

## Summary Report and Request for Non Academic Units

### Annual Budget Hearings - 2015

**Unit Name:** Division of Institutional Advancement

**Unit Mission Statement:** The WTAMU Division of Institutional Advancement enhances the academic vision and priorities of WTAMU through its fundraising activities, alumni and friends cultivation and communication with both external and internal stakeholders of the University.

**Unit Key Performance Indicators (data for last three years):**

	FY12	FY13	FY14	Reference
<b>1. Total Foundation Assets</b>	\$36,919,882	\$41,665,726	\$50,636,014	5.5.1
<b>2. Total Number of Donors</b>	2569	2993	2730	5.5.1
<b>3. University Enrollment</b>	7,908	8,388	8,981	5.2.2
<b>4. Total Dollars Raised</b>	\$7,943,836	\$6,805,226	\$6,528,994	5.5.1
<b>5. Cost to Raise a Dollar (cents)</b>	X	16.7	14.5	5.5.1

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Unit Name: Institutional Advancement - Development

**Unit Mission Statement:** The mission of the development office is to establish, cultivate and steward relationships with external constituents resulting in impactful support for the University.

**Unit Key Performance Indicators (data for last three years):**

	FY12	FY13	FY14
<b>1. Number of Unique Donor Visits</b>	~ 778	890	1008
<b>2. Number of Unique Proposals</b>	~37	56	50
<b>3. Number of New Endowed Accts</b>	28	27	28
<b>4. Scholarship Awards (\$)</b>	\$1,000,551	\$1,171,931	\$1,402,082

#### Budget Requests for FY16:

**1. Title of Request: *Development Officer for Athletics***

Dollar Amount Requested: \$50,000

To which imperative, goal, strategy of the WTAMU Five-Year Plan 2014-2018 is this request in support of?

*5.5.1 – Commencing FY16, raise at least \$8,000,000 per year for scholarships, faculty and program development, and capital projects.*

Is this request consistent with the University Five Year Plan 2014-18 Financial Plan? *No*

How is this request anticipated to impact a unit KPI referenced above?

*The addition of a new development officer should equate to an increase of 150 unique donor visits, a 15% increase in KPI #1 for FY16. It should also equate to an increase of 8 unique major gift proposals, a 16% increase in KPI#2. Athletics represents the most substantial target constituency not formally included the University's development program. Resources invested in a formalized development plan for athletics should return significantly in the areas of endowed scholarships, program support and capital support.*

**2. Title of Request: Senior Development Officer (Promotion)**

Dollar Amount Requested: \$8,200 – *salary savings preferred*

To which imperative, goal, strategy of the WTAMU Five-Year Plan 2014-2018 is this request in support of?

*5.5.1 – Commencing FY16, raise at least \$8,000,000 per year for scholarships, faculty and program development, and capital projects.*

Is this request consistent with the University Five Year Plan 2014-18 Financial Plan? *No*

How is this request anticipated to impact a unit KPI referenced above?

*Promotion is necessary to retain high performing employees. Retention of development officers surpassing benchmarks necessary for promotion would affect all KPI. The employee recommended for promotion has increased giving to her college by 76% in her two years on staff and has assumed management of the fundraising activities associated with university programs outside of her college including, Rogers LEAD WT, President's Circle, and Friends of the Cornette Library. She also plays a vital role in the training of new staff. Fiscal YTD numbers indicate yet another significant increase in giving to her college.*

## Summary Report and Request for Non Academic Units

### Annual Budget Hearings - 2015

**Unit Name:** Institutional Advancement – Alumni Relations and Annual Giving

**Unit Mission Statement:** The mission of the WTAMU Alumni Association is to foster pride in the University, to build and enrich relationships, and to create opportunities for lifelong engagement among the University, Alumni and Community.

**Unit Key Performance Indicators (data for last three years):**

	FY12	FY13	FY14	FYTD
<b>1. Number of General Members</b>	607	1,349	2,264	2690
<b>2. Number of Contributing Members</b>	501	546	595	651
<b>3. Active Chapter Development (regions/cities)</b>	0	2	3	7
<b>4. Number of Alumni Engagement Events</b>	11	18	43	
<b>5. Annual Fund Revenue</b>	\$266,497	\$276,925	\$257,801	
<b>6. Number of unique appeals</b>		NEW KPI		
<b>7. Number of donors solicited</b>		NEW KPI		

**Budget Requests for FY16:**

**1. Title of Request: *Assistant Director for Alumni Relations and University Engagement (Promotion)***

Dollar Amount Requested: \$2,825 – *salary savings preferred*

To which imperative, goal, strategy of the WTAMU Five-Year Plan 2014-2018 is this request in support of?

