

**Division of College Advancement
Development
July 1, 2013 – June 30, 2014**

Executive Summary:

FY14 saw a great deal of activity in the Division of College Advancement. Among the most notable highlights were the successful recruitment of three senior administrators. The positions of associate vice president for development, associate vice president for communications marketing and brand management and executive director for alumni affairs were filled by accomplished professionals with 20, 24 and 22 years of higher education experience respectively. In addition to these senior positions, three major gift officers were hired to fill vacant positions.

The Development office achieved the second most successful fundraising year in the College's history; raising more than \$5.82 million against the goal of \$4.5 million for 105% of goal. This represented a 29% increase over FY13. The Foundation recorded a record \$32.9M in cash and investments representing an increase of \$4.8 million over FY13. Among the highlights were a gift of \$1 million from Barbara Pelson to endow the Barbara Meyers Pelson Chair in Faculty Student Engagement and more than \$100,000 from Dr. R. Barbara Gitenstein and Dr. Donald Hart to endow the Gitenstein Hart Prize in support of faculty sabbaticals.

The Alumni Affairs office was restructured to provide greater support to the deans in each of the Schools as well as to ensure that its limited resources were deployed toward the highest yield opportunities. Among the highlights of the year were a successful Homecoming that attracted more than 10,000 participants and a Reunion Weekend that saw a 50% increase in attendance.

College Relations stepped in to provide oversight to three major events that took place on the TCNJ campus including the The New Jersey Special Olympic Games and the 2014 Special Olympics USA Games. During the USA Games TCNJ served as the Olympic Village hosting athletes from 25 states. The third event was the Campus Town groundbreaking ceremony at which Governor Christie was a featured speaker. Through the efforts of the office more than 500 people were in attendance. In addition, the office tracked more than 190 bills that were under various degrees of consideration by the state legislature.

Communications, Marketing and Brand Management launched a new visual identity that included a new college seal and logo, graphic standards guide and the undertaking of a redesign of TCNJ Magazine. The office garnered a high degree of media attention including ten major placements in state and regional news outlets.

Through Advancement Services work continued in shoring up back office operations by improving the acknowledgment process, developing donor impact statements, increasing the quality of stewardship activities and strengthening prospect and donor record keeping.

With campus wide and governance acceptance of TCNJ's strategic plan and signature experiences in mind, planning and the silent phase work on the College's first comprehensive campaign picked up momentum. Naming policies were approved by the Trustees, the campaign plan was written, lead gift solicitation was initiated and work toward building out the campaign structure took place. The goal will be announced at an internal launch of the campaign scheduled for December 2014.

Advancement Services

PricewaterhouseCoopers Internal Audit:

Advancement Services was the first administrative department on TCNJ campus to complete its portion of the PWC campus-wide internal audit. The department addressed 11 action items, four of which posed high risk to the departmental business process controls.

During the audit process, Advancement Services addressed the safeguarding of sensitive donor financial information. This process also involved shortening the timeline of transferring gifts from the college's cash account to the investment portfolio. Previously, donations would be transferred on a quarterly basis and are now transferred within a two to four week time frame. Advancement services also shifted its internal reporting from GASB to FASB standards to reflect pledges and demonstrate fundraising activities in total. To complete the audit, the department developed training manuals for staff engaged in the gift administration process which effectively reduced errors in the gift entry, adjustment and posting of private donations.

Target Analytics:

Advancement Services purchased Target Analytics, a predictive modeling tool by Raiser's Edge which analyzed and segmented our current database to provide a steady flow of new principal, major, annual and planned gift prospects.

The results revealed that we have 180 principal giving prospects with the ability to give at a \$250,000 level or higher and an additional 159 with a high likelihood to donate at least \$5,000. There were over 4,600 individuals whom were found to be ideal annual fund prospects and generate a base of \$3-4 million per year. Over 800 individuals were coded as excellent planned giving prospects.

Moves Management:

Last year, the Prospect Research arm of the department devised a method of organizing donor cultivation by providing a systematic, orderly manner of tracking donor relationships with the Development office and institution. The system includes prospect classification and status categories with detailed solicitation steps to provide an on-going status of the prospect's advancement through a cycle of involvement with TCNJ. This process serves as the strategy plan for donor prospects.

