

Division of College Advancement
July 1, 2015-June 30, 2016
FY16 Annual Report

Executive Summary

FY16 saw continued growth in fundraising, greater attention to engaging alumni nationwide, strong positioning of the college through enhanced communications and marketing efforts, and success in working with the legislature on important issues including suicide prevention and college affordability.

Philanthropic support exceeded goal by 4.7%. More than \$9.95M against a goal of \$9.5M was received in gifts and pledges. The college received two gifts of \$1 million or more. With one year remaining in **The Campaign for TCNJ: Innovate •Inspire •Engage**, gifts and pledges total \$35.99 million (90% goal). Notwithstanding efforts to increase the percentage of alumni contributing to the annual campaign, the year-over-year alumni participation rate remained essentially flat at 6.6%. While disappointing, TCNJ's alumni participation rate exceeds the average of all public and private master's granting colleges and universities (5.8%) and of all public master's granting colleges and universities (4.1%).

The Alumni Affairs office expanded its outreach to alumni by conducting events in thirteen cities across the nation and increasing its LinkedIn network to more than 5,000 members. Special attention was given to restructuring Alumni Reunion Weekend (ARW). Thirty-three events attracted more than 900 alumni, family and friends to ARW.

College Relations positioned TCNJ as a leading voice on topics ranging from college affordability to campus safety issues, including sexual assault prevention and suicide prevention, intervention, and post-vention, by actively engaging legislative hearings and providing feedback on introduced and pending legislation. In addition, the office is tracking more than 330 bills that are/were under various degrees of consideration by the state legislature.

Communications, Marketing and Brand Management continued work on TCNJ.edu, including the redesign of websites for the Schools of Arts & Communication, Business, Education, and Science, as well as Campus Life. TCNJ Magazine captured national attention when its fall 2015 cover story on the intellectual curiosity of TCNJ faculty won a silver medal for Editorial Design in the CASE Circle of Excellence Awards. The department worked closely with the Division of Enrollment Management to produce a new admissions viewbook. Taking the writing and design in-house resulted in cost savings of more than \$100,000. Externally, the office garnered a high degree of media attention including the placement of 30 major news stories.

Advancement Services its attention on improving data integrity, increasing stewardship and outreach efforts, and implementing technology and software solutions to improve various processes. The implementation of AcademicWorks, an online scholarship management system, enables students to apply online for Foundation scholarships. Through Live Alumni software, the office can now locate missing alumni and now has access to constituent information that had previously been elusive.

TCNJ Foundation launched a strategic planning initiative aimed at aligning its work with that of the college. The Board of Directors adopted a new mission statement and charged the various committees to take steps to better align their activities with the Colleges' new strategic plan. Following a comprehensive review of

potential investment advisors, The Loff-McKeon-Warringer Group – Merrill Lynch was selected to manage the endowment. As of June 30, 2016, the Foundation’s assets totaled \$40.9M.

Further details on the accomplishments and challenges faced by College Advancement can be found on the following pages.

The Campaign for TCNJ: Innovate • Inspire • Engage

Campaign Committee Activity

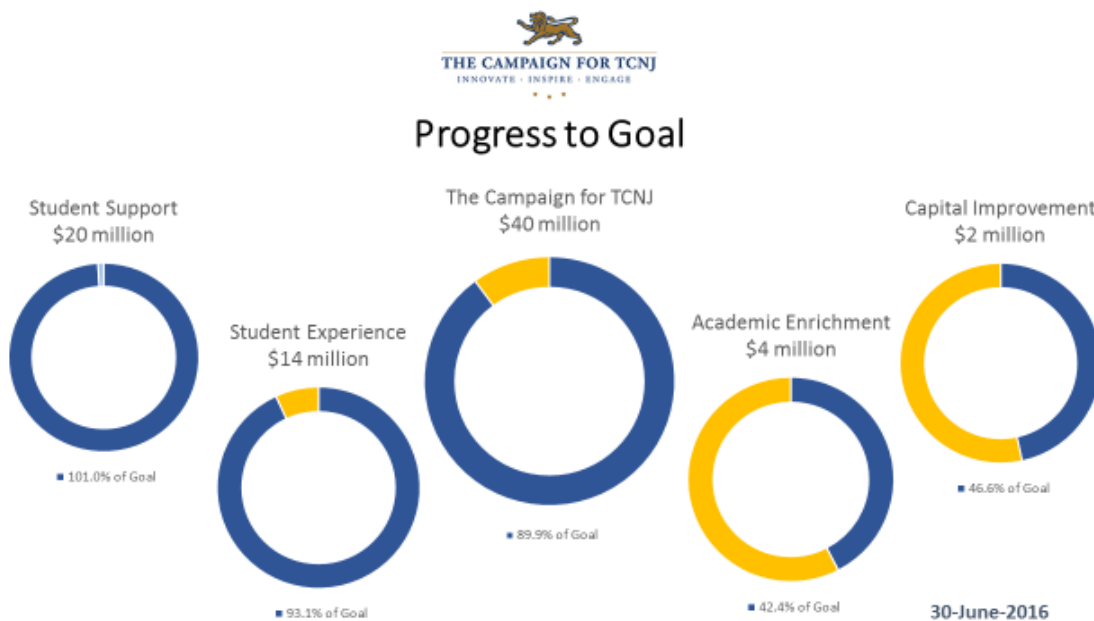
Volunteers played an active role in campaign activities for FY16. The Steering Committee met twice and the Development Committee convened four times to discuss progress to date and strategize on how to ensure the goals set for the year were achieved. In addition, the 10 subcommittees, representing the various schools and programs, met on 20 different occasions to review progress, discuss prospects and strategize on how they could drive fundraising performance among their constituents. In total, 71 volunteers serve on the various committees and play vital roles in expanding the college’s network of philanthropic partners.

