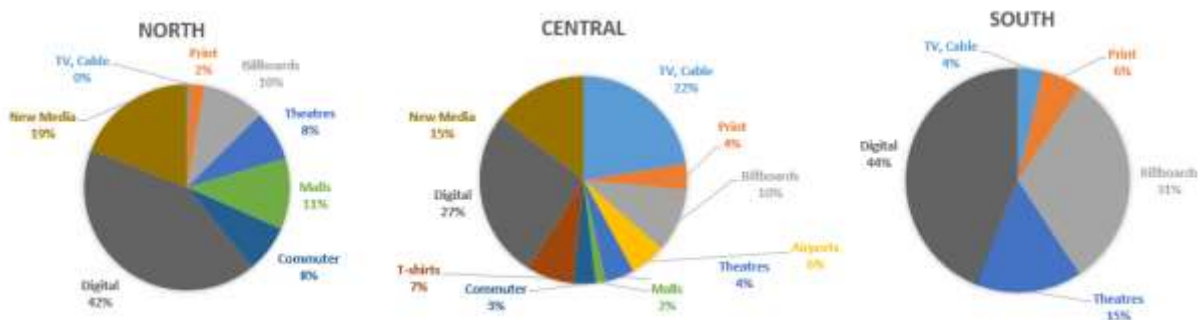
1. Design a portfolio summary report to help Development Officers manage prospects flowing into and out of management.
2. Utilize Pentaho reports to continue to create new opportunities for frontline fundraisers to identify potential new prospects and prioritize existing prospects.
3. Modify the existing DataDesk query to apply to individual colleges, departments, or projects as a way to identify new potential donors.
 - a. These goals support Strategic Goal 5, Action 3b and are all ongoing/short-term

vii. **Special Events**

1. Continue to direct and manage traditional university events, including but not limited to Founders' Day, Donor Appreciation Banquet, groundbreakings and facility dedications.

b. University Marketing

- i. Continue to increase WIU's visual presence in Macomb and west-central Illinois, the State, and targeted regions in the world.
 1. Establish a digital media strategy from a goal/audience/message perspective with clear metrics to deliver measurable results.
 2. Measurement: Closely monitor and evaluate media spending in FY18 to achieve the best value for our marketing expenditures. Dependencies: budget availability.



- ii. Identify and close gaps in brand touchpoints within the customer journey, with the primary goal to increase enrollment.
 1. Update website content for an easy-to-find, easy-to-know and easy-to-buy strategy.
 2. Connect regularly with chairs and deans to gather the latest marketing information.
 3. Measurement: latest accurate content reflected in our marketing communications; improved trends in digital traffic. Dependencies: stakeholder availability; web team coordination.
 - iii. Revitalize the WIU brand and continue efforts to increase pride and confidence for WIU both internally, within the community and the region, for recruitment, retention and lifetime commitment to WIU.
 1. Define creative process within a matrixed Marketing department. Establish with the team, a clear brand vision and strategy for a revitalized Western Illinois University brand.
-

- iv. Measurement: An integrated brand launch through a campaign internally and externally, that captures University goals and messaging that resonates with our target audiences. Dependencies: internally resourced creative team, scope of work defined based on stakeholder alignment, and budget for brand activation.

c. University Relations

- i. University Relations will continue its support of Foundation/giving initiatives.
 - 1. Support will be measured by the recognition and awareness of alumni, friends, and general public of giving initiatives.
- ii. University Relations will continue to enhance WIU's reputation and recognition as a top comprehensive university.
 - 1. Participation in initiatives through news media, social media, and other venues.
 - 2. Document efforts to obtain institutional recognition through news media subscription services and media exposure.
- iii. University Relations will obtain national recognition for its programs, students, faculty and initiatives.
 - 1. As funds allow, will continue to use Newswise posting services and ProfNet experts database (used to promote WIU faculty as expert sources) and feature stories that illustrate WIU's commitment to its core values.
 - 2. UR will measure its success based on the "hits" WIU stories receive from media outlets.
- iv. Continue use of social media to promote WIU 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 upon which they can provide feedback to the institution and ask questions.
 - 1. 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.
- v. University Relations staff will further enhance its publications program, and will continue to produce higher quality/innovative publications, which supports the Strategic Plan Goals 1 & 2 of attracting a diverse student body and faculty to Western.
 - 1. Measured by enrollment and faculty hires, as well as focus groups, to rate the publications (particularly Viewbooks).
- vi. University Relations staff will continue its outstanding relationships with media outlets to promote services, events and programs.
 - 1. Supports the strategic plan goal of public service/outreach and increased participation in University-supported events and programming.
- vii. University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
 - 1. Print publications, visual images and features stories. These are short-, mid- and long-term goals.