Scholarship Tracking Database & Accounting:

Leadership of the Advancement Services department focused on centralizing the scholarship fund criteria, administration, recognition and financial data for the 395 funds within the endowment and current use accounts. This database has served as a useful tool in identifying the endowment spending allocations, funds with little to no activity and those with underwater endowment balances.

Stewardship Greeting Cards:

The department purchased 1,000 stewardship greeting cards for Gift Officers and other campus administrators to mail to key constituents for anniversaries, birthdays, bereavement and miscellaneous, generic messages.

Financial Impact Reports:

Financial Impact Report statements were created which highlights the performance of endowed and restricted funds over the course of the fiscal year. They serve as talking points for Gift Officers when meeting with donors and also demonstrate the impact the donor's gifts make. Over 50 reports were presented to donors in FY14 in addition to "thank you" letters directly from the students to the donor highlighting the impact that the scholarship has made on the student's educational endeavors.

President's Scholarship Reception:

One of the largest and most impactful event, The annual President's Scholarship Reception experienced major improvement over the previous fiscal year through careful segmenting of our donor database, increased donations and addition of new scholarship funds, the department invited 663 people to the 2014 event of which, 291 attended. These figures represent a 93% increase of attendance over the previous years' event where 639 were invited and 151 were in attendance.

TCNJ FOUNDATION

	Total	Smith Barney	Merrill Lynch Investments	Other ¹	Myhefduk	Merrill Lynch Charitable Gift Annuity
Beginning Market Value at 07/01/2013	\$ 26,355,255	\$ 1,019,184	\$ 19,605,621	\$ 337,301	\$ 1,247,712	\$ 4,145,237
Charges:						
Dividend and Interest Income	678,689	16,133	495,807	10,362	30,435	125,953
Unrealized Gain / (Loss)	3,325,830	128,837	2,382,335	54,025	159,978	600,656
FY14 Contributions & Transfers	1,787,127	(1,150,651)	2,940,810	15,265	(73,297)	55,000
Payments to Annuitants	(366,678)	-	-	-	-	(366,678)
Investment Manager Fees	(213,720)	(9,047)	(149,115)	(718)	(12,580)	(42,259)
Total Changes	\$ 5,211,249	\$ (1,014,729)	\$ 5,669,837	\$ 78,934	\$ 104,536	\$ 372,671
Ending Market Value at 06/30/2014 ²	\$ 31,566,503	\$ 4,455	\$ 25,275,457	\$ 416,435	\$ 1,352,248	\$ 4,517,908
Fiscal Year 2014 Investment Performance-net of fees	13.65%	13.34%	13.72%	18.05%	15.14%	16.88%

Cash and Investment Pools						
Pool	Type of Funds	2014	2013	2012	2011	2010
Cash and cash equivalents	Working capital to support operating activities	\$ 940,423	1,009,788	724,885	344,720	249,433
Cash and cash equivalents	Private Grants	380,318	778,125	110,000	333,948	1,541,792
Endowment pool	Contributions to establish endowment funds	25,279,912	20,624,805	18,126,730	17,499,380	14,446,577
Gift annuities and trusts	Gifts managed independently of endowment pool	6,286,592	5,730,450	5,688,610	6,078,031	4,097,528
	Total	\$ 32,887,245	28,143,168	24,650,225	24,256,079	20,335,330

Development

- ✓ We completed the fiscal year having raised \$5.82M achieving 106% our \$5.5M goal and increasing revenue by 28% over fiscal year 2013.

Dollar Comparison

	Fiscal Year 2014	Fiscal Year 2013		
	as of 6/30/2014	as of 6/30/2013	Difference	% Change
Alumni	\$1,792,493	\$652,362	\$1,140,131	175%
Associations	\$400,043	\$483,675	(\$83,632)	-17%
Corporations	\$532,199	\$569,440	(\$37,241)	-7%
Emeriti	\$219,331	\$7,155	\$212,176	2965%
Faculty/Staff	\$372,891	\$102,580	\$270,311	264%
Former Faculty/Staff	\$28,585	\$3,705	\$24,880	672%
Foundations	\$2,018,189	\$1,988,271	\$29,918	2%
Friends	\$292,403	\$674,674	(\$382,271)	-57%
Parents	\$45,589	\$38,834	\$6,755	17%
Students	\$118,987	\$23,154	\$95,833	414%
Total	\$5,820,710	\$4,543,850	\$1,276,860	28%