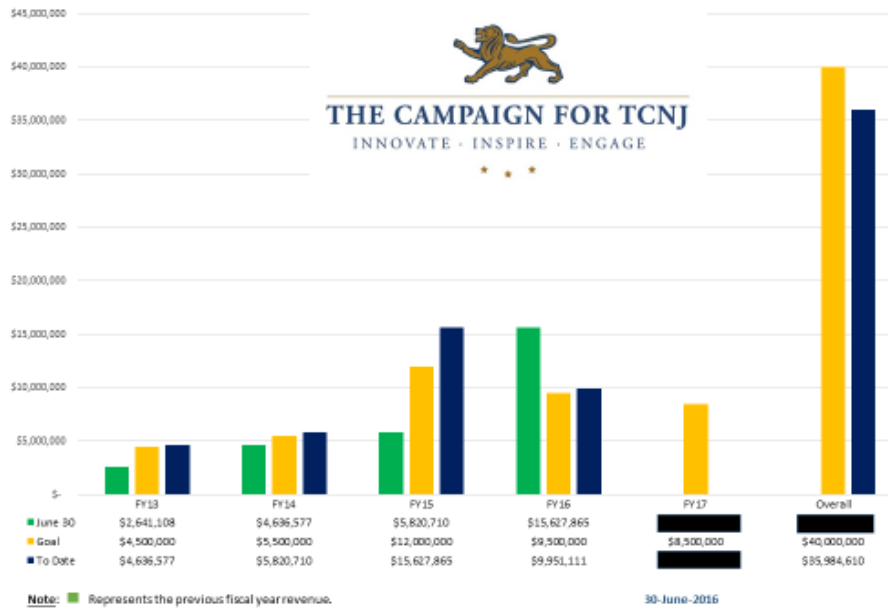
Sharing the Campaign Story

In August 2015, College Advancement launched INSPIRE, a bi-monthly newsletter to update volunteers and campus leadership about campaign progress, recent gifts and strategic initiatives. Four issues of INSPIRE were published in FY16.

Success to Date

At the close of FY16, gifts and commitments to **The Campaign for TCNJ** totaled \$35,984,610 for 90% of goal. Significant progress has been made toward goal achievement for each of the four priorities (student support, student success, faculty support, capital improvement) highlighted in the campaign -- with student support already achieving 101% of goal.





Development

Fiscal Year 2016 Highlights

- The Development Office completed the fiscal year having raised \$9.95M exceeding the \$9.5M goal by 4.7%.

Dollar Comparison

| | Fiscal Year 2016 as of 6/30/2016 | Fiscal Year 2015 as of 6/30/2015 | Difference | % Change |
|----------------------|-------------------------------------|-------------------------------------|---------------------|-------------|
| Alumni | \$3,789,234 | \$3,567,077 | \$222,157 | 6% |
| Associations | \$257,424 | \$229,849 | \$27,575 | 12% |
| Corporations | \$1,049,758 | \$564,880 | \$484,878 | 86% |
| Emeriti | \$6,065 | \$30,745 | (\$24,680) | -80% |
| Faculty/Staff | \$404,001 | \$109,011 | \$294,990 | 271% |
| Former Faculty/Staff | \$1,100 | \$501,755 | -\$500,655 | -100% |
| Foundations | \$3,684,545 | \$10,046,199 | -\$6,361,654 | -63% |
| Friends | \$707,396 | \$547,348 | \$160,048 | 29% |
| Parents | \$47,797 | \$23,987 | \$23,810 | 99% |
| Students | \$3,792 | \$7,020 | (\$3,228) | -46% |
| Total | \$9,951,112 | \$15,627,871 | -\$5,676,759 | -36% |

Donor Comparison

| | Fiscal Year 2016 as of 6/30/2016 | Fiscal Year 2015 as of 6/30/2015 | Difference | % Change |
|----------------------|-------------------------------------|-------------------------------------|------------|-----------|
| Alumni | 3351 | 2943 | 408 | 14% |
| Associations | 16 | 19 | (3) | -16% |
| Corporations | 150 | 130 | 20 | 15% |
| Emeriti | 11 | 18 | (7) | -39% |
| Faculty/Staff | 210 | 167 | 43 | 26% |
| Former Faculty/Staff | 10 | 9 | 1 | 11% |
| Foundations | 56 | 60 | -4 | -7% |
| Friends | 521 | 646 | (125) | -19% |
| Parents | 356 | 195 | 161 | 83% |
| Students | 225 | 573 | (348) | -61% |
| Total | 4906 | 4760 | 146 | 3% |

- The number of alumni contributing to the college year over year in remained flat at 3,862.
- The undergraduate alumni participation rate, as defined by US News & World Report, dipped slightly form 6.7% in FY15 to 6.6% if FY16. TCNJ’s alumni participation rate (6.6%) significantly exceeds the national average for alumni participation at public master’s degree granting colleges and universities (4.1%).

| Alumni Participation | | |
|--|--------|--------|
| | FY16 | FY15 |
| Alumni of Record | 58,196 | 57,273 |
| Alumni Donors | 3,863 | 3,862 |
| Alumni Participation w Alumni of Record | 6.6% | 6.7% |
| Nat. Participation rate at public masters granting institutions. | 4.1% | 4.1% |

- The average cash donation from alumni increased from \$232 in FY15 to \$335 in FY16, a 44% increase.
- A total of \$425,840 was received in online donations in FY16 compared to \$294,168.59 in FY15. This is an increase of \$131,671 (45%).
- 278 employees gave this year which is an additional 38 donors (a 16% increase) from 240 employee donors in FY15. Furthermore, employees contributed \$287,398 this year which is \$162,052 (or 90%) more than the \$125,340 that was contributed in FY15.
- 10 bequests were established this fiscal year for a total of \$1,947,500.
- Unrestricted income (cash only) increased 27% over the previous year reaching an all-time high of \$256,182 in the last five years.
- On November 5, College Advancement held the inaugural Day of Giving (DoG). Leveraging a \$5,000 challenge gift from Derek Wan '01, we raised \$75,519 from over 780 alumni, students, faculty, staff, parents and friends. Throughout the day, email updates and posted messages and testimonials were distributed via social media. Several on-campus events were held to celebrate DoG, including the Green

Lawn Wall signing, free coffee and hot cider, a photo booth, a Wheel of Fortune with prizes in Eickhoff, and a special visit from Roscoe. The events were critical to engaging and building a culture of philanthropy among our student population.

