Areas Meeting or Exceeding Expectations

• Exceeded goal for Access Illinois campaign
• Faculty and Staff Campaign participation/personal giving
• Stewardship/cultivation events
• Cash giving for FY14 highest in campus history
Accomplishments

• 49.2% employee participation in the faculty and staff campaign
• Successful launch of Student Union fundraising campaign
• Strong engagement from individuals with UIS graduate degrees
• Attendance at cultivation/stewardship events highest in campus history
• Significant increase in community awareness of UIS economic impact on regional economy
Areas Needing Improvement

• Dean/unit head involvement in the fundraising process
• Staffing
• Outreach/contact with alumni and donor constituencies to promote philanthropy
Strategy to improve dean/unit head involvement

• Actions:
  – Increase expectations of deans and unit heads to complete at least one development-related project per year
  – Conduct internal development training for deans and unit heads
  – Engage leadership in campaign planning
  – Implement unit fundraising goals
Strategy to improve staffing

• Actions:

  – Adding two major gift officers
  – Examining implementation of advancement model that would integrate alumni staff with development
  – Realigning staff assignments to maximize access to alumni and major gift prospects
Strategy to improve alumni outreach

• Actions:
  – Maintain frequency and consistency of alumni/development events
  – Increase engagement with and involvement by UIS alums
  – Continue to capitalize on opportunities to increase and enhance institutional visibility
Areas we are watching

• Enrollment
• Enrollment/instructional cost ratios
• Student Union fundraising
• Ongoing collaboration between the overall campus and the Office of Development and the Office of Alumni Relations