*5.5.2 – Enhance the campus-wide faculty and staff annual fund campaign. 5.6.2 – Continue to cultivate current and new alumni association members and engage them in university activities by increasing the number and quality of communications and opportunities to interact with faculty, staff and fellow alumni.*

Is this request consistent with the University Five Year Plan 2014-18 Financial Plan? *No*

How is this request anticipated to impact a unit KPI referenced above?

*Although we anticipate that all KPI will be positively affected by the addition of an Assistant Director, KPI 4,5,6, and 7 will be most significantly impacted. Specifically, KPI #6 should go from 1-2 to no less than 4 and KPI #7 should be no less than 5,000. It is expected that this position will be responsible for annual fund activities including, I AM WT, student philanthropy initiatives and crowdfunding. Over 6,500 of the 9,558 donors to the Share Your Pride campaign were first-time donors to the University. Strengthening our Annual Fund program, with a specific focus on donor retention, is an immediate priority as we work to capitalize on this influx of new donors. The request promotion would be a reallocation of human resources to address this area of emphasis in the most cost effective way possible.*

## Summary Report and Request for Non Academic Units

### Annual Budget Hearings - 2015

**Unit Name:** Institutional Advancement - Advancement Services

**Unit Mission Statement:** The mission of Advancement Services is to ensure the responsible and ethical management of alumni and donor information, as well as to provide information services and infrastructure in support of fundraising and engagement activities for the Division of Institutional Advancement, West Texas A&M University and the West Texas A&M University Foundation.

**Unit Key Performance Indicators (data for last three years):**

	FY12	FY13	FY14	Reference
<b>1. Number of new accounts – Endowment/Expendable Only</b>	28/18	27/32	28/22	5.7.3
<b>2. Gifts Processed</b>	8,735	10,447	9,718	5.7.1
<b>3. Gift Fee Revenue</b>	\$45,964	\$73,376	\$80,642	5.7.3
<b>4. Mailing Return Rate – Appeals/Invitation over 2,500</b>	NEW KPI			5.7.1

## Summary Report and Request for Non Academic Units

### Annual Budget Hearings - 2015

**Unit Name:** Institutional Advancement – Marketing and Communications

**Unit Mission Statement:** The mission of the Office of Communication and Marketing is to uphold the brand and a positive image to enhance the awareness and visibility of West Texas A&M University among all constituents.

**Unit Key Performance Indicators (data for last three years):**

	FY12	FY13	FY14	Reference
<b>1. Mass Media Marketing</b>				5.2
a. News Releases	194	186	171	
b. Media Mentions	2,108	2,232	1,644	
c. Printed pieces	126	141	147	
d. Recruitment pieces	45	26	31	
<b>2. Volunteer Outreach</b>				5.3
a. Number of volunteers	X	X	52	
b. Number of volunteers hours	X	X	1,596	
c. Number or organizations served	X	X	27	
<b>3. Alumni/Donor Communication</b>				5.4
a. <i>West Texan</i> distribution list	1,844	2,242	2,425	
b. Online newsletter distribution list	X	5,321	6,294	
<b>4. Social Media Activity</b>				5.4.4
a. Facebook likes	8,623	11,670	16,346	
b. Twitter followers	X	X	7,045	
c. Instagram followers	X	X	2,524	
<b>5. Revenue generating activities</b>				
a. Print shop revenue (\$)	131,567.00	131,068.48	135,148.00	
b. Brand licensing revenue (\$)	X	~27,408.62	~28,085.01	
<b>6. Website traffic and user activity</b>				5.4.2
a. Pageviews	18,744,639	15,992,254	16,502,315	
b. Users	3,886,624	3,018,339	2,792,300	
c. Sessions	8,017,998	6,717,218	4,294,347	
d. Avg. session duration (minutes)	03:08	03:14	03:19	
e. Returning visitor (%)	52.8	56.3	59.7	
f. New visitor (%)	47.2	43.7	40.3	

**Budget Requests for FY16:**

**1. Title of Request: *Marketing/Advertising Budget Enhancement***

Dollar Amount Requested: *\$10,000*

To which imperative, goal, strategy of the WTAMU Five-Year Plan 2014-2018 is this request in support of?

