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
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 student at the University of Illinois at Urbana-Champaign is lower than its peer median.

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

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

• Campus Goal: Build appropriate infrastructure to support comprehensive advancement efforts in both the short and long-term

• Campus goal: Significantly increase fundraising in support of most significant campus priorities
Campus action item: finalize roadmap build-out and prepare organization to launch successful fundraising campaign

☆ Campus action item: grow fundraising success; meet campus goals and contribute more fully to the overall financial picture of the campus

- time-frame (1-2 year)
- time-frame (3-5 year)
Overview
Areas of Strength/Accomplishments

- Global reputation for excellence
- Strategic plan in place
- Broad pool of major gift prospects (on par with peers)
- Roadmap investments have supported build-out of major gift officers and stronger research team
- Metrics now integrated into our hiring, training and evaluation practices
- Alignment between UIF, units and OVCIA on development fundamentals
Areas for Improvement

• Aiming cohesive branding and marketing at key audiences

• Positioning major gift officers in units to align with best prospects

• Attracting more experienced candidates as we recruit new gift officers

• Retaining high performing gift officers

• Enhancing fundraising sophistication among some operations
• Continue buildout of messaging platforms for campus and units as we prepare for upcoming campaign

• Continue implementation of portfolio optimization efforts and campaign readiness efforts

• Utilize campaign to accelerate fundraising progress
Areas to Watch

• Hits to reputation and how to address proactively through marketing

• Budget impact

• Impact of database conversion