



Institutional Effectiveness Plan University Advancement

Advancement

Making forward progress toward a university's strategic plan

- **Alumni Engagement**
- **Communications**
- **Development**
- **Foundation Finance & Operations**
- **Marketing**
- **The UAFS Foundation Inc.**





2023-2024 Highlights

- **The Campaign**
 - Continued progress toward public launch goal (80%) in April 2025
- **Alumni Engagement**
 - Surpassed Day of Giving goals and completed new strategic plan
- **Development**
 - Key commitments for Centers of Excellence and public phase strategy work
- **Communications**
 - Record engagement across owned and earned media and new print strategies
- **Marketing**
 - Records in web traffic and in licensing/royalties and specialized campaign success
- **The UAFS Foundation Inc.**
 - Set a new high-water mark for total assets



Strategic Plan 1.1

Drive interest in UAFS as a first-choice institution and invest in innovative recruiting practices to ensure continued enrollment growth.

FY 24 Objective

- Continue to adjust and evolve recruitment marketing tactics, emphasizing proven and effective strategies.

Results

- Website (FY24)
 - Sessions- 876,958
 - RFI Ratio- Baseline



Strategic Plan 1.1

Drive interest in UAFS as a first-choice institution and invest in innovative recruiting practices to ensure continued enrollment growth.

FY 25 Objective

- Advanced Manufacturing Engineering
- Smart Choice tuition waiver
- UAFS Guarantee
- OSD Project (WATC)
- Landing page optimization

Goals

- Website (FY25)
 - Sessions- 850,000
 - Slate Events- 250,000
 - RFI Forms- 2,000



Strategic Plan 1.4

Optimize comprehensive institutional and private aid practices to ensure a UAFS education is accessible to all.

FY 24 Objective

- Optimize the deployment of UAFS Foundation student aid mechanisms.

Results

- Scholarships
 - Available- \$3,236,330
 - Awarded- \$2,458,670
 - Percent- 76%
- Students Awarded- 1,460
 - Average Amount- \$1,684
- New Scholarships- 7
 - Amount- \$147,713



Strategic Plan 1.4

Optimize comprehensive institutional and private aid practices to ensure a UAFS education is accessible to all.

FY 25 Objective

- Increase the volume of UAFS Foundation aid in conjunction with the changes to the order of aid and support new and existing programs.

Goals

- Scholarships
 - Available- \$3,500,000
 - Awarded- \$2,800,000
 - Percent- 80%
- Students Awarded- 1,600
 - Average Amount- \$1,800
- New Scholarships- 10
 - Amount- \$250,000



Strategic Plan 1.6

Continue to invest in and promote the UAFS brand while developing new ways to tell the UAFS story across constituent groups.

FY 24 Objective

- Expand local brand strategies, grow the licensing and royalties program, and evolve strategies to tell the UAFS story.

Results

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• Community Strategies<ul style="list-style-type: none">• Paint the Town Blue- 98• Perk Stop- 12• Alum Owned Business- 46• Licensing Management<ul style="list-style-type: none">• Royalties- \$7,573• Gross Sales- \$62,349• Total Units- 4,428• Licensed Vendors- 51• Retail Locations- 5 | <ul style="list-style-type: none">• Strategic Communications<ul style="list-style-type: none">• Social Media<ul style="list-style-type: none">• 4.4M Impressions• 89,046 Engagements• 297 Accounts• 2% Neg. Sentiment• Newsroom<ul style="list-style-type: none">• 63,814 Page Views• 0:49/page• 5,825 Events• Newsletters<ul style="list-style-type: none">• 63 Newsletters | <ul style="list-style-type: none">• Print Publications<ul style="list-style-type: none">• Belltower- 18,000• Chancellor's Report- 2,500• Earned Media Coverage<ul style="list-style-type: none">• 3,303 Mentions• 431 News Sources• 1.18M Impressions• 1% Neg Sentiment |
|--|--|--|



Strategic Plan 1.6

Continue to invest in and promote the UAFS brand while developing new ways to tell the UAFS story across constituent groups.