d. Visual Production Center

- i. The Visual Production Center will 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.
 - 1. Meet the needs of departments, organizations, and individuals who seek visual images to enhance publications, websites, promotional materials and more.
- ii. The Visual Production Center will research innovative methods to market services to students and parents, as well as to the general University and local communities.
 - 1. Supports the strategic plan goal of public service/outreach and increased participation in University-supported events and programming.
- iii. University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
 - 1. Print publications, visual images and features stories. These are short-, mid- and long-term goals.

e. University Television

- i. In addition to our ongoing goals, University Television will focus on the list below and these
-

actions will be measured/assessed by the amount of product UTV produces, and the number of contact hours UTV has with students.

1. Develop recruitment videos for the University and every college and department on campus.
 2. Continue promoting Western Illinois University, all University colleges and departments, the community and west central Illinois.
 3. Keep providing television media services to the University and community to enhance student recruitment and instruction.
- ii. These are all short-term goals related to Strategic Goal 1, Action 3a and Strategic Goal 2, Action 4d.

V. Technology Goals and Objectives

- A. List the most important technological goals and objectives the division will pursue in FY19, and how these will be measured/assessed.
- B. Describe how these objectives build upon goals in divisional and/or institutional strategic plans.
- C. For each technology item, 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).
- a. Foundation and Development:**
- i. Continue to explore commercial options for fundraising/CRM (Constituent Relationship Management) software services in conjunction with WIU's Enterprise Task Force evaluation of university-wide enterprise resource planning systems to convert from the current MVS mainframe.
- b. Annual Giving:**
- i. Expand the Crowd Funding platform to complement established Annual Fund initiatives in fall 2018. Expansion of the Crowd Funding program and donor-friendly CF platform will allow the annual giving program the flexibility to respond to the changing donor affinities and departmental needs for project-specific funding. It will also empower student groups and other qualified campus entities to raise needed funds for causes while increasing the number of donors to the University. This will be a short-term project.
- c. Foundation Accounting:**
- i. Foundation Accounting, like Business Services, is in need of an updated fiscal management ERP System. The University currently has a task force to select the most appropriate platform; this is a long process as it is a major decision that will impact the entire University and will take a considerable amount of time to implement. Further, with little funding support, it is unknown when the University will be able to purchase the new system. The goal of Foundation Accounting, however, is to provide feedback to this task force regarding what features would best serve our area and work together in selecting the most optimal choice.
 1. These goals mostly relate to Strategic Plan Supplement Goal 5. It is our hope that this action can be completed mid-term, but due to roadblocks in state funding, may take 5+ years.
- d. University Relations:**
- i. Continue digital marketing campaign via MediaLink services to maintain presence and to further promote and brand WIU on such sites as Twitter, Facebook, Hulu, Google and Pandora. \$250,000. Continuous goal.
 - ii. Continue to use social media to promote Western Illinois University is an essential – and constant – technological goal for Fiscal Year 2019. Measured by hits/participation. Little cost is associated with this goal; however, software and equipment updates may be necessary. Upgrades: \$500-1,000. Continuous goal.
 - iii. 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). Little cost is associated with this goal; however, software and equipment updates may be necessary. Upgrades: \$500-1,000. Continuous goal.
 - iv. Updating and maintaining design-related software for publications staff will continue to be technology-related goals for FY19. Upgrade/updates: \$1,500. Continuous goal.
 - v. **If funds allow:** Continue online news media inquiry service at current enhanced level. Enhanced Newswise: \$1,500. Continuous goal.
-