- Development hosted four crowdfunding projects. Apart from Day of Giving, 123 gifts from 119 donors totaling \$16,294 came in directly through crowdfunding in FY16.

Challenge

- Growing alumni participation continues to prove challenging despite increased and targeted efforts including expanded constituent segmentation and increased contact via direct mail, email, peer-to-peer outreach, social media and phonathon. More aggressive calendar year-end solicitation and the launch of a Facebook advertising campaign generated more than 800 clicks. While our inaugural Day of Giving helped build a culture of philanthropy on campus, we continue to struggle with alumni participation loyalty. According to a report published by the Education Advisory Board, on average 30% of donors who contribute in any given year will not make a gift the following year. That fact, in combination with the addition of more than 1500 new graduates annually, make growing the participation rate extremely challenging.
- As was the case in FY15, Major Gift Officers are still having a difficult time securing in-person meetings with alumni. We are beginning to develop a culture of philanthropy but, unfortunately, many alumni remain non-responsive.

Alumni Affairs

The Alumni Affairs staff took on numerous major projects during FY16, including improving internal processes, expanding outreach to new alumni groups and reimagining its marquis events.

Internal Protocol

- Following a comprehensive review of staff assignments, the department initiated a restructuring to maximize productivity and align with the priorities and goals of the Alumni Affairs Office.
- Alumni communication enhancements:
 - Lion Tales, a quarterly alumni e-newsletter, facilitates news and events sharing through one effective communication vehicle.
 - Alumni Affairs increased its social media presence through LinkedIn (10%) and established the TCNJ Office of Alumni Affairs Facebook page.

Diversity

- Collaborated with numerous groups to host alumni events during Alumni Reunion Weekend.
 - Partnered with the Educational Opportunity Fund (EOF) Office on a highly successful event.
 - Greek Council hosted their Awards Ceremony during Alumni Reunion Weekend.
 - Women in Learning and Leadership (WILL) commemorated their 15th Anniversary with a special dinner during Alumni Reunion Weekend.
- Partnered with The African-American and Latino Alumni Network (TALANT) Alumni Chapter in hosting their annual alumni gathering at Delta's Restaurant.

Young and Future Alumni

- The 2015 Legacy Lunch for incoming freshmen and their families attracted 167 guests and 42 legacy families. This was a 90% increase from 2014.

- Identified a group of young alumni leaders to collaborate on young alumni engagement.
- Young alumni partnered with Alumni Affairs to establish the Northern New Jersey and New York City regional network.
- Engaged current students and student organizations into Alumni Reunion Weekend to introduce a culture of alumni engagement
- Co-sponsored School of Engineering, Business, and Education mentoring events during the academic year.
- Inaugural 10th reunion gathering during Alumni Reunion Weekend

Regional Alumni Outreach

- TCNJ/TSC alumni hosted thirteen (13) campaign regional events were hosted across the country: Baltimore; Boston; Denver; Hoboken; Los Angeles; New York City; Phoenix; San Diego; San Francisco; Sarasota; South Jersey; The Villages (FL); Washington, D.C. Each event was attended by a TCNJ senior executive and a development officer.
- Regional networks in Washington, D.C., Boston, and Northern New Jersey and New York City were established.
- Regional network events attracted 476 attendees.

Marque Events

- 3,000 alumni and guests celebrated Homecoming 2015. Alumni Affairs implemented an alumni registration process that facilitated alumni record updates for more than 2,000 alumni.
- Alumni Reunion Weekend 2016
 - Attendance for Alumni Reunion Weekend 2016 activities (April 28-30, 2016) exceeded 1,000 guests.
 - Alumni Affairs collaborated with various campus departments to host 25 events over the weekend.
 - Highlights from Alumni Reunion Weekend 2016 include:
 - “TCNJ All Alumni Village” hosted on Green Lawn,
 - The Rathskeller was recreated on Green Lawn.
 - Each of the Schools and numerous programs and departments partnered with the Alumni Association to coordinate provide event programming.
 - The 2016 Alumni Leadership Awards recipients were:
 - Alumni Citation Award: Randy Lumia '84
 - Distinguished Service Award: Michelle Gervasi '08, '13
 - Humanitarian Award: George Gray Toole '59
 - Young Alumni Award: Kaitlin West '15

Alumni Affairs Event Involvement

| | FY2013 | FY2014 | FY2015 | FY2016 |
|---------------|--------|--------|--------|--------|
| # of events | 27 | 32 | 58 | 55 |
| Participation | 1,041 | 1,938 | 2,075 | 3,149 |

Alumni Reunion Weekend (ARW) Event Comparison:

| | FY2014 | FY2015 | FY2016 |
|------------------|--------|--------|--------|
| # of events | 5 | 33 | 25 |
| Unique Attendees | 211 | 909 | 1076 |