FY 25 Objective

- Continue the expansion of local brand strategies, grow the licensing and royalties program with an emphasis on the Walmart partnership, and expand the already successful strategy of telling the UAFS story.

Goals

- **Community Strategies**
 - Paint the Town Blue- 100
 - Perk Stop- 15
 - Alum Owned Business- 50
- **Licensing Management**
 - Royalties- \$10,000
 - Gross Sales- \$75,000
 - Total Units- 5,000
 - Licensed Vendors- 55
 - Retail Locations- 7
- **Strategic Communications**
 - Social Media
 - 4.5M Impressions
 - 90,000 Engagements
 - 200 Accounts
 - 2% Neg. Sentiment
- **Newsroom**
 - 65,000 Page Views
 - 1:00/page
 - 6,000 Events
- **Newsletters**
 - 65 Newsletters
- **Print Publications**
 - Belltower- 18,000
 - Chancellor's Report- 2,500
 - Foundation Report- 1,000
- **Earned Media Coverage**
 - 3,500 Mentions
 - 450 News Sources
 - 1.5M Impressions
 - 1% Neg Sentiment



Strategic Plan 2.3.4

Establish centers of excellence to enhance academic programs in high-demand fields, support student success, and power the regional economy.

FY 24 Objective

- Utilize comprehensive advancement strategies to support the Centers of Excellence.

Results

- \$1M Naming for Jim Walcott FEC (Economic Development)
- \$500k from the Caldwell Foundation to build a simulation lab (Health Sciences)
- \$25k for Shipley Collaboration Space (Economic Development)
- Facilitated Advanced Manufacturing Listening Tours (Advanced Manufacturing)
- All 5 Centers represented in the Chancellor's Report and 4 in Belltower
- Specialized Marketing campaign to launch ADN (Health Sciences)



Strategic Plan 2.3.4

Establish centers of excellence to enhance academic programs in high-demand fields, support student success, and power the regional economy.

FY 25 Objective

- Expand on the advancement support of the Centers of Excellence and intentionally grow each center related to the capabilities within advancement.

Goals

- Begin capital project fundraising for a Center for Advanced Manufacturing (Advanced Manufacturing)
- Begin capital project fundraising for a Center for Health Innovation (Health Sciences)
- Secure lead gift to create a Center for Non-Profits (Economic Development)
- Begin Facilitated Listening Tours for Computer and Data Science (Computer and Data Science)
- All 5 Centers represented in the Chancellor's Report, Belltower, and NEW Foundation Annual Report
- Specialized Marketing campaign to launch Bachelor's Degree in Advanced Manufacturing Engineering



Strategic Plan 4.1.2

Advance the strategic priorities of the institution through meaningful philanthropic partnerships with individuals, corporations, and foundations, and align these resources to support student success, and empower transformative investments.

FY 24 Objective

- Achieve year-over-year goals of the development operations with specific strategies leading up to the public launch of the comprehensive campaign.

Results

- Development
 - Production- \$4,852,590
 - Receipts- \$6,891,964
 - Proposal- 83
 - Visits- 260
 - Contacts- 560
- Campaign Progress
 - Amount-?
 - Percent to Goal-?



Strategic Plan 4.1.2

Advance the strategic priorities of the institution through meaningful philanthropic partnerships with individuals, corporations, and foundations, and align these resources to support student success, and empower transformative investments.

FY 25 Objective

- Launch the public phase of the comprehensive campaign and deploy the development strategies that have been built for this purpose.

Goals

- Development
 - Production- \$10,000,000
 - Receipts- \$8,000,000
 - Proposal- 150
 - Visits- 500
 - Contacts- 1,000
- Campaign Progress
 - Amount-? (4/2/25)
 - Percent to Goal-80%



Strategic Plan 4.2.3

Cultivate and expand purposeful, long-term, and mutually beneficial community partnerships, foster philanthropic efforts, and contribute to the region's social, economic, and environmental success.