*5.2.1 – Maintain and expand a comprehensive mass media plan that will increase public awareness and enhance the reputation of WTAMU.*

*5.2.2 – Maintain and expand an advertising marketing campaign designed to increase enrollment from both inside and outside our traditional service area.*

*5.2.3 – Expand an internal campus marketing strategy designed to promote campus involvement, student retention and increase revenue for campus services.*

Is this request consistent with the University Five Year Plan 2014-18 Financial Plan? *Yes*

How is this request anticipated to impact a unit KPI referenced above?

*This request is intended to offset cost increases in paper, printing, advertising and food each year. This enhancement will, at the very least, allow for performance and production numbers related to KPI #1 to remain constant under normal circumstances. It will allow for our staff to pursue the quality of food, events, and advertising appropriate for our donors, alumni and prospective students.*

**2. Title of Request: *Online Experience Coordinator***

Dollar Amount Requested: *\$38,000*

To which imperative, goal, strategy of the WTAMU Five-Year Plan 2014-2018 is this request in support of?

*5.2.1 – Maintain and expand a comprehensive mass media plan that will increase public awareness and enhance the reputation of WTAMU.*

Is this request consistent with the University Five Year Plan 2014-18 Financial Plan? *No*

How is this request anticipated to impact a unit KPI referenced above?

*It is anticipated that the most significant impact would be found in KPI #4 and #6. This position would help impact most strategies that fall under goals 5.2 and 5.3. WTAMU's online presence and the strategy for that expands into many areas and needs a position dedicated to it. Online presence covers anything from working with our web communication manager to IT to cover online classes, social media, recruitment sites, and advertising strategy with Google Adwords and beyond. It is not a world where we need to rely on a few employees who have absorbed these responsibilities to manage our online presence, but a full-time experienced person who works with several across campus to*



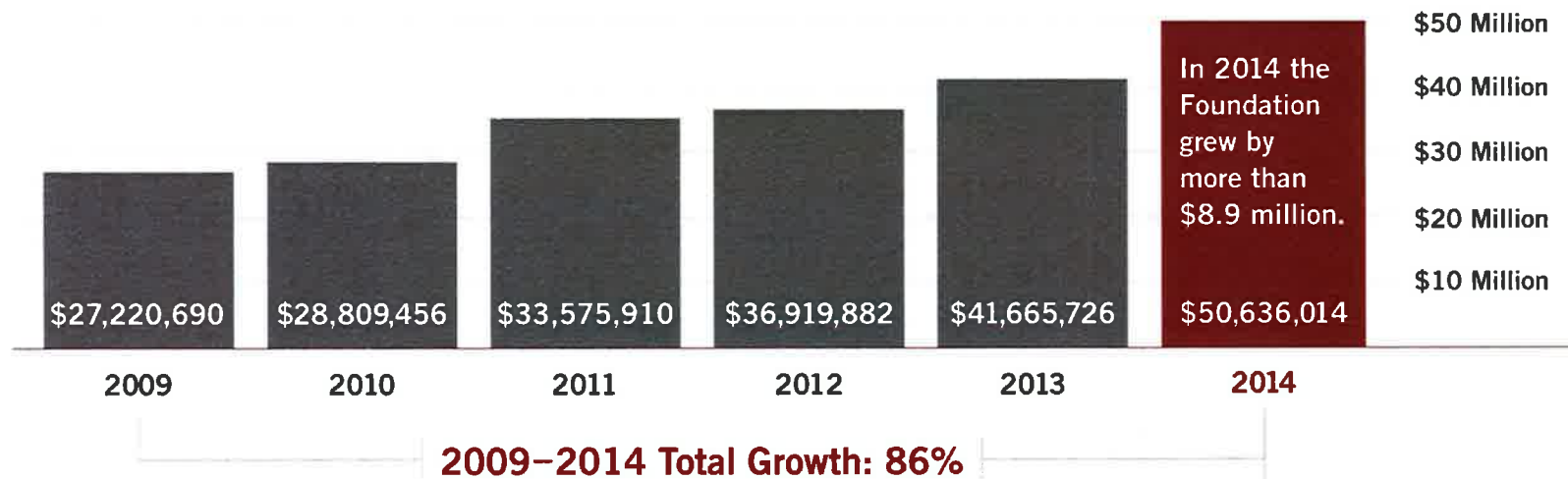
*coordinate, monitor and manage our online brands to make sure our audiences are having the best experience possible and moving WTAMU forward to change with the trends as quickly as possible to keep up with the fast-paced online world.*

