

University of Illinois at Springfield

Analysis of Dashboard Indicators

FINANCIAL INDICATORS, ADVANCEMENT UPDATES

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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