- vi. **If funds allow:** Reactivate online news media monitoring services at current enhanced level. Cision Media Monitoring: \$6,000. Continuous goal.
- vii. UR web services will further refine and enhance the division's online presence. Continuous goal.
- viii. 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. Continuous goal.
- e. **University Television** will:
 - i. Continue to push to upgrade its HD field and studio equipment.
 - ii. Purchase new computers and HD editing software. (12 months)
 - iii. Stream video live to Facebook and Twitter. (12 months)
 - iv. Add LED studio lighting (12 months)
 - v. Plan on purchasing 4K cameras. (12 months)
 - vi. Replace field gear (i.e. microphones, lighting). (2-4 years)
 - vii. All of the UTV items above will give WIU a more professional look concerning our media outlets. UTV would also become more efficient. By upgrading our video equipment, we will broaden the University's visual appeal which will help with student recruitment. These goals relate to Strategic Goal 1 Action 3a and Strategic Goal 2 Action 4d.

VI. Internal Reallocations and Reorganizations: Western Illinois University-Macomb

- A. What are planned FY19 reallocations or reorganizations, including the movement of positions, upgrade of positions, creation of new positions, and/or the reallocation of personnel and/or operating funds?
 - a. UTV would like to replace an open Instructional Technology Systems Manager position as a Production Coordinator (Civil Service) position.
 - b. UTV would like to reclassify a current Associate Director for Television (A&P) position as a Television Director-Producer (Civil Service) position.
 - c. Foundation Accounting has had an increasing workload due to more reliance being placed on the use of Foundation funds. Our office is currently monitoring the workload of gift and pledge processing on a temporary basis with the use of a Graduate Assistant to identify whether or not there is a need for an additional gift and pledge processor.
 - B. How do these reallocations and reorganizations further *Strategic Plan* and/or *2017 Strategic Plan Supplement* goals and objectives?
 - a. The Foundation Accounting reallocations indirectly relate to reducing reliance on state funding because of the increase in the use of Foundation funding being supported by additional staff. These reallocations also will increase efficiencies and assist in ensuring compliance with University and external policies, procedures, and laws by helping to minimize errors and ensure the proper level of staffing to meet IRS, GASB, and FASB guidelines.
 - C. Describe how all reallocations, permanent and temporary, will affect the unit's standard performance measures.
 - a. Investing in the Foundation Accounting area will minimize the risk to the Foundation by increasing efficiencies and accuracy within the department. Charitable organization accounting, especially in a University setting, is unique and complex and must adhere to a multitude of policies, rules, regulations, and laws in order to maintain its tax-exempt status. Further, with increased staff, the department will be able to provide more timely and detailed information to the administration, donors, and departmental stakeholders. Further, an increased number of and better trained staff will be required if the University chooses to enter into a large fundraising campaign.
 - D. How are you finding new funds?
 - a. Describe divisional strategies to seek additional resources (e.g., grants, Foundation).
 - i. Utilize existing prospect research tools and resources to identify new prospects at the major gifts level.
 - ii. Research new sources of grant funding for colleges as well as University projects such as the restoration of the Sherman Hall auditorium.
 - iii. UTV will be working with McDonough District Hospital promoting their services.
 - iv. UTV will also continue to transfer media to digital formats for set fees.
 - b. Provide an explanation of how additional resources would be used to enhance divisional objectives.
 - c. Summarize long-term external funding goals which extend beyond FY19.
-

- d. Develop indicators to track attainment of goals.

VII. Internal Reallocations and Reorganizations: Western Illinois University-Quad Cities

Not Applicable

VIII. Reductions for FY19

- A. Discuss planned staffing and operational reductions for FY19.
- B. In response to Item A (above) include the dollar amount for these reductions and whether the reductions result in one-time or continued savings.

IX. 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 *FY19 Budget Request Form* for each request.

Priority	Item	Requested by	Amount	Funding type
1	Grad Assistant for Annual Giving	Foundation and Development	\$7,544	Continuous
1	Marketing Operating Funds	University Marketing	\$865,000	Continuous
1	Fundraising Initiatives	Foundation and Development	\$100,000	Continuous
1	Fundraising Travel and Entertainment	Foundation and Development	\$50,000	Continuous
1	Director of Social Media	University Relations	\$70,000/annually	Continuous
1	Online News Media Monitoring	University Relations	\$6,000-10,000/annually	Continuous

