

Reported to the Board of Trustees  
March 16, 2016

# University of Illinois at Urbana-Champaign

## Dashboard Indicators

FINANCIAL INDICATORS AND ADVANCEMENT UPDATES BY:  
UNIVERSITY OFFICE FOR PLANNING AND BUDGETING  
FEBRUARY 11, 2016

PRESENTED BY:  
INTERIM CHANCELLOR BARBARA J. WILSON  
MARCH 16, 2016

# 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.

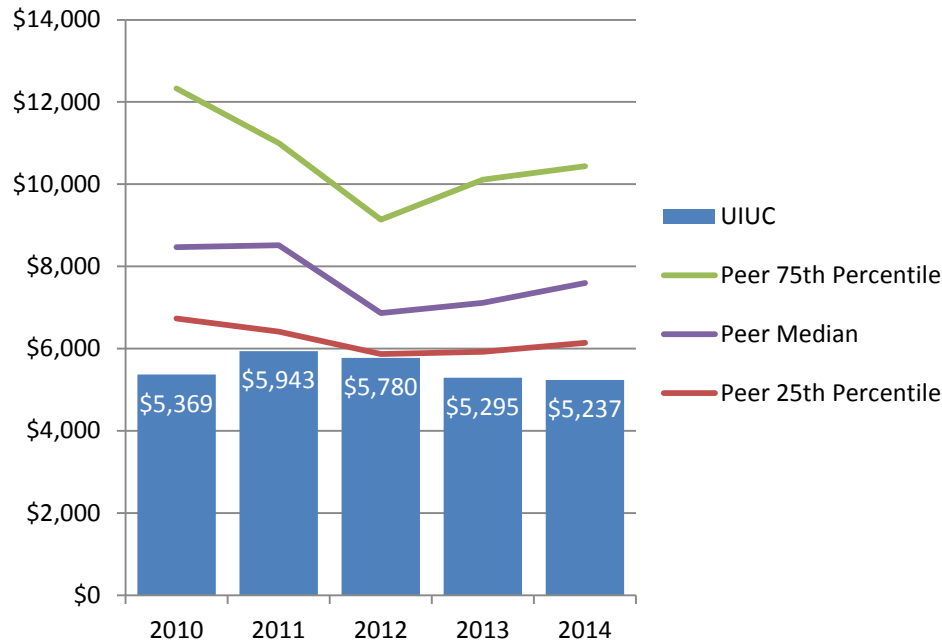
\*\*\* An affiliated medical center is under construction and will begin operations in 2017.

# Financial Indicators





# State Appropriations per FTE Enrollment FY 2010 – FY 2014

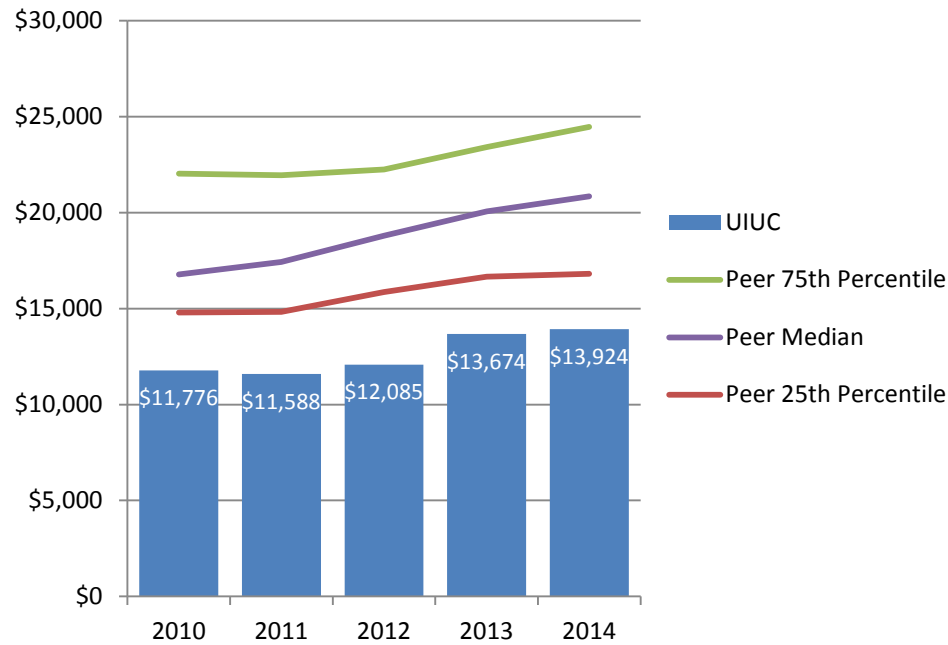


University of Illinois at Urbana-Champaign receives less state support per student than the median of its public peers.