# Budget Hearing 2015

*West Texas A&M University Institutional Advancement*

 West Texas A&M University<sup>™</sup>  
**INSTITUTIONAL ADVANCEMENT**

Growth in Total Assets

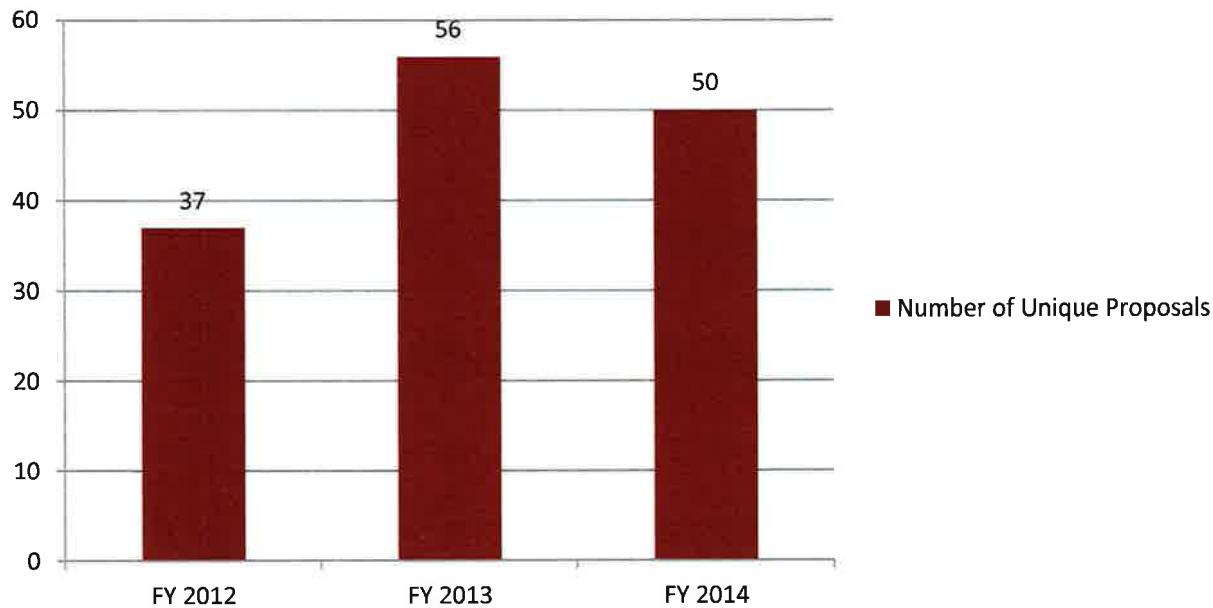


2014 saw greater growth than any of the preceding 5 years.

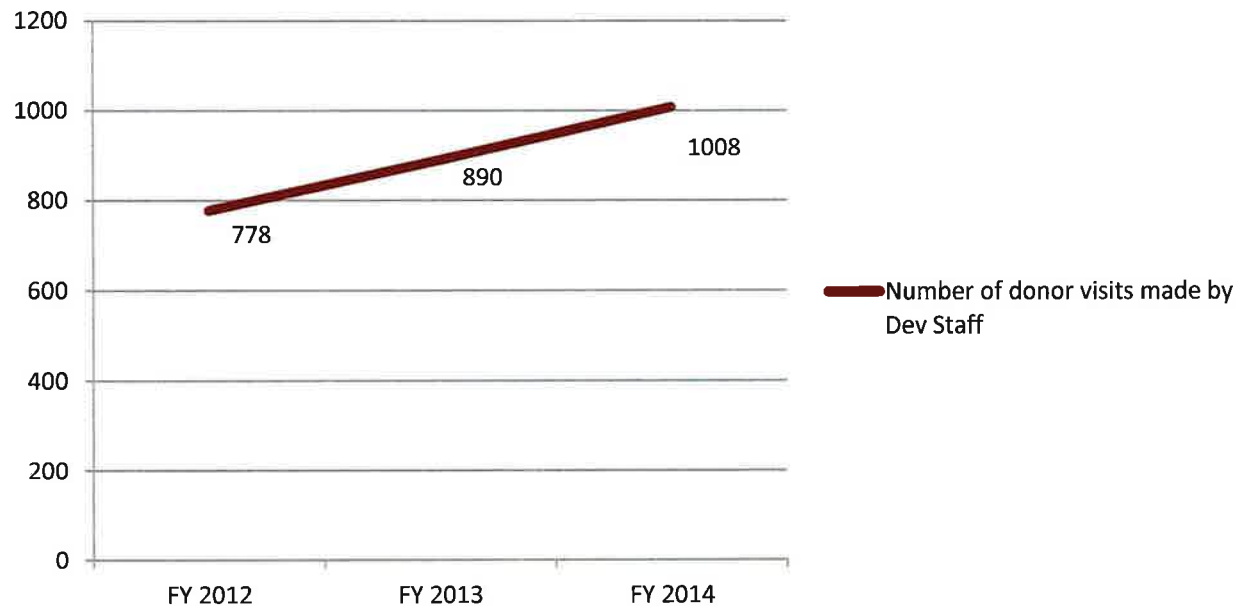
Cost of Raising a Dollar (National Expectations)	
Average for All NPO	0.35
Majority Spend Between	.15 - .24
BBB Wise Giving Standard	< .35
National Education Average	0.20