X. Facilities Requests

- A. Identify, in priority order, requests for facility enhancements over \$100,000. These requests need to be identified as specific FY19 requests or long-range requests. For each request, identify the ways in which the facility enhancement will advance specific *Strategic Plan* and/or *2017 Strategic Plan Supplement* 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 *FY19 Budget Request Form* for each request.
-

Western Illinois University
 Budget Request Format
 For Program Support FY19

I. Unit submitting request: *University Marketing* Priority Number 1

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

Statewide and border states 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 maintain the current level of branding and recognition. In addition, this year we will be refreshing the brand and creating a new campaign to start to build confidence and trust with all of our audiences. In addition, the digital media campaign has been extremely successful. In order to maintain our digital presence, this initiative must receive continual, uninterrupted funding. The primary goal of the digital campaign is to increase enrollment.

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

The digital marketing campaign, led by Media Link, was considered another successful campaign, raising awareness for 13M impressions and now bringing results that show direct ROI in terms of monetary value. The value of enrollment applications submitted, and campus visits exceeded the money spent this year in digital marketing. Hundreds of graphic-based, text and video ads targeted to our 16-24 year-old prospective undergrad students, and to 35-55 year-old parents/grandparents funding education, were delivered through media platforms including Google, Bing, Facebook, Instagram, Twitter, LinkedIn, Pandora and YouTube. This allowed us to stay competitive in our market. We are requesting an increase in \$50,000 for exploration of how we can continue to target our student base in innovative ways, utilizing cutting-edge digital technologies, and further our returns. This year, we will also be refreshing the brand for recruitment, retention, and long-term committed WIU alumni. University Marketing will be handling much of the work internally, but is requesting \$15k for brand activation which includes refreshing signage and environments on Macomb and QC campuses. VPAPS is also requesting an additional \$100k to cover marketing in Quad Cities as the Marketing Director position has been established and activities are desired to be coordinated within one department.

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

Personnel Services	_____
Equipment and Instructional Materials	_____
Library Materials	_____
Contractual Services	<u>\$450,000</u>
Digital Marketing	<u>\$250,000</u>
Other Operating Funds	<u>\$165,000</u>
Total	<u><u>\$865,000</u></u>

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 298-1808
Name Phone

Western Illinois University
 Budget Request Format
 For Program Support FY19

I. Unit submitting request: *Development Office* Priority Number 1

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

Fundraising 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 initiatives. Also, provide for informative planned and major giving materials to be sent to alumni and friends.

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 interim campaign period. It will also provide important information to prospects 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	<u> </u>
	C/S	<u> </u>
	NTT	<u> </u>
	T/T	<u> </u>
Equipment and Instructional Materials		<u> </u>
Library Materials		<u> </u>
Contractual Services		<u> \$100,000 </u>
Other Operating Funds		<u> </u>
Total		<u> \$100,000 </u>

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 298-1808
Name Phone

Western Illinois University
 Budget Request Format
 For Program Support FY19

I. Unit submitting request: *Development Office* Priority Number 1

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

Fundraising 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		<u>\$50,000</u>
Total		<u><u>\$50,000</u></u>

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 298-1808
Name Phone

Western Illinois University
 Budget Request Format
 For Program Support FY19

I. Unit submitting request: *University Relations* Priority Number 1

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

Director of Social Media

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.

Keeping abreast of, and maintaining, emerging communication methods is necessary to further enhance Western Illinois University in the public marketplace. This position, which includes supervision of the office that must remain up-to- date on University-related events, programs, and activities, is essential to effectively promote the University and to uphold the institution's reputation and public presence. Due to the ever-changing landscape of communication and digital technologies, it is essential to have a director in place to oversee the University's digital/social media presence and continue to research the best methods of communication for the promotion of WIU among all venues.

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

See above. In addition, because of the evolution of social media, digital and traditional communication opportunities, as well as the ever-changing nature of communication, in order to stay on the forefront and keep Western ahead of its peers, it is essential for a position of this nature to be established within the University's public relations department.

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

Personnel Services	A/P	<u> \$70,000 </u>
	C/S	<u> </u>
	NTT	<u> </u>
	T/T	<u> </u>
Equipment and Instructional Materials		<u> </u>
Library Materials		<u> </u>
Contractual Services		<u> </u>
Other Operating Funds		<u> </u>
Total		<u> \$70,000 </u>

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: Darcie Shinberger 298-1993
Name Phone

Western Illinois University
 Budget Request Format
 For Program Support FY19

I. Unit submitting request: *University Relations* Priority Number 1

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

Reactivate online news media monitoring services at current enhanced level - \$6,000-10,000/annually

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.