Donor Comparison

	Fiscal Year 2014	Fiscal Year 2013		
	as of 6/30/2014	as of 6/30/2013	Difference	% Change
Alumni	3490	3808	(318.00)	-8%
Associations	35	37	(2.00)	-5%
Corporations	173	184	(11.00)	-6%
Emeriti	14	17	(3.00)	-18%
Faculty/Staff	153	119	34	29%
Former Faculty/Staff	14	10	4	40%
Foundations	55	50	5	10%
Friends	701	620	81	13%
Parents	242	199	43	22%
Students	598	179	419	234%
Total	5475	5223	252	5%

- ✓ The undergraduate alumni participation rate, as defined by US News & World Report, increased from 6.73% to 6.83%.
- ✓ Nearly 323,000 solicitations were mailed during the fiscal year.
- ✓ The average gift from all constituents increased from \$870 in FY13 to \$1,063 in FY14.
- ✓ A total of \$87,115 was received in online donations compared to \$64,376 last year. This represents an increase of 35% increase.
- ✓ 211 employees contributed to the All In Campaign. This represents an additional 47 donors (a 28.7% increase) from our total of 164 employee donors in FY13. Total dollars also increased from 445,665 in FY13 to \$372,891 in FY14.
- ✓ 5 bequests were established this fiscal year.
- ✓ The senior class brick campaign raised \$8,504 an increase of \$6,853 over the previous year.

Communications, Marketing & Brand Management

- Undertook a comprehensive redesign and re-visioning of content of TCNJ Magazine, which will debut with the fall 2014 issue.
- Produced animated TCNJ holiday greeting, which generated 3500, up by almost 1000 views over the previous year.
- ✓ **Visual Identity**
 - Completed work on the creation of a new visual identity for the college.
 - Oversaw implementation across campus, ranging from entrance signs to stationery, diplomas to flag.
 - Developed comprehensive visual identity guide to serve as a reference and help campus community comply with the new system.
 - Continuing to work with various offices to assist with compliance.
- ✓ **Media**
 - **Select media placements:**
 - “It’s back to school for nation’s nurses” – Star-Ledger, Tuesday, December 3, 2013 (front page)
 - “College’s class on Beatles: a decade in the life” – Star-Ledger, Sunday, February 9, 2014 (New Jersey section, page 2 with front page promo)
 - “Universities change how they build dormitories” – Star-Ledger, Sunday, March 2, 2014 (Business Section, front page)
 - “At Jersey Colleges, big plans on campus” – Thursday, March 27, 2014 (front page)
 - “TCNJ honors its roots with new college seal” – Star-Ledger, Wednesday, May 14, 2014 (New Jersey section, front page)
 - “Achievement to the third degree” (Hawthorne triplets graduate) – Bergen Record, Thursday, May 15, 2014 (front page)
 - “TCNJ leads the way in sex-assault prevention” – Star-Ledger, Sunday, May 18, 2014 (New Jersey section, front page)
 - “Surprise find solves a piece of decades-old mystery of the missing windows” – Star-Ledger, Sunday, June 8, 2014 (front page)
 - “For colleges and Brazil, a study in diplomacy” – Star-Ledger, Sunday, July 13, 2014 (front page)
 - “Just Like Starting Over: The Need for Mid-Term Transitions” – ACE *The Presidency*, Summer 2014.
 - Managed media surrounding multiple campus emergencies, including (attempted) student suicide, water main break, gas leak and hazmat situation.
- ✓ **Web**
 - Note: See end of report for specific web metrics.
 - Created weekly features (story and professional photography), which were posted each Monday morning beginning in late January, to ensure there was a continuous stream of fresh content on the home page. Twenty-three features have been posted as of August 11.
 - Produced regular content for campus news channel throughout the spring semester, doubling number of page views over the first six months of calendar year 2014. (See metrics section for detail)
 - Responsive template developed and applied across entire site to optimize viewing on mobile devices.
 - Recruited web designer to complement existing web architect position. Collectively, these two positions give the college the ability to design and build a more sophisticated website that will reflect the quality of the institution. (Note in metrics section significant increase in mobile and tablet use of the website this year over last.)

