

# **University Advancement**

Office of University Advancement

## **Introduction**

The mission of University Advancement (including Alumni, Banners, and Foundation offices) is to seek outside resources through donations to support the successful education of undergraduate students; to strengthen alumni ties and to encourage lifelong support to the University; to provide community access to arts and humanities programming and education that are unique to this area; and to provide operations assistance to serve faculty/staff, donors, employers, and community members.

**Performance Objective 1 To identify, cultivate, solicit and steward donors whose philanthropic interests match the interest of the University.**

**1 Assessment and Benchmark**

Benchmark: >5% increase in McNeese Foundation endowment (\*) ever year.

**1.1 Data**

		May 2014	May 2015	May 2016	May 2017	May 2018	2017-2018 % Change
In/Out Departmental Funds	# Gifts	4,955	5,246	4,036	4,917	4,351	
	# Donors	2,588	2,730	2,048	2,543	2,171	
	\$	3,712,805	7,947,620	4,101,443	3,629,748	4,308,983	
In/Out Scholarship Funds	# Gifts	53	190	80	43	23	
	# Donors	33	142	43	31	18	
	\$	85,590	153,059	54,101	127,876	66,855	
General University Funds*	# Gifts	138	144	125	124	160	
	# Donors	61	68	55	56	68	
	\$	63,676	97,421	108,522	59,446	179,623	
Designated Funds*	# Gifts	205	211	160	199	174	
	# Donors	77	76	58	66	64	
	\$	127,998	102,890	457,713	62,166	76,574	
Unfunded Professorships*	# Gifts	3	44	31	66	28	
	# Donors	2	12	10	26	2	
	\$	135,000	656,571	609,882	439,158	5,850	
Funded Professorships*	# Gifts	2	0	4	5	7	
	# Donors	2	0	1	1	1	
	\$	80,000	0	160,000	200,000	280,000	
Endowed Academic Scholarships*	# Gifts	745	758	589	732	723	
	# Donors	324	289	231	339	320	
	\$	2,134,462	1,499,557	2,291,312	1,421,896	1,711,773	
Endowed Athletic Scholarships*	# Gifts	52	37	34	28	62	
	# Donors	24	20	20	16	41	
	\$	56,901	98,681	104,960	69,084	130,436	
Endowed Athletic General Funds*	# Gifts	10	19	13	2	5	
	# Donors	1	10	13	2	5	
	\$	893	1,612	1,148	200	400	
Total Endowed Funds	\$				2,251,980	2,384,656	5.56%

Time Period Reflected: For reporting purposes, the dates used to represent "May 2018" are 6/1/17 to 5/31/18.

**1.1.1 Analysis of Data and Plan for Continuous Improvement**

2017-2018:

- There was an increase in endowments from May 2017-May 2018 of 5.56%.
- We will increase our marketing efforts of endowed scholarships in an effort to continually increase endowment.
- We will begin educating the community on the importance of faculty development endowments.
- Publish an updated informational booklet with extensive detail on the different types of endowments.

**Performance Objective 2 To market foundation activities to campus personnel, community members, and other constituents.**

**1 Assessment and Benchmark**

Benchmark: >5 civic and/or professional organization memberships by staff.

**1.1 Data**

Fiscal Year	# of civic/professional organization memberships held by staff
2013-2014	7
2014-2015	6
2015-2016	5
2016-2017	5
2017-2018	5

2017-2018:

Memberships include:

- CASE (RR, JL, MN)
- AFP-LA, Southwest Chapter (JL)
- Greater Lake Charles Rotary (JL)
- NACUBO (RR)
- LAMP Board (RR)

Civic and/or professional organization activity:

- GLCRC Program Chair and Board member (JL).
- Serve as AFP President (JL) and NPD committee member (JL).
- Attended the LAMP Conference and meetings in Baton Rouge (RR).

**1.1.1 Analysis of Data and Plan for Continuous Improvement**

Analysis 2017-2018 and Plan for 2018-2019:

- Our staff participated in five civic and/or professional organizations.
- Increase awareness of the McNeese Foundation by providing organizations with special presentations by the Foundation staff promoting McNeese and the Foundation.
- Provide a listing of diverse University guest speakers to community organizations upon request. (ie - If the Greater Lake Charles Rotary Club is requesting a speaker with knowledge in a specific area, we provide them with a list of campus professionals.)
- Assist in the funding of guest speakers brought to the campus community.

Continue memberships in:

- GLCRC (JL); Membership cost = \$1,000.
- CASE (MN, JL, RR); Membership cost = \$475/member.
- NACUBO and LAMP (RR); Membership cost= \$1,516 (no dues required for LAMP).
- AFP (JL); Membership cost = \$275.

**2 Assessment and Benchmark**

Benchmark:  $\geq$ 5% increase in Outrider (McNeese Retiree Association) memberships.

**2.1 Data**

Fiscal Year	Outrider memberships	Change in membership from previous year
2013-2014	131	-1
2014-2015	136	+5
2015-2016	148	+12
2016-2017	158	+10

2017-2018	131	-27
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### 2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

- Membership decreased in 2017-2018.
- Members from 2017-2018 passed away resulting in a decrease in membership.
- Previous members have had health issues and did not renew.
- Some members moved out of state and did not renew.

Plan for 2018-2019:

- Retain current members and seek ways to engage both continuing and new members.
- Continue summer recruitment letter with follow-up letter signed by board members to urge joining/rejoining.
- Contact lapsed members and ask to renew their membership.
- Contact McNeese employees upon eligibility; once separation notice is sent.

## 3 Assessment and Benchmark

Benchmark:  $\geq 2$  publications (Leaf and Legacy, Dispatch from the Outriders, and Get Involved brochure) created and/or disseminated with target audience being current and prospective donors and other constituents.

### 3.1 Data

Fiscal Year	# of publications
2013-2014	6
2014-2015	5
2015-2016	3
2016-2017	3
2017-2018	3

### 3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

- Three publications in 2017-2018.
- Two *Dispatch from the Outriders* newsletters sent to 80 households in both Fall 2017 and Spring 2018.
- *Get Involved* brochure is disseminated as needed or requested by office staff.
- Increase publications if budget allows.
- Market through advertisement in local publications including the American Press and Thrive.