Institutional Advancement At
West Texas A&M University

Budget Hearing
February 12, 2014

Institutional Advancement

Who Are We?
- Communications and Marketing
  - Website
  - Media Relations
  - Marketing/Branding
    - Photography
    - Graphic Design
    - Advertising
- Development
- Advancement Services
  - Foundation and Corporate Grants
- Alumni Services
  - Annual Giving
- University Print Shop
### Institutional Advancement

<table>
<thead>
<tr>
<th>Acct. Type</th>
<th>Department</th>
<th>2008-09</th>
<th>2012-13</th>
<th>2013-14</th>
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<tbody>
<tr>
<td>10</td>
<td>VPIA</td>
<td>180,000</td>
<td>191,428</td>
<td>199,268</td>
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<tr>
<td>11</td>
<td>VPIA</td>
<td>12,000</td>
<td>12,000</td>
<td>12,000</td>
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<tr>
<td>15</td>
<td>VPIA</td>
<td>9,250</td>
<td>8,787</td>
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<td>304,536</td>
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<tr>
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<td>Development</td>
<td>41,082</td>
<td>66,150</td>
<td>80,541*</td>
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<td>Development</td>
<td>22,568</td>
<td>21,441</td>
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<td>Alumni</td>
<td>103,897</td>
<td>174,629</td>
<td>178,867</td>
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<td>11</td>
<td>Annual Fund</td>
<td>128,473</td>
<td>119,111</td>
<td>121,230*</td>
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<td>Comm. &amp; Marketing</td>
<td>414,746</td>
<td>369,522</td>
<td>375,440</td>
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<td>281,392</td>
<td>419,440</td>
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<td>Comm. &amp; Marketing</td>
<td>35,564</td>
<td>39,341</td>
<td>39,341</td>
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<td>50</td>
<td>Foundation</td>
<td>130,000</td>
<td>130,000</td>
<td>130,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1,663,508</strong></td>
<td><strong>1,926,009</strong></td>
<td><strong>1,975,969</strong></td>
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</tbody>
</table>

### Institutional Advancement

- **Budget Enhancements**
  - **Foundation Gift Fee (5%)**
    - FY 2013 - $107,104
    - FY 2014 - $48,913 (to date)
  - Four Percent to Institutional Advancement
    - Used to re-fund travel budgets
  - One Percent to College the Gift Supports
    - Approximately $8,000
  - **Foundation Faculty Support**
    - $20,000 support for faculty development

- **Alumni Association Gifts**
  - Donors can now split gift with College or Department of their choice
Development & Foundation

- **Current Development Positions**
  - Director of Development (1)*
  - Senior Development Officer (2)
  - Development Officer (2)
  - Donor Relations Coordinator (1)

- **Current Advancement Services Positions**
  - Associate VP (1)
  - Foundation Accountant (1)
  - Stewardship Coordinator / Research Analyst (1)
  - Gift Coordinator (1)*
  - Corporate and Foundation Relations (1)

Communications & Marketing

- **Current C&M Positions**
  - Director (1)
  - Assistant Director (1)
  - Graphic Designers (3)
  - Web-Site Development (1)
  - Photographer / Web Site Development (1)
  - Media Relations / Writer (1)
  - Writer / Producer / Social Media (1)
  - Special Events (1)

- **Current Alumni Positions**
  - Director (1)
  - Asst. Dir. for Regional Development (1)
  - Alumni Relations Coordinator (1)
Institutional Advancement

- Current Print Shop Positions
  - Manager (1)
  - Printer (1)

<table>
<thead>
<tr>
<th>Acct. Type</th>
<th>Department Print Shop</th>
<th>2012-13 (actual)</th>
<th>2013-14 (budgeted)</th>
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<tbody>
<tr>
<td>11</td>
<td>Print Shop Salaries</td>
<td>66,611</td>
<td>77,061</td>
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<td>11</td>
<td>Print Shop M&amp;A</td>
<td>311,713</td>
<td>139,275</td>
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<td>11</td>
<td>Print Shop Revenue</td>
<td>401,097</td>
<td>162,083</td>
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<td></td>
<td>Profit/Loss</td>
<td>$22,774</td>
<td>$(54,253)</td>
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</tbody>
</table>

Communications & Marketing

- University Advertising and Marketing – 2010 - $403,000

- University Advertising and Marketing – 2014 - $372,286
  - Mass Media (McCormick) - $220,000
    - Television 52.52%
    - Billboards 25.97%
    - Internet 15.78%
    - Magazine 2.43%
    - Focus Groups 2.09%
    - Radio 0.89%
    - Acct. Services 0.43%
  - Internal Marketing - $20,000
  - External (Non Mass Media) - $50,000
  - Sponsorships - $30,000
  - Email Services - $10,000
  - Event Supplies - $20,000
  - Operational/ Misc - $20,000
WTAMU Fund Raising Results

Total Gifts - 07/08  $3,827,018
Total Gifts - 08/09  $4,113,450
Total Gifts - 09/10  $4,245,875
    Total - $12,186,343 or ($4,062,114 Avg.)
Total Gifts - 10-11  $5,532,584
Total Gifts - 11-12  $7,949,935
Total Gifts - 12-13  $6,805,255
    Total - $20,287,774 or ($6,762,591 Avg.)
    Difference:  $8,101,431
    Increase of:  40%

Development & Foundation

- Cost of Raising a Dollar (National Expectations)
  - Average for All NPO - .35
  - Majority Spend Between - .15 - .24
  - BBB Wise Giving Standard – No more than .35
  - National Education Average - .20

- WTAMU Cost To Raise a Dollar
  - 2012-13 – $6,805,255 Million
    - Cost to Raise a Dollar – 16.7 cents
I Am WT

Launched in September 2009
- Giving Rate Prior to 2009 18%
- Current Year Giving Rate 2014 58%
- Number of Donors (This Year) 425
- Number of Donors (Since 2009) 799
- Total Gifts to I Am WT (Since 2009) $1,241,712

I am WT.

Alumni Services

- National Board of Directors
  - Represent 6 regions in Texas and 2 At Large.
  - Cover a 40 year span of Grad Years

- Financial Support
  - 2,700 'active' members
    - 850 are contributing members
    - 47 active White Buffalo Society members
  - Liberty Mutual and Heff Jones
    - Generated $12,980
      - Liberty Mutual is up
      - Heff Jones is down

Alumni Events
- Chapter Development
  - Lubbock - Midland - Wichita Falls - Amarillo
  - Dallas - Ft Worth - Kansas City
Share your Pride

Campaign Goal: $35,000,000
Campaign Total: $35,834,689
Total Donors: 9,158

The Campaign for West Texas A&M University

Share your Pride

January 1, 2009 - August 31, 2014

15 Endowed Professorships
3 Endowed Chairs
25 Named Classrooms
107 New Scholarships
Scholarship Dollars Awarded
2009 - $623,399
2010 - $648,868
2011 - $799,228
2012 - $1,000,551
2013 - $1,171,931

The Campaign for West Texas A&M University
Institutional Advancement

- **Budget Requests**
  - Development
    - Development Officer for Athletics ($70,000)