**Event Statistics by Fiscal Year
FY2016**

| Events Sponsored by | # of Events | Total alumni attendees | Total students | Total attendees | Average attendance | Total unique alumni attendees |
|---------------------------------|--------------------|-------------------------------|-----------------------|------------------------|---------------------------|--------------------------------------|
| Alumni Association and Chapters | 5 | 144 | 13 | 250 | 50 | 125 |
| Alumni Affairs * | 24 | 810 | 196 | 1,303 | 54 | 687 |
| Homecoming 2015 | 1 | 1,532 | No reg. | 1,755 | 1755 | 1,532 |
| ARW 2016 | 25 | 663 | 132 | 1,076 | - | 663 |
| Total | 55 | 3,149 | 341 | 4,384 | - | 2,707 |

* includes partnership and collaboration with Development Office on several events

FY2015

| Events Sponsored by | # of Events | Total alumni attendees | Total students | Total attendees | Average attendance | Total unique alumni attendees |
|---------------------------------|--------------------|-------------------------------|-----------------------|------------------------|---------------------------|--------------------------------------|
| Alumni Association and Chapters | 8 | 191 | 0 | 297 | 37 | 166 |
| Alumni Affairs * | 17 | 508 | 143 | 869 | 51 | 456 |
| ARW – Alumni Reunion Weekend | 33 | 572 | 68 | 909 | - | 572 |
| Total | 58 | 1,271 | 211 | 2,075 | - | - |

* includes partnership and collaboration with Development Office on several events

FY2014

| 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 | 1,217 | 58 | 627 |
| Special Events <i>Reunion & Presidential Scholarship Reception</i> | 2 | 327 | 655 | 328 | 186 |
| Total | 31 | 1,172 | 2,329 | 75 | 983 |

FY2013[ML1]

| 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 | 1,041 | 39 | 779 |

Challenges

- Ensuring coordination of purpose and effort between the Office of Alumni Affairs and the Alumni Association is sometimes challenging.
 - *Events*: The approval process for events is lengthy and cumbersome. Insurance approval is required for all events before proceeding with planning. Additionally, alcohol related events are typically not covered and therefore require an additional application and rider purchase. Going forward, the insurance company is requesting that we provide a list of all Alumni Association sponsored events for the year.
 - *Role of Chapters*: With the exception of a few active and engaged Chapters, the majority of the twelve chapters are inactive which raises question as to whether there is a more appropriate use for the funds and time being expended.
- Homecoming attendance and activities have grown significantly, primarily due to greater participation by the undergraduate student population. Funding has rested primarily on the Alumni Affairs Office. A new funding paradigm is needed to distribute costs and to enable the Alumni Office to direct more of its funding to new and higher yield alumni engagement efforts.
- Requests for TCNJ giveaways and memorabilia from numerous campus departments have grown significantly. While there is value in honoring those requests, the current funding level of the office does not allow for it and leaves some disappointed.

College Relations

Legislative Relations

January 12, 2016 marked the close of the 2014-15 Legislative Session and the beginning of the 2016-17 Session. TCNJ is actively following 330 pieces of pending legislation in the 2016-17 Session. Of those bills, 42 have progressed through a legislative committee in one or more house, 14 have passed in one house, one has been signed into law.

College Relations has positioned TCNJ as a leading voice on topics ranging from college affordability to campus safety issues, including sexual assault prevention and suicide prevention, intervention, and post-vention, by actively engaging legislative hearings and providing feedback on introduced and pending legislation.

TCNJ representatives have delivered testimony at legislative committee hearings on topics ranging from college affordability to campus safety. Since the beginning of the 2016-17 Legislative Session, TCNJ representatives has testified at five separate hearings.

This more direct and visible engagement strategy has produced results.

- In the 2014-15 Legislative Session, TCNJ supported legislation creating a Campus Sexual Assault Task Force to examine ways to strengthen prevention efforts. Ms. Lauer Chong testified before both the Senate and Assembly Higher Education Committees in support of this comprehensive approach, which was signed into law. The Task Force will allow for a more holistic look at the complex and, sometimes, conflicting, existing and proposed regulations at the state level.
- Testimony by TCNJ Dean of Students and Assistant Vice President for Health and Wellness, Angela Lauer Chong, in opposition to a bill that would require institutions to report on suicide in a manner

that raised very serious concerns about contagion, resulted in the bill being held (indefinitely) by the Senate Higher Education Committee.

- Legislation that would allow TCNJ to enter into Public Private Partnerships (P3) indefinitely has been introduced in both houses for the 2016-17 Legislative Session. All previous pieces of legislation have included a sunset provision. The recognition that institutions would benefit from the ability to enter into P3s in perpetuity is a result of the demonstrated value of this option and is based on the success of existing projects, including Campus Town.

Community Relations

TCNJ continues to strengthen our relationship with Ewing Township.

- The Town Gown Committee held two public meetings that attracted more community participants than past years.
- The Ewing Township Planning Board conducted a courtesy review of TCNJ's Draft Master Plan in September.
- Township elected officials have actively participated in on campus events throughout the year.
- TCNJ served as the site for the Township's annual fireworks display.

Other

- STEM Groundbreaking: A ceremonial groundbreaking was held in July to celebrate the start of construction on the STEM Complex. State and local elected officials took part in the celebration of this partially state-funded project.
- Campus Town Ribbon Cutting: College Relations worked with PRC to coordinate a ceremonial ribbon cutting of the residential housing at Campus Town. State and local elected officials joined to tout the success of the project.