✓ **Sports Information**

- A new athletic website was launched in September and we are working through some revisions to the design that will launch this September.
- Developed an athletic communications plan to identify possible methods of enhancing our promotion of TCNJ athletics.
- A new athletic logo and a mix of alternate logos were launched. The office has been heavily involved in promoting, distributing and policing the new logo(s).
- Provided significant promotional support and event management to wrestling alumni night (promo splash page, flyers, live stream, planning committee) as well as the men's basketball 25th year anniversary celebration of the 1989 national runner-up squad.
- Provided expanded coverage of our two national championship winning relay teams, including a piece that appeared on the institutional home page.
- Produced a new video series titled, Strength Through Sport, which featured character traits developed through competing in athletics at TCNJ.
- Captured aerial footage and still shots using a quadcopter and produced a short video that tabulated over 1,000 views.

✓ **Social Media**

- Passed the 25,000 mark in terms of Facebook reach (i.e. number of people viewing post) for the first time ever this past year—and we did it three times. Posts were Farewell Holman Hall (Reached 29,872), US News & World Report ranking (26,992 reached), and Mark Geiger’s World Cup appearance (24,576 reached). Twelve posts topped the 10,000 mark.
- Commencement photo album generated 154,160 clicks on Facebook—a new record for us. A gallery of winter shots generated 55,494 clicks.

Top Level Web Metrics	FY14	FY13
<i>Sessions</i>	5,624,446	5,819,952*
Users	1,242,637	1,193,667
Pageviews	9,868,086	10,217,285
Mobile	429,708	252,365**
Tablet	140,206	102,777**

Admissions Web Metrics	FY14	FY13
<i>Sessions</i>	363,491	453,394
Users	168,562	192,906*
Pageviews	933,722	1,137,736
Mobile	57,596	45,383**
Tablet	26,337	29,337**

TCNJ News Metrics	FY14	FY13
Sessions	73,387	36,754

*Note: decline in page views is not necessarily a bad thing. As we improve navigation and help users find the information they need more quickly, the number of clicks will decrease. So this could possibly reflect a better user experience. But the given that the number of unique users dropped in the admissions section (possibly tied to the national decline in high school seniors), it's likely that that had something to do with the drop.

** While the percentage of traffic to the site, overall, is still small, note the large increase in visitors using a tablet or mobile device.

College Relations

✓ TRIO PARTNERSHIP GROUP

- The Trio Partnership approved a work plan with goals for 1) pursuing opportunities created by a TCNJ campaign; 2) strengthening the TCNJ brand; and 3) increasing the sense of ownership by and connection with and between internal constituencies. Action items that were advanced include members increasing participation of board members in TCNJ's annual campaign and building a plan for TCNJ Pharma Day, which will kick off Career Week in the 2014-15 Academic Year. The Partnership also hosted a 15th Anniversary Celebration for Dr. Gitenstein on February 25. The event brought faculty, students, and staff together with members of the Board of Trustees, Foundation, and Alumni Association Boards.

✓ COMMUNITY RELATIONS/TOWN-GOWN

- **Community Fest:** In October, members of the Ewing Township and TCNJ community came together for a daylong celebration on TCNJ's campus.
- **Town Gown Committee:** The Committee convened four times last year.

✓ LEGISLATIVE UPDATE

- **Tracking Legislation:** 190+ bills were tracked; 35 which progressed beyond being referenced to Committee in FY14
- **Tenure Reform:** Governor Christie signed tenure-reform legislation (S-1160/A-1165) on January 21.
- **Key legislative meetings:** The President met with the Chairman of the Assembly Budget Committee, and the two primary sponsors of the 20-bill package on higher education.
- In May, TCNJ hosted the an Assembly Higher Education Committee meeting on campus to take public comment on College access and affordability, in general, and the 20-bill package on higher education, specifically. Dr. Gitenstein provided opening remarks.