Keeping abreast of Western Illinois University in the news (local, regionally, statewide, nationally and internationally) is necessary to further promote and enhance Western Illinois University. Media coverage is essential to effectively promote the University and to uphold the institution's reputation and public presence. Due to the ever-changing landscape of technology and news coverage, it is essential to have a media monitoring service in place to ensure news regarding the University that is appearing before the public is accurate.

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

See above. In addition, because of the evolution of social media, digital and traditional communication opportunities, as well as the ever-changing nature of communication, in order to stay on the forefront and keep Western ahead of its peers, it is essential to have a media monitoring service in place within the University's public relations department.

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

Personnel Services	A/P	<u> </u>
	C/S	<u> </u>
	NTT	<u> </u>
	T/T	<u> </u>
Equipment and Instructional Materials		<u> </u>
Library Materials		<u> </u>
Contractual Services		<u>\$6,000-10,000</u>
Other Operating Funds		<u> </u>
Total		<u>\$6,000-10,000</u>

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: Darcie Shinberger 298-1993
Name Phone

XI. Appendices

Data to Support University Relations Promotion/Publicity Outcomes (from page 18)

Google Analytics Stats for University Relations' Websites

Raw Data (includes both external and internal use)

*Measuring Period July 1, 2017 - March 5, 2018		
New Releases All web pages with URL: news/newsrelease.php	News Page URL: news/index.php	University Relations Page URL: vpaps/university_relations/ index.php
Pageviews 254,062	Pageviews 38,552	Pageviews 1,182
Unique Pageviews 226,492	Unique Pageviews 25,746	Unique Pageviews 990



Interim Campaign Progress Report July 1, 2017 - June 30, 2018

COLLEGE/UNIT	PLEDGES	GIFTS	GIFTS- IN-KIND	PLANNED GIFTS	FISCAL YEAR TOTAL
CAS	46,826	363,468	0	0	410,294
CBT	358,064	720,219	14,067	5,000,000	6,092,350
COEHS	194,974	179,761	85	450,000	824,821
COFAC	67,286	96,667	37,121	125,000	326,075
LIBRARY	18,996	3,990	5,535	40,000	68,521
HONORS	8,783	8,815	0	0	17,598
INTL STUDIES	120	4,115	0	0	4,235
STUDENT SERVICES	30,383	40,995	779	0	72,157
QC	133,330	76,938	0	0	210,268
WQPT	145,415	373,078	17,804	0	536,297
ATHLETICS	259,056	166,282	33,971	0	459,309
ALUMNI	7,881	15,258	0	0	23,139
BGS	4,098	7,767	0	0	11,865
TRI-STATES RADIO	81,947	143,631	137	0	225,715
PFA	14,150	325	0	0	14,475
UNIV SCHOLARSHIPS	25,357	239,726	1,317	0	266,401
OTHER	14,367	219,685	982,619	0	1,216,671
UNIVERSITY TOTALS:	1,411,033	2,660,722	1,093,436	5,615,000	10,780,190

Outside scholarships not included in report: \$ 1,258,754

PURPOSE: Record of fiscal year progress by unit

AUDIENCE: Internal use for administrators, development officers, and board members

NOTES: Gifts do not include pledge payments.

Radio is separate from COFAC; Parent and Family Association is separate from Student Services.

Gifts-in-kind do not include service or noncharitable gifts-in-kind.

