

# University of Illinois at Urbana-Champaign

## Dashboard Indicators

FINANCIAL INDICATORS AND ADVANCEMENT UPDATES BY:  
UNIVERSITY OFFICE FOR PLANNING AND BUDGETING  
FEBRUARY 10, 2015

PRESENTED BY:  
CHANCELLOR PHYLLIS WISE  
MARCH 12, 2015

# Peer Group



## **University of Illinois at Urbana-Champaign\***

University of California - Berkeley\*

University of California - Los Angeles

University of California - San Diego

University of Michigan - Ann Arbor

University of North Carolina - Chapel Hill\*\*

University of Texas - Austin\*\*\*

University of Washington

University of Wisconsin - Madison

University of Virginia

\* No medical center.

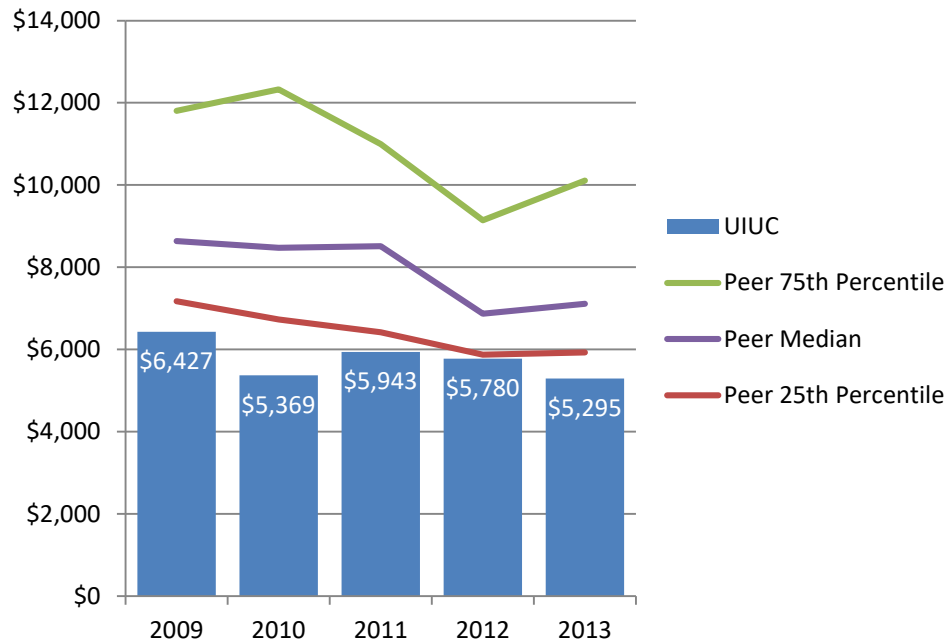
\*\* Medical center affiliated with the university, but owned by the state.

\*\*\* An affiliated medical center is under construction and will begin operations in 2017.

# Financial Indicators



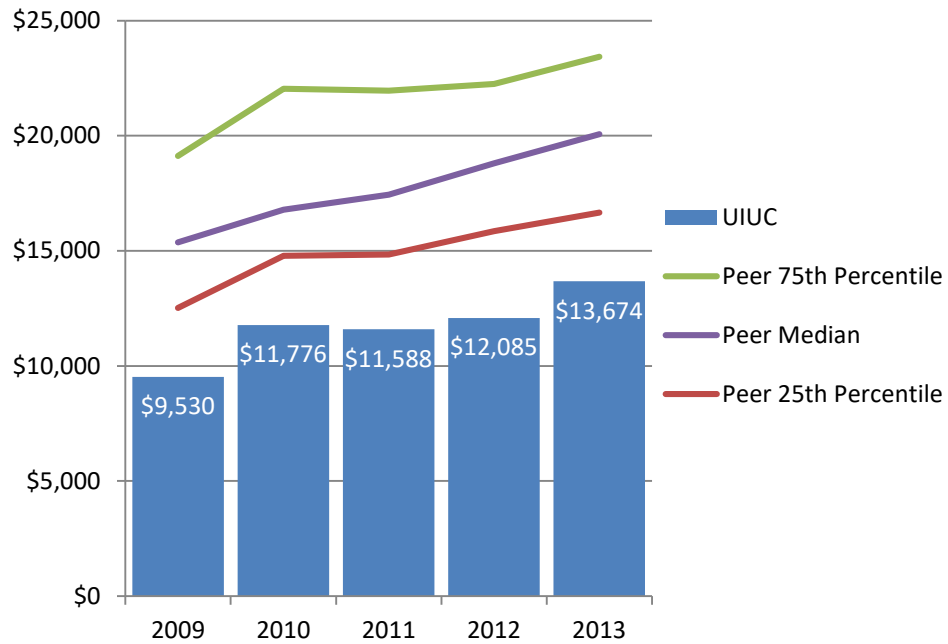
# State Appropriations per FTE Enrollment FY 2009 – FY 2013