✓ EVENTS

- **Campus Town Groundbreaking:** On September 27, TCNJ held a ceremonial groundbreaking for the Campus Town project. Governor Chris Christie and several elected and high level state officials joined an estimated several hundred students to commemorate the event.
 - Attendees: Senator Shirley Turner; Assemblyman Reed Gusciora; Senator Joe Kyrillos; Ewing Mayor Bert Steinmann; County Executive Brian Hughes; Secretary of Higher Education, Rochelle Hendricks; Chief Executive Officer of the Economic Development Authority, Michelle Brown
- **2014 Special Olympics USA Games:** For the week of June 16, the College was home to athletes competing from 25 states, three sporting events, the Olympic Village, and a healthy athlete's center.
- **Commencement:** Year two of the two-day Commencement.
- **Convocation:** The College moved its annual Convocation from the Rec Center to Quimby's Prairie.

Alumni Affairs

Highlights:

- ✓ **WordPress website consolidation:**
 - Having the website be supported by WordPress over NetCommunity provided less content management for Alumni Affairs
 - Provides increased continuity with the TCNJ main website pages
- ✓ **Alumni contact information Qualtrics procedure:**
 - Used for the campus community to place controls over the releasing of alumni contact information and to provide oversight on programming events
- ✓ **Master Calendar of programming/events:**
 - Create a monthly calendar of Alumni Affairs/Alumni Association events
- ✓ **In an effort to develop a broader alumni outreach and increase national awareness:**
 - The creation of a Southern California Regional Network was established. This was a result of a successful excursion to meet with alumni in Southern California in the Fall of '13.
 - The Alumni Affairs Office partnered with the Development Office and the School of Science to conduct an alumni event in Dallas, Texas during the American Chemical Society's National meeting.
- ✓ **TCNJ Alumni LinkedIn membership:**
 - Increased by 31%
- ✓ **The two marquee events of the Alumni Affairs Office were:**
 - **Homecoming**
 - 2013 attracted approximately 10,000 individuals. The tailgating crowd estimate was 4,494 over age 21, and 2,606 under age 21.
 - 2012 attracted approximately 5,000 individuals
 - 2014 - Created collaborative opportunities between Alumni Affairs, Alumni Association, Student Affairs, Campus Police, Residential Education & Housing, and Student Government
- ✓ **Reunion Weekend** attendance between 2013 to 2014 saw a:
 - 50% overall participation increase
 - 53% overall attendance increase at Lions Pride Luncheon (as a result of merging the Alumni Leadership Awards into the Luncheon program)
 - 2014 Reunion Review Outcomes for 2015:
 - Implemented a Division-wide task force
 - Change the name from Reunion Weekend to Alumni Reunion Weekend (to be more inclusive)
 - Add the 10th and 25th Classes to the 50th Class Celebration and include programming for all alumni
- ✓ **Alumni Association**
 - Adoption of a realistic Strategic Plan:
 - New Events
 - Social Media
 - Structure of our board
 - Young alumni
 - Adoption of new Alumni seal
 - Creation of Southern California Regional Network
- ✓ **The Alumni Affairs Office partnered with all schools and other campus constituents in hosting alumni engagement events.**

✓ **Alumni Affairs Event participation:**

FY14 Events Sponsored by	# of Events	Total alumni attendees	Total attendees	Average attendance	Total unique alumni attendees
Alumni Association	4	79	247	62	78
Chapters	4	95	210	53	92
College Advancement	21	671	1217	58	627
Special Events <i>Reunion & Presidential Scholarship Reception</i>	2	327	655	328	186
Total	31	1172	2329	75	983

FY13 Events Sponsored by	# of events	Total alumni attendees	Average attendance	Total unique alumni attendees
Alumni Association	7	198	28	141
College Advancement	20	843	42	638
Total	27	1041	39	779

**Participation Figures do not include homecoming*

Related Documents:

- FY14 CA Consolidated Goal Setting(3).xlsx
- FY14 Plan CA Presentation.pptx
- CA Planning Document 2014.pptx
- FY14 Development Goal Grid.doc
- College Advancement Org Chart.pptx
- FY14 CA Objectives & Metrics
- FINAL FY14 TCNJ Foundation AUDIT.pdf
- FY13 Foundation Budget Reports - 06.30.13.pdf