Printed on 2018-04-11



Annual Fund Report

July 1, 2017 - June 30, 2018

COLLEGE/UNIT	# OF PLEDGES	TOTAL PLEDGES	AVERAGE PLEDGE	PLEDGES PAID	CASH	GIK	GIK PAID	*TOTAL GIFTS
CAS	381	36,496	96	23,630	94,342	0	0	117,972
CBT	329	55,050	167	26,549	150,398	1,817	0	178,764
COEHS	348	48,214	139	19,102	62,307	85	0	81,495
COFAC	240	45,741	191	35,321	23,901	37,121	0	96,344
ALUMNI	24	1,109	46	538	9,303	0	0	9,841
INTL STUDIES	1	120	120	100	1,465	0	0	1,565
LIBRARY	65	18,996	292	17,749	2,985	5,535	0	26,269
HONORS	8	2,290	286	1,950	8,815	0	0	10,765
QC	15	13,330	889	5,220	1,150	0	0	6,370
ATHLETICS	913	256,556	281	253,830	105,420	33,971	0	393,221
STUDENT SERVICES	58	6,788	117	4,180	10,095	779	0	15,054
BGS	101	4,098	41	2,415	5,767	0	0	8,182
TRI-STATES RADIO	518	81,947	158	60,323	143,631	137	0	204,091
WQPT	410	145,415	355	84,178	373,078	17,804	0	475,060
PFA	356	14,150	40	4,230	325	0	0	4,555
SCHOLARSHIPS	313	28,032	90	21,820	79,125	1,317	0	102,263
OTHER	156	9,554	61	4,556	140,401	4,219	0	149,175
Total	4,236	767,885	181	565,691	1,212,509	102,786	0	1,880,985

**Total Annual Fund: \$2,083,180

Above Pledge totals include:

Leatherneck Club \$ 285,545
 Library Atrium Society \$ 18,771
 Performing Arts Society \$ 34,897

Above Receipt totals include:

Leatherneck Club \$ 259,879
 Library Atrium Society \$ 17,849
 Performing Arts Society \$ 29,880

PURPOSE: Record of fiscal year Annual Fund totals by Unit; includes Phonathon and President's Scholarship totals.
 AUDIENCE: Internal use for administrators, development officers, and board members.

NOTES:

*Total Gifts equals Income (Cash, Pledges Paid, Gifts in Kind, and GIK Pledges Paid).
 **Total Annual Fund equals sum of Pledges, GIKs, and Cash.
 Radio is separate from COFAC; Parent and Family Association is separate from Student Services.
 Gifts-in-kind do not include service or noncharitable GIKs.
 Printed on 2018-04-11



Phonathon Report July 1, 2017 - June 30, 2018

COLLEGE/UNIT	# OF PLEDGES	TOTAL PLEDGES	AVERAGE PLEDGE	PLEDGES PAID	CASH	GIK	GIK PAID	*TOTAL GIFTS
CAS	350	19,515	56	12,480	50	0	0	12,530
CBT	281	16,168	58	10,968	150	0	0	11,118
COEHS	321	14,165	44	8,965	75	0	0	9,040
COFAC	104	5,420	52	675	0	0	0	675
ALUMNI	17	555	33	100	0	0	0	100
INTL STUDIES	0	0	0	0	0	0	0	0
LIBRARY	8	275	34	150	0	0	0	150
HONORS	0	0	0	0	0	0	0	0
QC	0	0	0	0	0	0	0	0
ATHLETICS	42	8,100	193	6,400	0	0	0	6,400
STUDENT SERVICES	44	2,065	47	835	20	0	0	855
BGS	99	3,960	40	2,300	0	0	0	2,300
TRI-STATES RADIO	4	205	51	175	0	0	0	175
WQPT	0	0	0	0	0	0	0	0
PFA	356	14,150	40	4,230	100	0	0	4,330
SCHOLARSHIPS	278	19,835	71	14,760	1,470	0	0	16,230
OTHER	128	5,030	39	715	0	0	0	715
Total	2,032	109,443	54	62,753	1,865	0	0	64,618

****Total Phonathon: \$111,308**

Above Pledge totals include:

Leatherneck Club \$ 7,850
Library Atrium Society \$ 50

Above Receipt totals include:

Leatherneck Club \$ 6,275
Library Atrium Society \$ 50

PURPOSE: Record of fiscal year Phonathon totals by Unit.
AUDIENCE: Internal use for administrators, development officers, and board members.
NOTES:
*Total Gifts equals Income (Cash, Pledges Paid, Gifts in Kind, and GIK Pledges Paid).
**Total Phonathon equals sum of Pledges, GIKs, and Cash.
Radio is separate from COFAC; Parent and Family Association is separate from Student Services.
Gifts-in-kind do not include service or noncharitable GIKs.
See Annual Fund report for all phonathon and annual fund totals.
Printed on 2018-04-11