University of Illinois at Urbana-Champaign receives less state support per student than the median of its public peers.

Note: Does not include any allocation of University Administration expenses.

# Instructional Expenses per FTE Enrollment FY 2009 – FY 2013

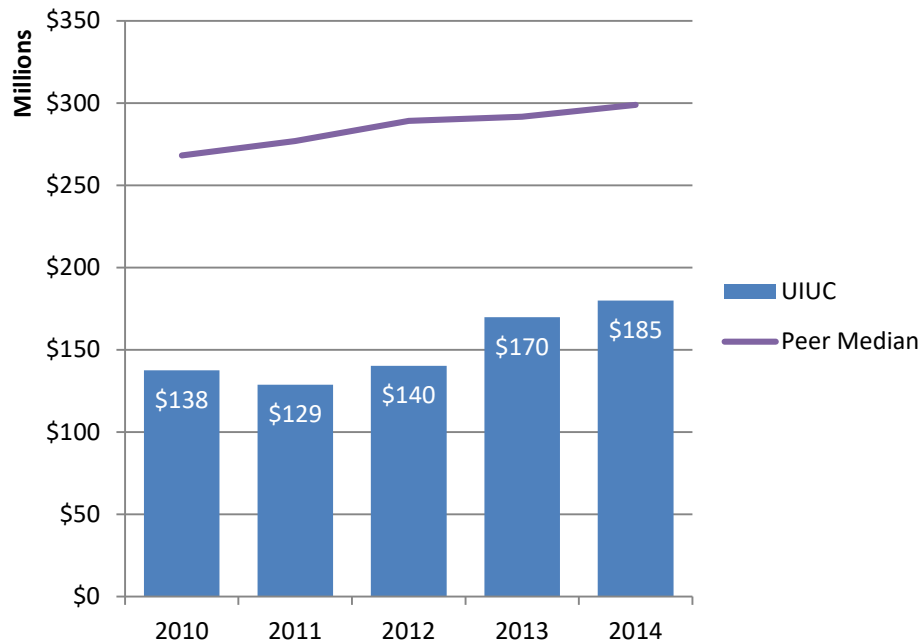


Note: Does not include any allocation of University Administration expenses.

# Advancement



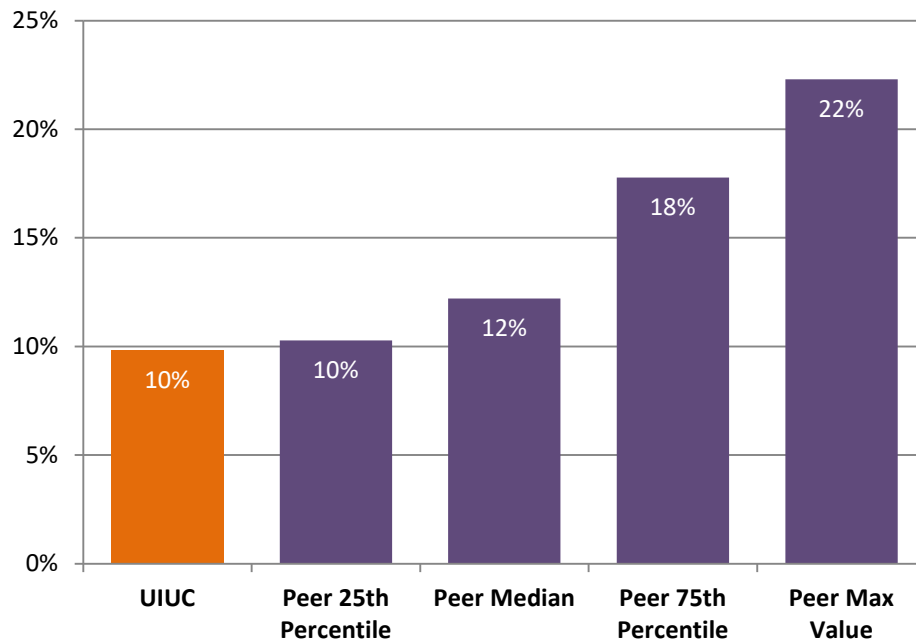
# Cash Gifts Received FY 2010 – FY 2014



University of Illinois at Urbana-Champaign receives less gift income than its peer median.

