

## Division of University Advancement

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Alumni Relations	FY 03	FY 04	FY 05	FY 06	FY 07	FY 07 Goals	FY 08 Goals
Annual Member Revenue	\$91,244	\$117,300	\$135,015	\$113,215	\$120,630	\$135,000	\$135,000
Live Member Revenue	N/A	\$41,050	\$44,815	\$69,050	\$94,875	\$60,000	\$100,000
Annual Members	2,208	2,457	3,257	2,321	2,530	3,000	3,000
New Graduate Members	N/A	N/A	N/A	3,074	2,962	3,000	3,000
Life/Endowed Members	435	442	508	676	888	750	1,000
Renewal Percentage	47.00%	75.00%	74.00%	59.10%	90.00%	70.00%	75.00%
Member Participation	5.00%	4.89%	5.45%	8.70%	8.23%	10.00%	9.00%
Gifts (non-dues income)	\$53,277	\$18,629	\$34,774	\$103,127	\$186,532	\$35,000	\$75,000
Alumni Solicited for Membership	57,860	59,263	68,994	69,438	77,523	70,000	80,000
Members w/email	1,490	1,847	2,696	4,284	6,230	5,000	7,000
Meeting & Events	29	61	69	76	93	80	100
Mtg & Event Attendance	3,625	6,429	9,066	8,044	11,203	9,000	12,000
Member Communication Pieces	32	43	67	64	65	75	75
Alumni Web Site Visits	19,402	19,348	22,662	21,264	21,246	25,000	23,000

Advancement Services	FY 03	FY 04	FY 05	FY 06	FY 07	FY 07 Goals	FY 08 Goals
Database with Valid Addresses	51,000	72,825	77,584	80,072	86,077	83,000	89,000
Alumni with Valid Addresses	47,000	68,275	72,995	75,140	79,856	78,000	83,000
Database with Valid Phone Numbers	N/A	50,759	56,513	59,449	62,429	60,000	65,000
Alumni with Valid Phone Numbers	N/A	49,037	55,084	56,603	59,408	58,000	62,000
Database with Valid Email	N/A	10,950	16,409	20,001	29,764	23,000	33,000
Alumni with Valid Email	N/A	10,666	16,105	19,696	28,790	22,500	32,000
Records Updated	N/A	N/A	169,603	223,195	259,926	225,000	270,000
Data Requests (reports, lists, labels)	N/A	N/A	172	264	710	275	725

Development	FY 03	FY 04	FY 05	FY 06	FY 07	FY 07 Goals	FY 08 Goals
Amount Contributed	\$2,191,800	\$3,057,951	\$2,962,997	\$7,211,424	\$8,044,878	\$7,000,000	\$8,250,000
Number of Gifts	4,863	6,008	8,159	9,289	11,023	10,000	12,000
Number of Donors	5,197	3,968	5,197	5,673	6,136	6,500	6,650
Addressable Prospects Solicited	47,000	63,647	77,548	73,413	74,972	75,000	78,000
Overall Donor Participation	6.63%	6.23%	6.70%	7.73%	8.18%	9.00%	8.50%
Undergraduate Alumni Solicited	45,500	45,193	55,601	54,910	55,919	56,000	58,000
Undergraduate Donors	1,921	2,501	3,319	3,637	3,858	4,000	4,250
Undergrad Donor Participation	4.22%	5.53%	5.97%	6.62%	6.90%	7.25%	7.33%

**Division of University Advancement (continued)**

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<b>Development (continued)</b>	<b>FY 03</b>	<b>FY 04</b>	<b>FY 05</b>	<b>FY 06</b>	<b>FY 07</b>	<b>FY 07 Goals</b>	<b>FY 08 Goals</b>
New Endowment Agreements	13	15	7	20	32	20	35
Endowment Amendments	14	11	7	4	16	10	15
New Scholarship Agreements	9	7	7	7	11	10	10
Scholarship Agreement Amendments	7	4	not measured	not measured	not measured	not measured	not measured
Heritage Donor Response	383	138	not measured	not measured	not measured	not measured	not measured
Heritage New Donor Response	116	38	not measured	not measured	not measured	not measured	not measured
Heritage Gifts Received	\$26,585	\$14,169	not measured	not measured	not measured	not measured	not measured
Donor-Scholar Luncheon Attendees	312	241	270	306	343	275	350
Planned Giving Expectancies	1	2	6	8	8	15	15
Advancement Web Hits	9,350	10,615	9,861	12,682	13,436	14,000	14,000
On-Line Gifts	10	41	76	98	121	100	125
On-Line Gift Amounts	\$980	\$3,805	\$6,861	\$9,476	\$14,617	\$10,000	\$15,000

<b>Marketing</b>	<b>FY 03</b>	<b>FY 04</b>	<b>FY 05</b>	<b>FY 06</b>	<b>FY 07</b>	<b>FY 07 Goals</b>	<b>FY 08 Goals</b>
Projects Completed	N/A	N/A	N/A	255	417	276	350
University Marketing	N/A	N/A	N/A	80.00%	80.00%	80.00%	80.00%
Academic Marketing	N/A	N/A	N/A	20.00%	20.00%	20.00%	20.00%
Consulting Activities	N/A	N/A	N/A	39	44	50	50

<b>Museum</b>	<b>FY 03</b>	<b>FY 04</b>	<b>FY 05</b>	<b>FY 06</b>	<b>FY 07</b>	<b>FY 07 Goals</b>	<b>FY 08 Goals</b>
Visitors On-Site	N/A	37,680	46,708	42,966	47,625	45,000	50,000
Off-Site Program Attendance	N/A	44,797	39,942	38,601	4,926	40,000	5,000
School Tours	N/A	76	78	66	70	78	78
School Tours Attendance	N/A	5,917	5,837	8,048	6,231	6,250	6,500
4 <sup>th</sup> Grade Attend. Fri. Folk Festival	N/A	4,430	not measured	not measured	not measured	not measured	not measured
Walker Education Ctr. Events	N/A	100	98	95	116	100	120
Walker Educ Ctr Event Attendance	N/A	7,373	7,765	6,819	6,999	7,250	7,250
Gift Shop Net Profit	N/A	\$3,844	\$5,871	\$8,332	\$9,430	\$7,500	\$10,000
Web Site Hits	N/A	37,381	38,669	45,746	39,361	47,000	45,000

<b>Public Relations</b>	<b>FY 03</b>	<b>FY 04</b>	<b>FY 05</b>	<b>FY 06</b>	<b>FY 07</b>	<b>FY 07 Goals</b>	<b>FY 08 Goals</b>
News Releases & Articles (Major)	136	144	157	165	120	170	165
News Releases & Articles (Minor)	217	321	311	339	361	350	375
Hometown Releases	1,143	1,026	806	1173	1115	1200	1200
Media Placements	2,313	1,842	2,703	3,124	4,398	2,750	4,000
Media Professionals Contacted	2,956	2,486	3,166	3,125	3,309	3,200	3,350
Publications Produced	N/A	61	not measured	not measured	not measured	not measured	not measured