Update on Strategic Plan Goals
SPIEC – March 18, 2015
University Advancement/FGCU Foundation

Goal 3: Strategic Growth

3.3 – Increase financial resources through fundraising by increasing endowment by 5% and increasing Athletics fundraising

Endowment growth is the result of three factors working together.

First, the endowment is broadly invested and is subjected to global financial market conditions. This is largely out of our control but we manage risk/return through a diversified investment strategy in consultation with external experts and our Foundation Finance Committee.

Through February 2015, our preliminary estimates are that the endowment investments have grown at 0.67% for the fiscal year to date. The finance committee recently evaluated our long term return expectations and reaffirmed our commitment to an 8% target.

Second, endowment growth requires new gifts to endowment, or pledge payments on previous year pledges. Through December 2014, there was over $2.5M in new payments into the endowment.

Third, the endowment loses value through the distribution of funds to the University in support of programs. Through December 2014, the endowment has distributed almost $2.6M to the university in support of programs.

All told, we continue to seek endowment growth for the long term benefit of the University. We believe that our fundraising strategy is aligned with this goal, and our investment and distribution policy also contribute to a long term annual growth rate of the endowment of approximately 5-6%.

For Athletics, the University is growing support for the program in many dimensions. In the first two months of 2015, two $1 million gifts were secured in support of the Alico Arena expansion project. The Foundation also worked closely with the FGCU Financing Corporation to secure an additional $1 million for the project, and the Foundation is itself contributing $500,000. With some additional commitments to the project, the campaign for the $8 million expansion is half completed.

In addition, Athletics has had tremendous growth in other areas as well. Membership in the Eagles Club has grown this fiscal year, and revenues for events within the Eagles Club have grown. The net proceeds of the Night at the Nest event in December grew from $295,000 in 2013 to $460,000 in 2014. Golf outing revenues were up, as are ticket sales and corporate sponsorships.
Goal 6: Community Engagement

1.2: Publish Faculty articles, work with Community Relations and Marketing to enhance visibility

This has been a year of tremendous change within Community Relations and Marketing. In response to the Neustadt report and the Marketing Collaboration Team report, CRM hired a new Associate Vice President for Marketing and Communications, and also launched an organizational change project to bring assets from across the University together under one department. This includes staff and non-salary expenses from university advancement, admissions, and web, e-learning and publications. This new staff has been constituted as of March 2015.

CRM also has soft-launched a new website to enhance the visibility and distribution of news from the university. The new site, FGCU360, will be fully operational in April 2016 and is a great outlet for telling the good news of our faculty, staff, and students.

In addition, Marketing and Communications has created the Campus Communicators Network, a diverse group from across the university assembled to identify and create stories from the university that highlight the FGCU brand. While in a nascent stage, this group has the potential to more broadly expose the great stories of the university through the web, social media, and in partnership with traditional media outlets.

Marketing and Communications is also assessing our other channels for news distribution, including the FGCU home page, Pinnacle Magazine, Perspectives, and others.
Goal 6: Community Engagement

3.1: Increased gifts solicited; gifts funded, dollars raised, students served, and an increase in merchandised sales revenues all over previous year.

The University Advancement division continues to evolve into a full service development and alumni relations function.

The following are some of the FY15 initiatives that are underway:

- Development of a fully functioning donor relations and stewardship program
- Hiring the first prospect research individual in university history
- Fully developed annual giving program, involving faculty, staff, students, parents, and community partners
- Evolution of the Community Relations and Marketing office into a new office of University Marketing and Communications
- Expansion of management for a wide array of events across campus
- The development of a regional alumni program for the first time, in addition to increased focus on school-specific and special interest group activities.

These activities, along with many other throughout the division, are leading to great success. We have hit our dollar and donor goals for the faculty and staff campaign. More students than ever are giving to the University. The pipeline of major gifts is strong and growing. Our alumni participation has doubled over the past two years. We are receiving gifts from a diverse array of sources, types, sizes, and directions.

The University Advancement division and Foundation is well on its way to achieving our $17 million goal. Thus far we have raised over $13.8 million towards the goal.