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



# Instructional Expenses per FTE Enrollment FY 2010 – FY 2014



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

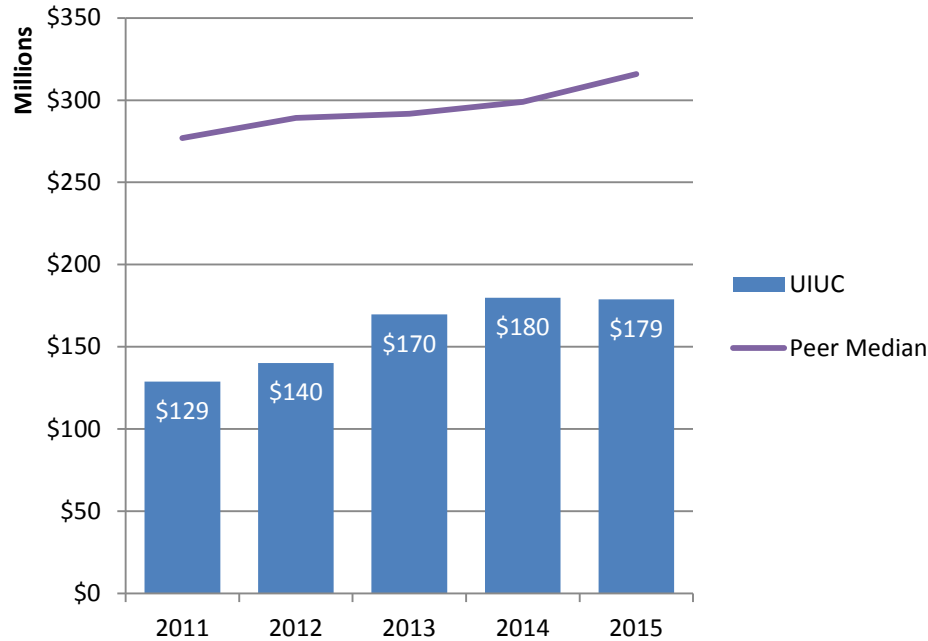
Note: Does not include any allocation of University Administration expenses.

# Advancement





# Cash Gifts Received FY 2011 – FY 2015

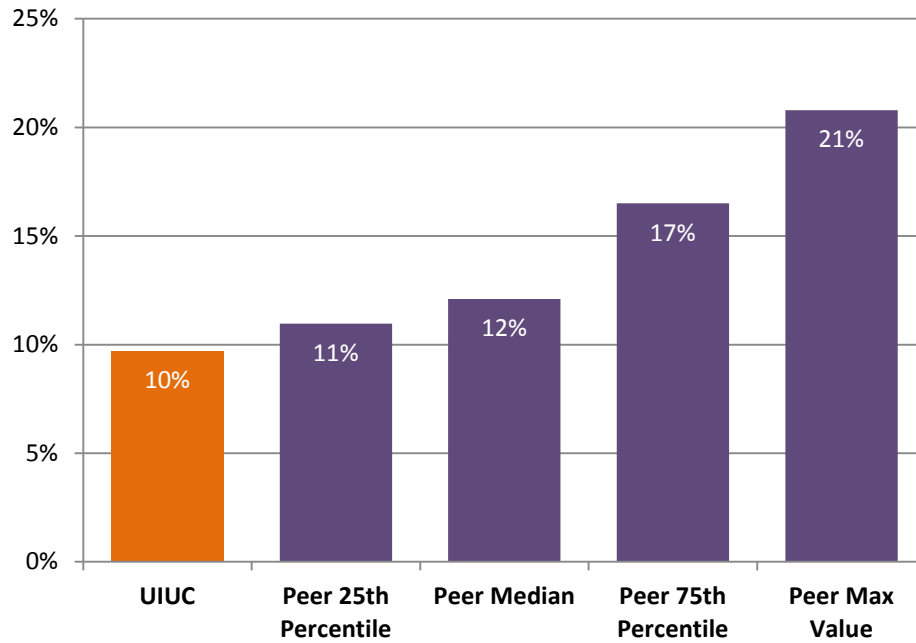


University of Illinois at Urbana-Champaign receives less gift income than its peer median.

Note: Excludes University of Michigan-Ann Arbor, University of Virginia, and University of Washington-Seattle due to lack of available data.



# Annual Giving Rate AY 2012 – AY 2013



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

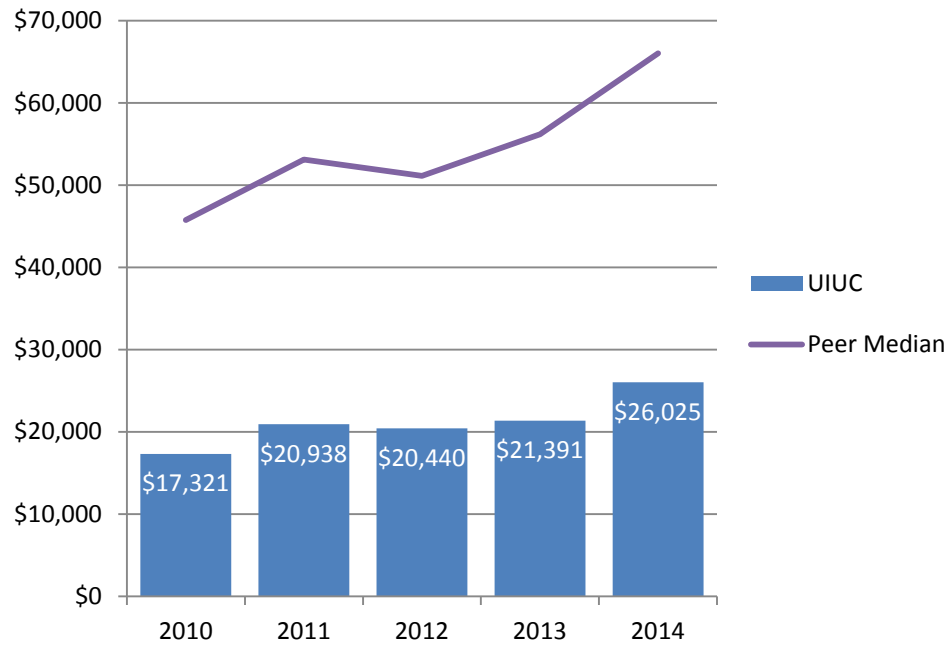
Note: Peer data from US News & World Report, 2016 Edition. Annual giving rate is a two year average.





# Endowment Assets per FTE Enrollment

## FY 2010 – FY 2014



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

# Action Items



- 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



# Strategy to Address Areas for Improvement

- 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



# Questions?

