

**Assessment Report – 2013-2014 Academic Year**  
**Office of Institutional Advancement**

**Mission Statement:**

The Mission of the Kean University Foundation is to promote giving and provide meaningful financial resources to Kean University and its students: supporting the university's mission to provide affordable, accessible education.

**Vision Statement:**

The Vision of the Kean University Foundation is to Advance the University and fulfill the aspirations of the students its serves by inspiring generosity and maximizing philanthropy.

Goals and Objectives		
<b>Goal 7</b> -To establish a revenue flow and financial planning and resource allocation processes that are sufficient, dependable, and consistent to support Kean University's ongoing financial obligations and future ambitions, in lights of ongoing reductions in public funding.		
Objective	Data Results	Action Taken Based on Data Collected

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<p>7.1: Develop a series of giving and cultivation programs to encourage individual and corporate interest in Kean University.</p>	<p><b>Individual:</b> Although two additional cultivation activities were slated for AY14, four actually took place during the 2013-2014 fiscal year; Kean Ocean (10/27/13) 30 attendees, Medallion Society (11/21/13) 50 attendees, MAHGS (4/29/14) 22 attendees and Burger &amp; Weiss Dedication of Painting (6/19/14), 46 attendees.</p> <p><b>Individual: Development of the</b> The Alumni Leadership Initiative (ALI) which boast over 20 members. In addition to quarterly meetings, the ALI has hosted a wine tasting event in Wallington, NJ, a reception and tour of CNBC in Englewood Cliffs, a Christmas reception at Alumni House on the East Campus, and a leadership/ media conference for core members.</p> <p><b>Individual:</b> Three Crowdfunding campaigns were launched via KeanLift. 254 donors contributed over \$11,000. 21% of these donors were first time Kean supporters</p> <p><b>Corporate:</b> Over a half dozen corporations such as Elizabethtown Gas, Investors Saving have PSE&amp;G have either visited in the campus in real time or virtually.</p>	<p><b>Individual:</b> Further development and integration of Crowdfunding as a source of annual funds is in progress.</p> <p><b>Individual: Alumni Leadership Initiative</b> The Alumni Leadership Initiative (ALI) was created in 2013 for Kean University's young professional community. For the Foundation, the ALI provides better access to a valuable market audience and cultivates our next generation of Foundation leadership. It also taps into an important source of revenue and raises awareness of the achievements and aspirations of Kean University. The ALI co-chairs, Kimberly Bace and Jerome Beazer, both received their Global MBA from Kean. They each have a seat on the Alumni Board of Directors for as long as they hold the position of co-chair.</p> <p><b>Corporate:</b> Further development is planned in this area. This will include the sharing of best practices by comparing and contrasting successful strategies from two similar university corporate engagement programs. Proposals for each corporation when then be developed to include a drawdown of corporation's ROI, opportunities for student recruitment for jobs and internships, strategic philanthropy,</p>
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<p>7.2: Maintain and increase annual giving by 20% through the Kean Fund for Excellence and the William Livingston Society</p>	<p>Total revenue in FY13 was \$1,940,834.30 while total revenue in FY14 was \$3,089,355.60. This represents a 59.18% increase in revenue between FY13 and FY14.</p> <p>Annual giving has increased by 54% through the Kean Fund for Excellence and the William Livingston Society.</p> <p>Ruffalo CODY (RC) a leader in providing technology-enabled fundraising and enrollment management services was retained to coordinate a Spring Phone-a-thon. Under the direction of a member of the Kean Senior Advancement Team, RC was provided a list of made was provided a list of over 39,000 alumni. Over the course of 950 hours (April, May and June), RC contacted 61% of the prospects and \$64,433. The average pledge was \$51.18. Number of corporate matching gifts: 15</p>	<p>The phone-a-thon has severed to not only raise gifts but has raised awareness and support for scholarship and the annual a needs of the University. An uptick has also been noted in the number of alumni who are requesting tours and information regarding other gift giving options.</p> <p>A follow-up plan for cultivation is being developed for each corporation that offered a matching gift. See above corporate engagement.</p>
<p>7.3: Establish gift giving as the norm for faculty and staff.</p>	<p>Gift giving has increased by 10% from faculty and staff.</p>	<p>Each Senior Advancement Officer has attended a minimum of one College/ Department meeting to discuss ways in which faculty and staff giving can help the University and the Office of Institutional Advancement (via scholarships) to draw and maintaining the most promising of students.</p>

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<p>7.4: Cultivate and grow major gifts from a variety of donor pools to secure gifts of \$25,000 or more through relationship building with a goal of increasing gifts by 25% over time.</p>	<p>FY13 yielded 10 donors made 13 gifts of \$25,000 or more. While FY14 yielded a slight uptick with 14 donors made 18 gifts of \$25,000 or more. This represents an increase of 38.46%.</p>	<p>Our current major gifts program is ongoing and follows the strategic plan of the entire University. Development Staff will continue to support the University's mission and enhance the vision by obtaining the private financial resources to strengthen the programs of the organization and by developing, managing, and enhancing relationships with alumni and friends.</p> <p>In addition to utilizing Research Point which is an in house wealth screening tool, the Office of Institutional Advancement has retained the services of an outside Prospect Researcher to help us identify and provide relevant information about potential donors to the University. A Full screening of our entire Raiser's Edge Data base is planned for the next fiscal year.</p>
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<p>7.5: Develop an active and robust Planned Giving Program to encourage supporters to name Kean University as a beneficiary in their estate plans.</p>	<p>FY13 to FY14 yielded 4 Planned Gifts totaling \$655,000</p>	<p>Under the leadership of two of Senior Advancement Officers who specialize in Planned Giving, the following events have been facilitated to promote and enhance the Planned Giving Program at Kean University:</p> <ul style="list-style-type: none"><li>-Medallion Society Event, 11/13</li><li>-Planned Giving Advisory Committee Meeting , 2/14</li><li>-Two Planned Giving Ads respectively in the past two Kean Magazine editions</li><li>-Two MAHGS events, 10/13 and 4/14</li></ul>
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