Challenges

- The impact of the impending 2017 Gubernatorial primary election on the legislative agenda is already evident and will become more marked as additional candidates formally declare their intention to run and political alliances and legislative slates are assembled. This is likely to result in inaction on many legislative initiatives including some of interest to TCNJ, such as P3 enabling legislation. When necessary and possible, TCNJ will communicate a sense of urgency to key influencers.
- Concerns about proposed regulatory solutions and potential regulatory conflicts created by well-meaning legislative attempts to address some very complex issues colleges and universities face persist. College Relations will continue to work closely with campus leaders in the appropriate departments to introduce needed information into the higher education policy landscape. This may include testimony before legislative committees (as was done this year on sexual assault prevention and suicide prevention) as well as individual meetings with policymakers.

Back Up Information

Detail of 2016-17 Legislative Session testimony:

- Angela Lauer Chong testified before the Senate Higher Education Committee, in March, in opposition to a bill that would require institutions to report on suicide in a way that caused very serious concerns about contagion. (1)

- The President testified before the Senate Budget Committee (in April) and the Assembly Budget Committee (in May) on the Governor’s Proposed Budget for FY17. (2)
- The President testified before the Assembly Higher Education Committee (in May) on the State Comptroller’s Report on Student Fees and College Affordability. (1)
- The President and TCNJ Police Captain Timothy Grant testified before the Senate Higher Education on campus safety in May. (2)

Communications, Marketing & Brand Management

The Campaign for TCNJ: Innovate •Inspire •Engage

Communications, Marketing and Brand Management continued to execute the campaign communications plan:

- Produced Global Studies brochure.
- Supported Day of Giving, fiscal year-end, and calendar year-end with homepage takeovers and social media promotion.
- Designed “Generosity of Many” campaign ad and direct mail pieces.
- Incorporated special campaign section as a regular feature of TCNJ Magazine.
- Developed template for and wrote first issue of Inspire – campaign volunteer newsletter.
- Produced campaign flagpole banners and installed on campus to keep the campaign in front of the community.

Enrollment Marketing

The department created marketing materials for the Division of Enrollment Management:

- Completed a rewrite and redesign of the admissions viewbook. The book, which was done entirely in-house, cost approximately \$100,000 less than the previous edition. The student focus group strongly agreed that the book felt like the TCNJ that they experienced.
- Rewrote and redesigned the travel brochure, used by admissions counselors.
- Developed post card campaign for use in student search. (Themes were: outcomes, graduate schools and accolades.) Also created companion success.tcnj.edu.
- Created Campus Tour video, which was embedded on the admissions home page, and given as a digital file for recruiters to take on the road. The video debuted in October and replaced with an improved edition in May. It received 16,175 views on YouTube and an additional 91,320 views on Facebook. (More details in the Facebook section below.)

Identity

Communications, Marketing and Brand Management updated the college’s graphic standards guide with chapters covering the topics that had been generating the most frequent questions.

- Launched brand.tcnj.edu, a self-service site that enables community members to help us advance our identity by giving them access to approved logos and templates.
- New logos were trademarked with the help of the General Counsel’s office. Notices of Allowance were conveyed on March 8.
- “Spirit Roscoe,” an official mark of the college, features custom versions for use by dining, the book store, orientation and at Lavender Graduation.
- Created timeline for implementation of Priority III of the new strategic plan.

TCNJ Magazine

- The fall 2015 cover story on the intellectual curiosity of our faculty won a silver medal for Editorial Design in the CASE Circle of Excellence Awards. This national competition is to higher education communications what the Academy Awards are to the film industry.
- Managed through the departure of the long-time editor while meeting our deadline and improving the overall quality of the issue.

Media

- In April, 2016, the department added a full-time Head Media Relations Officer, Tom Beaver, tasked with amplifying the college's profile with external audiences at the local, state and national levels, and fielding all relevant media inquiries.
- In fiscal year 2015, the Foundation Board and Board of Trustee charged College Advancement to increase brand recognition. Since then, Communications continues to focus attention on generating media coverage in the Philadelphia Inquirer. From January 1, 2016, through the end of the fiscal year alone, the college was featured six times in the Inquirer (see below).
- TCNJ media coverage has maximized to more than 30 major news stories, intended in every case to enhance public perception of the college. Whether through pitching stories about newsworthy items at the college or arranging for faculty and staff to offer their expertise on a diverse portfolio of topics, the Office of Communications, Marketing and Brand Management continues to expand the college's imprint with a wide array of external constituencies.
- Select media placements:
 - "Degrees of Waiting: many NJ college students do not graduate in the traditional 4-years. Here's a look at the graduation rate of NJ's colleges and universities" – Cover story in the Sunday, May 9, 2016, edition of the *The Star-Ledger*. The front-page included a chart juxtaposing the 4-year grad rate of each college/university with the annual tuition/fees of each. TCNJ, which boasts a 73% 4-year graduation rate, ranked second, trailing only Princeton University, fully 11-points ahead of the next closest college.
 - "At TCNJ, re-vamped program helps at-risk students graduate on time" – *The Philadelphia Inquirer*, May 9, 2016. Feature story on the success of TCNJ's Educational Opportunity Fund program. As a result of a revised advising model, 70% of the 2012 cohort of E.O.F. students graduated in 4-years, consistent with the college's overall 4-year graduation rate.
 - Managed media for the opening of TCNJ's "Campus Town". Stories appeared on WPVI-6 Action News (Philadelphia), NJTV and WHYI public radio (Philadelphia), as well as in print in *The Times of Trenton*
 - "New TCNJ clinic offers more affordable testing for learning disabilities" – *The Times of Trenton*, October 15, 2015. Profile of TCNJ's Student Evaluation Clinic and Dyslexia Initiative stemming from the generous contribution of the Herst family in support of the center.
 - "A community college bachelor's degree? NJ schools disagree" – *The Philadelphia Inquirer*, January 10, 2016. TCNJ's concerns about the conference of bachelor of science in nursing (BSN) degrees by community colleges in the state, shared by the vast majority of four-year colleges and universities throughout the state, were featured prominently in this story.
 - "State colleges brushing up on fundraising practices" – *The Bergen Record/NorthJersey.com*, May 9, 2016. President Gitenstein highlighted the college's enhanced fundraising goals, noting that these efforts are aligned around expanding scholarships and improving student service offerings.
 - "For African American college students, a new racial gap" – *The Philadelphia Inquirer*, February 16, 2016. Lisa Angeloni, TCNJ's Vice President of Enrollment, was included

