**Planning and Finance Committee Minutes**

**December 2, 2015**

 Approval of committee minutes from November 4th.

 Approval of committee minutes from November 18th.

*Roll Call:*

Absentees: Committee Members Ellerton, Goldstein, and Jawahar

*Advancing ISU: Presentation by Vice-President of University Advancement Vickerman*

**Overview of University Advancement:**

 University advancement includes Alumni Relations, University Marketing and

Communications, and the ISU Foundation

 Marketing and Communications is responsible for the alumni magazine, admissions

materials, and fliers.

 The ISU Foundation is a 501c3 that accepts gifts for the university. This separation from

the university allows us flexibility to avoid some state restraints.

 Foundation funds are now being focused on development, which is the fundraising arm of

University Advancement.

 The foundation uses the university’s database.

 Our fundraising has grown from $10 million in 2010 to $36.8 million in 2015.

 The number of alumni donors is up to 11,899 now from 9097 in 2010.

 74% of gift production comes from alumni, 17% comes from friends (faculty, staff, and

families), and 9% comes from corporations and foundations.

 The purpose of gifts is 57% program support, 39% student support, 1% faculty support,

and 3% facility support.

 It is challenging to increase funding for facilities support because donors are less excited

about it than things like new labs. The uncertainty of the state political environment adds

to this difficulty, but as new projects crop up we seek out donors for them.

 We are seeking new donors for the CFA’s renovation project, but we need to manage

expectations. It is important to convey to donors the uncertain timetable given our

current lack of state funding.

 By type, gift production consists of 26% outright gifts, 69% Revocable deferred

commitments (donations in estate plans), 4% pledge commitments over the course of

three to five years, 1% gifts in kind (equipment, software), and 0% irrevocable deferred

commitments (charitable trusts/annuities).

 Reporting on donations from estate plans is structured so that they are counted only once,

rather than counting both when they are announced and come due.

 We have $101.8 million in endowment assets managed by Commonfund. This number is

up from Fiscal Year 2010’s $65.9 million. Our average return from Commonfund has

been around 6%.

 Our total budget is $420 million, with a little under 1% coming from the endowment

interest.

 We are seeking to ask for many more six figure gifts next year to increase gift

production.

 $11 million is our cash receipts goal for this year.

 Testimony Gifts Documented occur when we know that the university is included in

someone’s will. Undocumented Testimony Gifts are inclusions in wills that we were not

informed of.

**The Campaign:**

 We are new to fundraising campaigns. Our first was in 2005, raising $95 million. We

have not campaigned since, which is a long time compared to other institutions.

 We are currently in the process of planning the campaign and determining our priorities.

 The phases of a fundraising campaign are the quiet phase, the nucleus phase, and the

public phase.

 The quiet phase is an initial stage of planning the priorities of the campaign.

 The nucleus phase includes the gathering of leadership expenses, as well as figuring out

accounting and structure of the campaign.

 The public phase tends to last about four years. It can be difficult to keep the fundraising

momentum during this phase, due to a difficulty keeping donor attention. This is one

reason we are looking at condensing the public phase of this campaign.

 We are currently working with a campaign consultant to help us plan and conduct

feasibility studies.

 The entry to the public stage depends on the success of key solicitations planned for

2016. In the best case, we would be going public in spring of 2017.

 Large commitments are leadership gifts of $1 million and up. We will need about 60

gifts at this level to reach our campaign goals.

 We are also working with the consultant to see if we can turn some of the $25,000 gifts

we have been getting into six-figure gifts.

 We have an initiative to get students to purchase special tassels at graduation in a push to

connect our young alumni early. Once we lose donors, they tend to be gone for good.

Our data says that if young alumni are not connected within five years it is difficult to get

them back into the cycle.

 Part of the fundraising campaign is to strengthen our culture of philanthropy, which is

part of our strategic plan.

 Corporate gifts are quite competitive. This is one of the reasons why they constitute only

9% of our incoming gifts. We tend to receive gifts from the institutions that see it as an

investment, like Country Companies and State Farm.

 As we gain experience in fundraising, we are getting better at following our high-profile

alumni. Now, we are trying to tell our story to them.

 Our current state environment encourages us to seek private support. We are still

learning to tell our story with assertion. President Dietz’s ISU Points of Pride are a good

start towards this.

*Adjournment:*

 Motion By Senator Schaab

 Second by Senator Lin.