WTAMU Cost to Raise a Dollar	
2012-13	16.7 cents
2013-14	14.5 cents

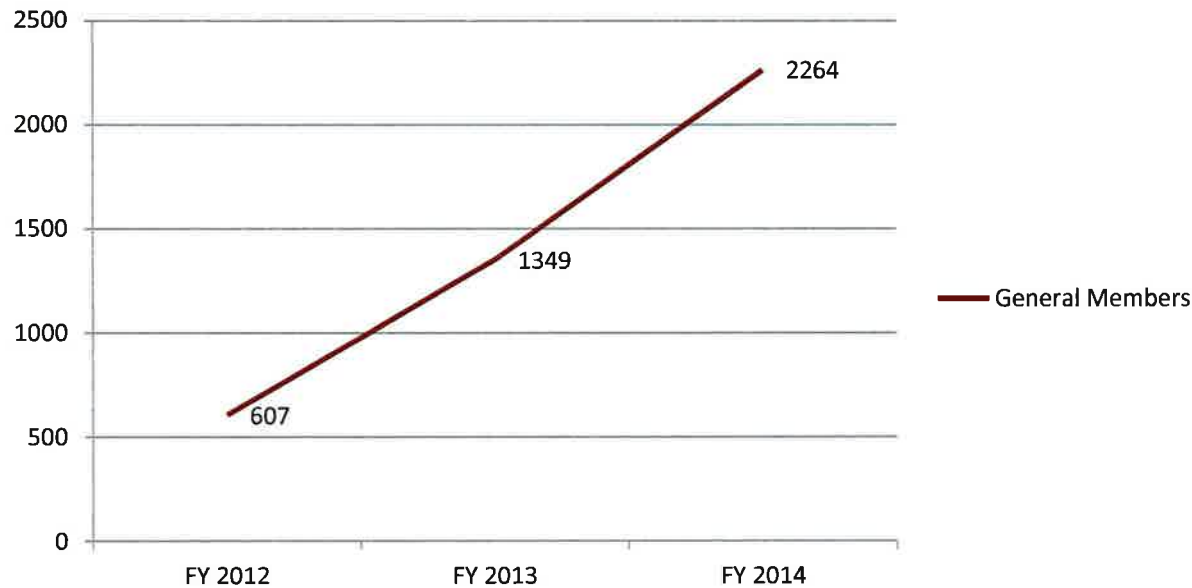
**Number of Unique Proposals**



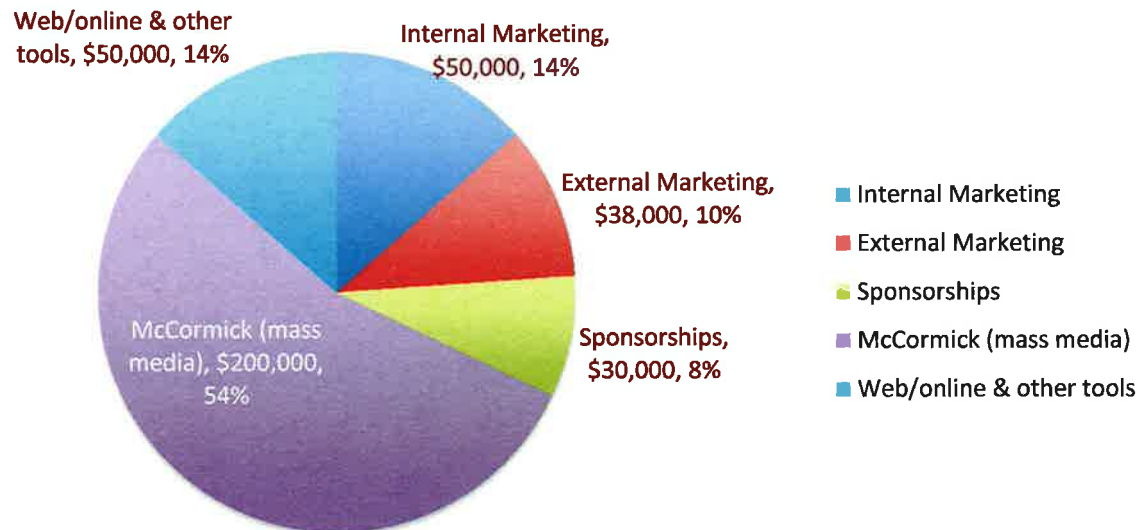
**Number of donor visits made by Dev Staff**



### Alumni Association Members

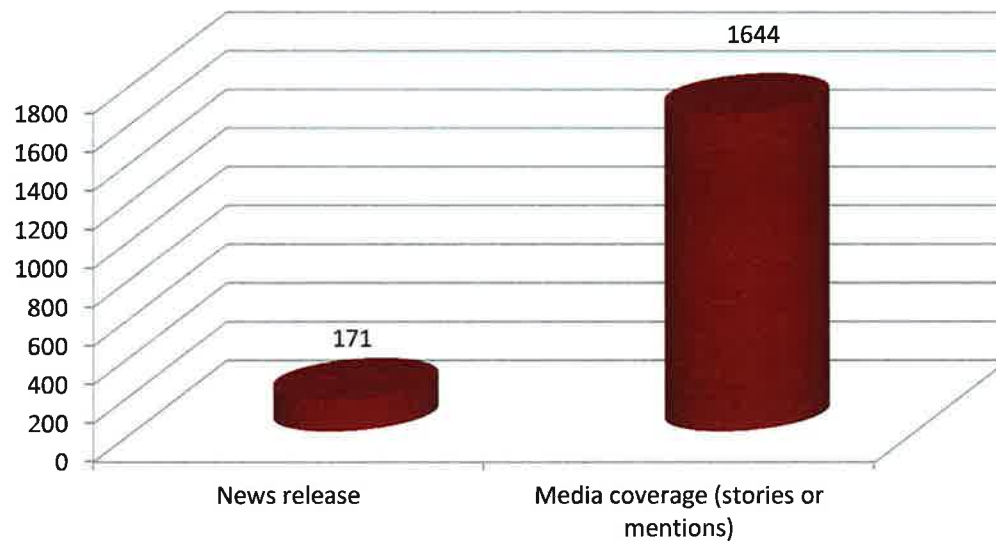


Total Advertising and Marketing budget for 2014-15  
\$372,268





### Media Coverage in 2013-14

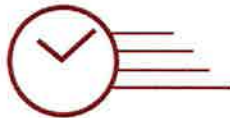




52 volunteers self-identified  
at Volunteer Event in August 2014.



WT volunteers are represented  
in 27 various community organizations in the area.



WT volunteers gave an estimated: \$1,596 hours per year



Estimated value of WT volunteers' time:  
\$37,346 per year

*\*Based on 2013 value of volunteer hour in Texas (\$23.40 per hour) according to Independent Sector, a leadership network for non-profits, foundations and corporations. [independentsector.org/volunteer\\_time](http://independentsector.org/volunteer_time)*

## WTAMU website

2013-14 - pageviews	16,502,315
users	2,792,300
sessions	6,764,117
avg. session duration	00:03:19
returning visitor	59.7%
new visitor	40.3%

## WTAMU Social Media

<b>Facebook likes</b>	<b>18,245</b>
Twitter followers	7,045 as of 4/1/2015
Instagram followers	2,524

- We are tagged 3-5 times per week by students and potential students posting WT related photos (lots of acceptance letters posted by excited future Buffs.)