- prominently in the story, highlighting the college's efforts to enhance retention efforts for minority students that enroll in STEM programs but elect to switch majors.
- Managed media for TCNJ chorus' joint concert with a Japanese choir group at the Lincoln Center to mark the 5th anniversary of the Fukushima Daiichi nuclear disaster. The concert generated media coverage on WPVI-6 Action News (Philadelphia) and WHYI public radio (Philadelphia), and in *The Times of Trenton*
 - "TCNJ frat goes bald, raises \$20k for charity" – *The Times of Trenton*, April 1, 2016. Coverage included a comprehensive pictorial of the Phi Alpha Delta fraternity's annual "Brave the Shave" event, a head-shaving event on campus that raises money for St. Baldrick's.
 - "Keeping a watchful eye drives up college costs" – *The Philadelphia Inquirer*, April 19, 2016. Gary Miller, TCNJ's Director of Compliance, was included in this comprehensive story about the regulatory- and compliance-driven costs borne by colleges and universities throughout the state, offering an overview of how the college has had to adapt to manage these ever-evolving requirements.
 - "How Wall St money could help social programs in Trenton" – *The Times of Trenton*, April 29, 2016. Highlighted the research efforts of Susan Hume's finance students around "social impact investments" and their interactions with a selection of Trenton-based non-profits to illustrate how these models might be applicable for the city. This outreach effort was coordinated by the college's Center for Community Engaged Learning.
 - "Beyond bathrooms: college's look to recognize trans students' names, housing preferences" – *The Philadelphia Inquirer*, May 31, 2016. Angela Lauer Chong, TCNJ's Assistant Vice President for Student Affairs and Dean of Students, provided key insights for this story about the proactive steps the college is taking to be more responsive to the gender identity preferences of its student population.
 - Managed media for TCNJ's Career and Community Studies' summer honors program. Coverage included a front-page story in *The Burlington County Times* about the group's volunteer work at the Fernbrook Farm in Chesterfield, and a story in *The Courier-Post* about their participation with the Camden City Youth Corps.

Web and Digital

Communications, Marketing and Brand Management have made tremendous progress in web design and digital content across the academic schools and various programs.

- Launched new websites for Arts & Communication, Business, Education, Science, and Campus Life. The latter is an external facing site bringing the student experience outside of the classroom to life for prospective students. Each site included all-new writing and photography, and reflected current best practices in web design.
- Created new websites for, or redesigned in the new web style, the following sites: Academic Affairs, Admissions, Advancement, Alumni Affairs, Finance, Student Affairs (campus facing), Treasurer, Center for Global Engagement, Center for American Language and Culture, Join the Pride (for accepted students),
- Produced 31 home page features, in addition to regular content for campus news channel.
- Designed template for Alumni Affairs' new "Lion's Tale" newsletter.
- All TCNJ publications (ie: TCNJ Magazines, college reports, etc.) have been posted online as flipbooks.
- Note: See end of report for specific web metrics.

Social Media

Audience has grown on all platforms [2016 total (2015 total)]:

- Facebook: 4312 new followers, 20,344 (16,032)
- Twitter: 1167 new followers, 7809 (6642)
- Instagram: 2341 new followers, 5587 (3246)
- Note: See end of report for top Facebook posts with metrics.

General

- President's Holiday Video: First three days in circulation, the video garnered 15,000 views. On Facebook, the video has reached 49,029 people, been viewed by 17,538 people (more detail in Facebook section below). On YouTube, the video has received 5,000 views. Last year's video received a combined 10,000 views over the holiday season.
- Sports Information transitioned from CMBM to Athletics.
- Communications, Marketing and Brand Management produced 2015 TCNJ and TCNJ Foundation Annual Report.
- The department supported campus postvention communication following suicide death of student Daniel Thielke (September) and death of recent graduate Jeremy Wasserman (February).

Web Metrics

July 1, 2015 - June 30, 2016 (July 1, 2014 - June 30, 2015)

Top Level*

Sessions: 2,123,441 (3,243,489)
Users: 694,169 (941,135)
Pageviews: 3,710,00 (5,736,675)
Mobile: 338,244 (386,407)
Tablet: 74,766 (115,449)

TCNJ Today

Sessions: 2,398,098 (2,075,860)
Users: 553,933 (409,467)
Pageviews: 3,604,356 (3,017,126)

Admissions

Sessions: 449,354 (406,551)
Users: 231,447 (207,146)
Pageviews: 991,907 (882,995)
Mobile: 123,068 (103,665)
Tablet: 29,558 (30,290)

TCNJ News

Sessions: 84,400 (128,682)
Users: 58,739 (80,604)
Pageviews: 116,657 (189,223)

*Note: As we improve navigation and help users find the information they need more quickly, the number of clicks will decrease. We redesigned the navigation with a mega menu in Fall 2014, so this drop likely reflects a better user experience. We also shifted internal traffic from tcnj.edu to today.tcnj.edu.

Top Facebook Posts

Videos proved to be extremely valuable content, with all four videos posted showing up making this list. Three made the top ten, and one ran away with the top spot.

Rankings also proved to be very popular whenever posted. Our Facebook community likes to share points of pride.

1. October 15, 2015 [Video]

This student-produced video tour hooks us on the TCNJ feeling!

