

Division: \_\_\_\_\_ Institutional Advancement \_\_\_\_\_  
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## Annual Assessment Results and Recommendations Report

Overall summary of Division data results: Division VPs please state summary in terms of actions aimed at improving institutional effectiveness.	Implications for resources needed/budget allocations (Must be tied directly to data reported in Assessment Reports).	Strategic Plan goal(s) supported (2013-2020).
<b><u>FOUNDATION</u></b>		
The Foundation held four (4) small donor cultivation events attended by 146 individuals in addition to the Annual Gala and Cougar Cup Golf Outing.	<b>IA 1</b> - The Foundation needs to hire a full time staff person to manage and increase the number of donor cultivation events. Recommend hiring a Program Assistant at \$42,369 - \$50,000.	Supports Strategic Plan Goal #7
The Foundation in collaboration with the Alumni Relations office developed the Alumni Leadership Initiative (ALI) to attract and engage more recent graduates as volunteers.	<b>IA 2</b> - Recommend continued funding of Academic Specialist position which staffs and supports this effort. This initiative has been shifted to the Alumni Relations office. \$35x15 hours per week.	Supports Strategic Plan Goal #7
Launched Crowdfunding campaigns via KeanLift. Attracted 254 donors who contributed over \$11,000; 21% were new donors to Kean.	<b>IA 3</b> - Recommend hiring an Academic Specialist who can further develop and refine the strategy, and review best practices in crowd funding to increase results. \$20 x 15 hours per week.	Supports Strategic Plan Goal #7
Set a goal to increase annual giving to Kean University by 20%; actual attainment was a 54% increase.	Recommend continued funding of Senior Advancement Officer position which has 50% of function allocated to focus on annual giving results.  Additionally, recommend continued funding of contract with RuffaloCody, vendor managing phone solicitation effort on behalf of Kean University Foundation.	Supports Strategic Plan Goal #7

Set a goal to cultivate and increase major gifts from a variety of donor pools to secure gifts of \$25K+ through relationship building with a goal of increasing gifts by 25% over time. Actual attainment 14 donors made 18 gifts of \$25K+ which represents a 38.46% increase.	No additional resources needed at this time. Foundation recently purchased RelSci relationship mapping tool and had data rated through Target Analytics to identify top donor prospects for major and planned giving.	Supports Strategic Plan Goal #7
The development team is now operating with a set of metrics designed to support increased fundraising by focusing on increased prospect identification, prospect/donor visits, increased proposal submissions, and increased gift closures at the \$25K+ level. (See attached for specific metrics.)	Institutional Advancement has retained the services of Blackbaud Target Analytics to do data modeling to identify the best donor prospects in Kean's constituent database. No additional resources needed.	Supports Strategic Plan Goal #7
Philanthropy amongst faculty and staff has increased by 10% but more is needed. Senior Advancement Officers have discussed philanthropy with faculty and staff but more effort and metrics will be required going forward.	No additional resources needed. Partnering with Felice Vasquez in supporting a new Kean Employees Alumni Network to promote philanthropy and engagement amongst staff.	Supports Strategic Plan Goal #7
Further development is planned in the area of corporate engagement and philanthropy, to include cultivation events, College/School Advisory Boards, partnering with Academic Affairs to identify internships and externships.	It is recommended that a Corporate Engagement Team be developed to include a director or executive director, corporate development officer and career services staff. This team would be part of Institutional Advancement and work collaboratively with other campus partners to drive Kean's engagement with area and national corporations. There are several staffing elements that are already being funded on campus but the team needs to be assembled under one organizational umbrella. Minimal funding will be required at this time.	Supports Strategic Plan Goal #7

## ALUMNI RELATIONS

Valid data on Kean alumni has increased with targeted efforts, however many of our 85,000 alumni are still 'lost' or do not have valid email addresses. Mailing data is our best valid method of communication, but print mailings incur additional costs.	A continued goal should be gaining more valid data, especially email addresses, or our alumni to further engage this demographic. In FY15 will focus on coding Alumni Engagement and data mining, including using information from social media and other sources to update database records. Could use additional resource to focus in this area. Alumni Relations Office will work with senior activities to catch seniors and get their information before they depart from campus.	Supports Strategic Plan Goal #7
Marketing and communication strategies for engaging alumni have expanded. Especially as we lack in email addresses, this is an important area to connect with alumni where they are. Alumni Relations will continue to strengthen our presence online and will enhance the new website to be more visual and engaging.	<b>IA 4</b> - As communication shifts from print to digital, emails, websites, and social media need to be visually stimulating. WayIn can provide help in tracking and curating social media for live streams and on the website. Cost would be \$2,000 / month. An Academic Specialist with graphic design experience would be incredibly helpful to enhance email communication and create graphics for social media as well as print pieces.	Supports Strategic Plan Goal #7
The Office of Alumni Relations provides programs and events to engage with Alumni. Most of these events take place on campus and have seen varied success. Based on data, it will be important to expand our event reach as alumni move around the country and the world. The Office will continue the core annual events and look to add regional alumni receptions which can also help cultivate prospective donors for the Foundation. Additionally, the Office will partner with Career Services and departments to offer professional programs relevant to advancing alumni careers, an area which is a large focus in the news at this time.	The Office will aim for additional events to break even, but additional resources could be helpful to underwrite the events and keep cost of attendance down for Alumni to engage more guests. Reaching alumni worldwide will require utilization of new technology such as GoToWebinar or LiveStream to bring Kean into their homes.	Supports Strategic Plan Goal #7