Note: Excludes University of Michigan-Ann Arbor, University of Virginia, and University of Washington-Seattle due to lack of available data. Includes cash equivalent gifts (i.e., irrevocable life income gifts) reported at face value.

# Annual Giving Rate AY 2011 – AY 2012

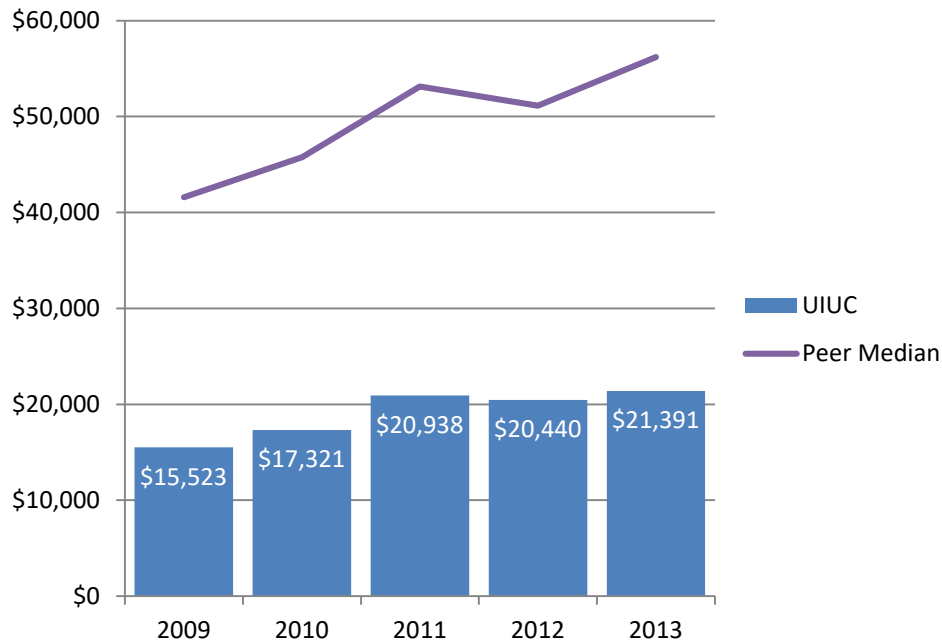


University of Illinois at Urbana-Champaign has a lower percent of alumni donating money than its peer median.

Note: Peer data from US News & World Report, 2015 Edition. Annual giving rate is a two year average.



# Endowment Assets per FTE Enrollment FY 2009 – FY 2013



University of Illinois at Urbana-Champaign has a smaller endowment per student than its peer median.

# Overview



# Areas of Strength/Accomplishments

1. Global reputation for excellence
2. Vision and strategic plan for advancement, with metrics, guiding all key decisions
3. Major gift prospect pool is on par with peers
4. Early alignment between units and OVCIA around development fundamentals and key metrics
5. Road Map based investments should address staffing deficiencies
6. Conversion to Blackbaud CRM will assist fund raising through better relationship management

# Area for Improvement

1. Branding and marketing aimed at key audiences
2. Sustained effort around major gift prospect management, including increased numbers of prospects under management
3. Accelerate hiring of gift officers

# Strategy to Address Areas for Improvement

1. Invest significantly in strategic marketing outreach efforts
2. Rigorous leadership of development management by OVCI in concert with Deans and unit heads, including comprehensive training for gift officers
3. Campaign as accelerator of fund raising progress, both as to production and as to securing mission-critical support
4. Proactive recruitment of fund raisers: hire a recruiter, early campus visits for prospective candidates, evaluate compensation levels

# Areas to Watch

1. Campus' reputation, especially absent a sustained marketing effort
2. Budget impact on faculty and administrative retention and recruitment
3. Blackbaud conversion -- cost and timeline
4. Hiring and management of gift officers

# Questions?