235,300 People Reached

91,320 Video Views

24,177 Post Clicks

8,382 Likes, Comments & Shares

2. September 9, 2015 [Ranking]

We're still having fun, and we're still #1 :-)

117,063 People Reached

4,821 Likes, Comments & Shares

6,310 Post Clicks

3. August 8, 2015 [Ranking]

Among the best in the state and in the top 200 nationwide, according to Forbes. (But we know you're not surprised!)

90,067 People Reached

1,740 Likes, Comments & Shares

7,872 Post Clicks

4. April 18, 2016 [Video]

Shout out to TCNJ's chapter of Phi Alpha Delta for raising over \$20,000 for the St. Baldrick's Foundation, which raises funds for childhood cancer research.

64,894 People Reached

26,216 Video Views

4,326 Post Clicks

1,857 Reactions, Comments & Shares

5. September 15, 2015 [Ranking]

Fifteen schools, including TCNJ, make list of standouts in new federal scorecard

63,381 People Reached

1,608 Likes, Comments & Shares

3,531 Post Clicks

6. August 22, 2015 [Photo gallery]

Campus Town at TCNJ made its big debut on Wednesday. Couldn't make it? Check this great photo gallery, courtesy of NJ.com.

57,622 People Reached
1,179 Likes, Comments & Shares
4,974 Post Clicks

7. November 13, 2015 [News story]

"The College of New Jersey running back Matt Popek is about to make his biggest play yet — and it's off the field."

55,881 People Reached
4,998 Post Clicks
1,869 Likes, Comments & Shares

8. December 8, 2015 [Video]

Happy Holidays from TCNJ! We hope this video brings you cheer and some holiday motivation for finals!

49,029 People Reached
17,538 Video Views
3,980 Post Clicks
1,167 Likes, Comments & Shares

9. February 29, 2016 [Photo]

It's official ... Panera is open for business in Campus Town.

43,107 People Reached
1,611 Post Clicks
1,226 Reactions, Comments & Shares

10. November 12, 2015 [Photo]

If you struggled to get online to register for spring classes, just remember that you didn't actually have to get ON LINE to register for classes! #campoutforclasses

42,895 People Reached
8,232 Post Clicks
1,663 Likes, Comments & Shares

11. April 22, 2016 [Ranking]

ICYMI: The College of New Jersey's School of Business jumped 28 places to #35 in Bloomberg Businessweek's 2016 ranking of the top 100 undergraduate business programs in the nation.

41,464 People Reached
2,769 Post Clicks
1,096 Reactions, Comments & Shares

12. August 4, 2015 [Ranking]

This Just In: TCNJ named one of the nation's #Best380 colleges by The Princeton Review!

40,196 People Reached
1,028 Likes, Comments & Shares
2,513 Post Clicks

13. June 8, 2016 [Video]

ICYMI: Funival, the Regatta, Bill Clinton, and Commencement. Watch these magic May moments unfold in our first #TCNJNOW video.

34,562 People Reached
11,452 Video Views
2,957 Post Clicks
751 Reactions, Comments & Shares

14. May 19, 2016 [Photo gallery]

Congratulations to all of our TCNJ graduates, and their families and friends! #tcnj16
31,346 People Reached
1,895 Reactions, Comments & Shares
34,002 Post Clicks
30,665 Photo Views

15. November 17, 2015 [News post]

Students and faculty of The College of New Jersey united and stood in solidarity with students at Mizzou and every student who has faced racial discrimination.
30,520 People Reached
5,406 Post Clicks
792 Likes, Comments & Shares

16. April 7, 2016 [Ranking]

According to a new report by Money magazine, TCNJ is one of 20 public colleges nationwide—and one of only two in the state—where students not only go on to earn high salaries, but get to those salaries faster by graduating on time.
25,578 People Reached
1,649 Post Clicks
914 Reactions, Comments & Shares

17. May 3, 2016

Senior physics majors Nic Freschi and Cody Combs are working on a new way to harness solar energy, and their plan just won them the top prize of \$30,000 in TCNJ's Fifth Annual Mayo Business Plan Competition. [News post]
24,668 People Reached
2,734 Post Clicks
608 Reactions, Comments & Shares

18. May 13, 2016 [Photo]

President Bill Clinton was at TCNJ this afternoon. Shout out to videographer Chris Lundy '17, who joined the Signal and Lions TV in the official press pool!
23,893 People Reached
627 Reactions, Comments & Shares
1,819 Post Clicks

Challenges

- There are multiple (and potentially conflicting) identity building projects on deck. The strategic plan calls for an institution-wide effort (Priority III) as well as external and internal communication plans for the signature experience. Other priorities are leading to action items that will also need marketing assistance. These include the effort to recruit students from new markets (home and abroad), and the drive to develop targeted new graduate programs such as a potential MBA

program. CMBM will not be able to support all these efforts and maintain the existing workload. We will need to prioritize these initiatives and/or devote more resources (staff/budget) to CMBM if this work is to be manageable.

- As the Facebook data, above, indicates, video is proving a very popular way to share content. Demand for it internally is also on the increase. We've received requests for help creating video content from Student Life, Human Resources, Enrollment Management, and various academic units. We currently have very limited video capability, staffed entirely by students. As a result, we are able to take on few video projects.
- The frequency by which the timing of marketing campaigns is determined by purchasing rather than marketing strategy is rising. Often, even the best planning does not allow for the long timeframe needed to get bids through purchasing.

Advancement Services

Improved Data Integrity

- In FY2016, 223 constituent records were updated using Daily News Alerts, Alumni Affairs mailings, social media, and other sources. Information added to the records included weddings, engagements, deaths, retirements and job announcements. In addition to posting articles to the constituents' record, additional research was conducted to ensure accurate contact information including constituent age, spouse name and age, children name and age, employment title, address, phone, website business description and LinkedIn URL.
- The process for importing student and parent information from the common application to Raisers Edge was streamlined. This reduced errors in biographical information and provided a more robust database.