FY 24 Objective

- Expand the alumni engagement operation and grow corporate partnerships.

Results

- Alumni Engagement
 - Total- 33,335
 - Non-Degree- 19,983
 - Events- 11
 - Registered- 1,472
 - Attended- 1,448
 - Participation- 0.66%
- Corporate Sponsorship
 - Companies- 23
 - Production- \$83,536



Strategic Plan 4.2.3

Cultivate and expand purposeful, long-term, and mutually beneficial community partnerships, foster philanthropic efforts, and contribute to the region's social, economic, and environmental success.

FY 25 Objective

- Begin the deployment of the new alumni engagement strategic plan tactics and continue to evolve the corporate partnership strategies.

Goals

- Alumni Engagement
 - Total- 33,500
 - Non-Degree- 20,228
 - Events- 14
 - Registered- 1,600
 - Attended- 1,400
 - Participation- 1%
- Corporate Sponsorship
 - Companies- 25
 - Production- \$85,000



Strategic Plan 4.2.7

Strengthen institutional scholarship offerings and foundation endowments to ensure accessible and affordable opportunities for all students and support the transformative impact of UAFS on their lives and careers.

FY 24 Objective

- Continue strategies to grow the overall portfolio of the UAFS Foundation.

Results

- UAFS Foundation
 - 6/30 Portfolio Balance- \$147,711,631
- Endowment
 - Balance- \$108,842,196
 - Available- \$3,846,104
 - Awarded- \$2,894,429
- Gift Revenue-FY25 Budget
 - Total- \$9.2M



Strategic Plan 4.2.7

Strengthen institutional scholarship offerings and foundation endowments to ensure accessible and affordable opportunities for all students and support the transformative impact of UAFS on their lives and careers.

FY 25 Objective

- Continue strategies to grow the overall portfolio of the UAFS Foundation and expand on opportunities for the campus to utilize and plan with Foundation funds.

Goals

- UAFS Foundation
 - 6/30 Portfolio Balance- \$150,000,000
- Endowment
 - Balance- \$110,000,000
 - Available- \$4,600,000
 - Awarded- \$3,450,000
- Gift Revenue-FY26 Budget
 - Total- \$9.5M



Short-term Resource Requests for FY26

Resource Description	Alignment with strategic plan pillar	Budget request on-going	Budget request one-time	Total of budget request for FY26
<u>Institutional Salary Adjustments</u> By Priority 1. Cost of Living Adjustment 2. Raise the UAFS salary floor to the higher of \$15/hr. or 15th percentile of CUPA data, following up on last year's efforts to reach the 10th percentile with a long-range goal of sustaining a floor of 25th percentile.”. 3. Merit pool to reward high performers	2.2	TBD	TBD	TBD



Long-term Resource Requests

Resource Description	Alignment with strategic plan pillar	Budget request on-going	Budget request one-time	Total of budget request for FY??
Targeted Efforts in Strategic Marketing and Advertising efforts to boost the Centers of Excellence	1.1, 2.3.4	\$250,000 (\$50,000 dedicated to each Center of Excellence to execute comprehensive marketing campaigns)		\$250,000
Celebrate the Centennial and Conclusion of the Campaign	1.6	\$125,000 (City-wide marketing push e.g. billboards, increase in mailing and print, and an event)	\$125,000	

University Advancement

What if there were a university where futures were forged without the crushing weight of college debt? Where local talent fuels the region's largest businesses and the students of today train for the jobs of tomorrow with the experts who literally wrote the book on it.

What if there were a city where devastating shortages in essential fields were a distant memory, and where employers face the gravity of rapid technological change with confidence, because their university was ready to train their workforce in every new innovation?

What if the entire region knew there was a place where education was accessible to all, where businesses thrive, and students have the opportunity to fulfill their dreams without fear of financial burdens?

That university of the future, the one that inspires, empowers, and transforms, doesn't have to be just a dream. We're ready to build it.





The Campaign for the River Valley

SAVE-THE-DATE
April 2, 2025
Public Launch