Increased Stewardship and Engagement Outreach

- Advancement Services expanded the customized gift acknowledgement letter system to include all gifts that fall between \$250 – \$1,000. In FY2016, 246 donors in this pool received personalized letters from the Executive Director of TCNJ Foundation.
- Detailed financial impact reports were distributed to 88 major gift donors.

Projects – Software implementation

- AcademicWorks, an online scholarship management system, was implemented in coordination with the Foundation's 353 funds. Advancement Services created a general student application and collaborated with Information Technology with the "go-live" process. Students may apply online for Foundation scholarships starting in the 2016-2017 academic year.
- LiveAlumni is will enhance alumni employment and business information within the alumni and donor database. LiveAlumni's key functions include finding lost alumni, identifying top prospects and allowing for targeted industry related searches. It is a subscription-based service that will allow the database administrator to import data at any time of the year and save the information within our database (rather than maintain our alumni data in the vendor's proprietary portal). The service also provides us with unlimited user accounts, unlimited support and training and free refreshes to the data when we choose. The service also sends email alerts when an alum indicates a change in employment info in LinkedIn and maps all new changes to the alumni record in our database.

TCNJ FOUNDATION

The Foundation Board of Directors met quarterly to review investment performance, approve policies, consider fundraising plans and ensure proper stewardship of the funds it holds in trust for the College.

Finance Committee: Under the leadership of treasurer Leo Kelly '97, the Finance Committee completed an RFP process to identify investment advisors to manage both the regular endowment and the charitable gift annuity endowment. Nine firms/advisors submitted proposals. Four were invited to give oral presentations. After careful review the Finance Committee recommended and the board approved that Merrill Lynch -The Loff Group would continue to serve as the investment advisors for the Foundation.

| | | Cash and Investment Pools | | | | | |
|---------------------------|---|-----------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Pool | Type of Funds | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
| Cash and cash equivalents | Working capital to support operating activities | \$ 831,392 | 940,423 | 1,009,788 | 724,885 | 344,720 | 249,433 |
| Cash and cash equivalents | Private Grants | 495,371 | 380,318 | 778,125 | 110,000 | 333,948 | 1,541,792 |
| Endowment pool | Contributions to establish endowment funds | 26,184,060 | 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 | 6,054,427 | 6,286,592 | 5,730,450 | 5,688,610 | 6,078,031 | 4,097,528 |
| | Subtotal | \$ <u>33,565,251</u> | <u>32,887,244</u> | <u>28,143,168</u> | <u>24,650,225</u> | <u>24,256,079</u> | <u>20,335,330</u> |
| Funds Held by Others | Endowment funds held by 3rd party trustees | 6,586,680 | | | | | |
| | Total | \$ <u><u>40,151,930</u></u> | | | | | |

Strategic Plan Ad Hoc Committee: Under the leadership of vice chair Carl Gibbs, the Strategic Plan Ad Hoc Committee developed a new mission statement and identified five areas in which the board would focus its attention and align with the College's strategic plan

New Mission Statement: The College of New Jersey Foundation receives philanthropic support to expand access to and enhance the outstanding educational and community service opportunities provided to students at The College of New Jersey. The Foundation carries out its mission by establishing funds for student support, learning experiences, academic enrichment and capital improvement. By promoting a culture of philanthropy, and through prudent investment, stewardship and accountability to donors and the community, the Foundation advances the College's mission and reputation as a nationally recognized public institution.

Committees of the Board were charged with doing the following:

1. BY-LAW COMMITTEE - Review the Foundation by-laws regarding standing and ad hoc committees and opportunities for non-board member participation.

2. **NOMINATING COMMITTEE** - Define the requirements and expectations of board membership and strategically recruit future members to address skillsets needed to advance the work of the Foundation.
3. **FINANCE & INVESTMENT COMMITTEE** - Strengthen the financial oversight and compliance functions of the Foundation's Board of Directors.
4. **EXECUTIVE COMMITTEE** - Enhance the culture of philanthropy and develop the fund raising leadership capabilities of the Foundation Board.
5. **BOARD OF DIRECTORS** - Assist the Division of College Advancement in identification of staffing and resources required to effectively launch the next generation comprehensive campaign.

Audit Committee: Under the leadership of Audit Committee Chair Kimberly Brandley, the FY15 audit was conducted by KPMG which resulted in an unqualified opinion. An unqualified opinion is an independent auditor's judgment that a company's financial records and statements are fairly and appropriately presented, and in accordance with Generally Accepted Accounting Principles (GAAP).

Nominating Committee: Three Foundation Board members rotated off at the board effective June 30, 2016 due to term limits. They were Leo Kelly who served as treasurer, Dave Maurer who served ex officio representing the Alumni Association and Chris Ceraso. The Committee nominated and the board elected Timothy Jacotou '89 (BlackRock), Terri Martinac '72 '73 and Monet Sifford Wilson (Novo Nordisk) to join the board effective July 1, 2016.

Directors elected to serve as officers are:

Chair – Jim Gater

Vice Chair – Carl Gibbs

Treasurer – Jim Thoresen

Foundation funds paid directly in support of TCNJ expenses in FY16 totaled \$4,942,000. This does not include restricted gifts received that have not yet been expended nor funds added to the endowment. The distribution of expended funds is as follows:

- \$1.63 million - Scholarships
- \$196K - Faculty Professional Development
- \$246.5K - Funding for three development officers
- \$2.87M - Other restricted support for TCNJ programs and initiatives

-The End -