

Academic & Student Affairs Committee

Sept. 18, 2018



University Advancement

Presentation to Academic & Student Affairs Committee
Board of Trustees
September 18, 2018



University Advancement

- Campaign Update
- What's Next?
- Challenges / Opportunities





Campaign Update





*90% of goal in
59% of time*



Gift Table

Major Gift Level	Gifts Required	Prospects Required	Prospects Identified/Cultivated	Gifts Received	Total Raised
\$5,000,000	1	4	4	2	\$15,000,000.00
\$2,500,000	2	8	6	3	\$9,170,000.00
\$1,000,000	8	32	15	5	\$5,122,075.00
\$500,000	12	48	26	9	\$5,376,657.84
\$250,000	20	80	26	8	\$2,648,131.06
\$100,000	50	200	49	17	\$2,147,506.19
\$50,000	100	400	28	15	\$861,777.10
\$25,000	200	800	50	42	\$1,148,835.34
Major Gift Totals	393	1,572	200	101	\$41,474,982.53

Annual Gift Impact	Gifts Required	Prospects Required	Prospects Identified/Cultivated	Gifts Received	Total Raised
less than \$25,000	N/A	N/A	N/A	29,070	\$12,125,938.44

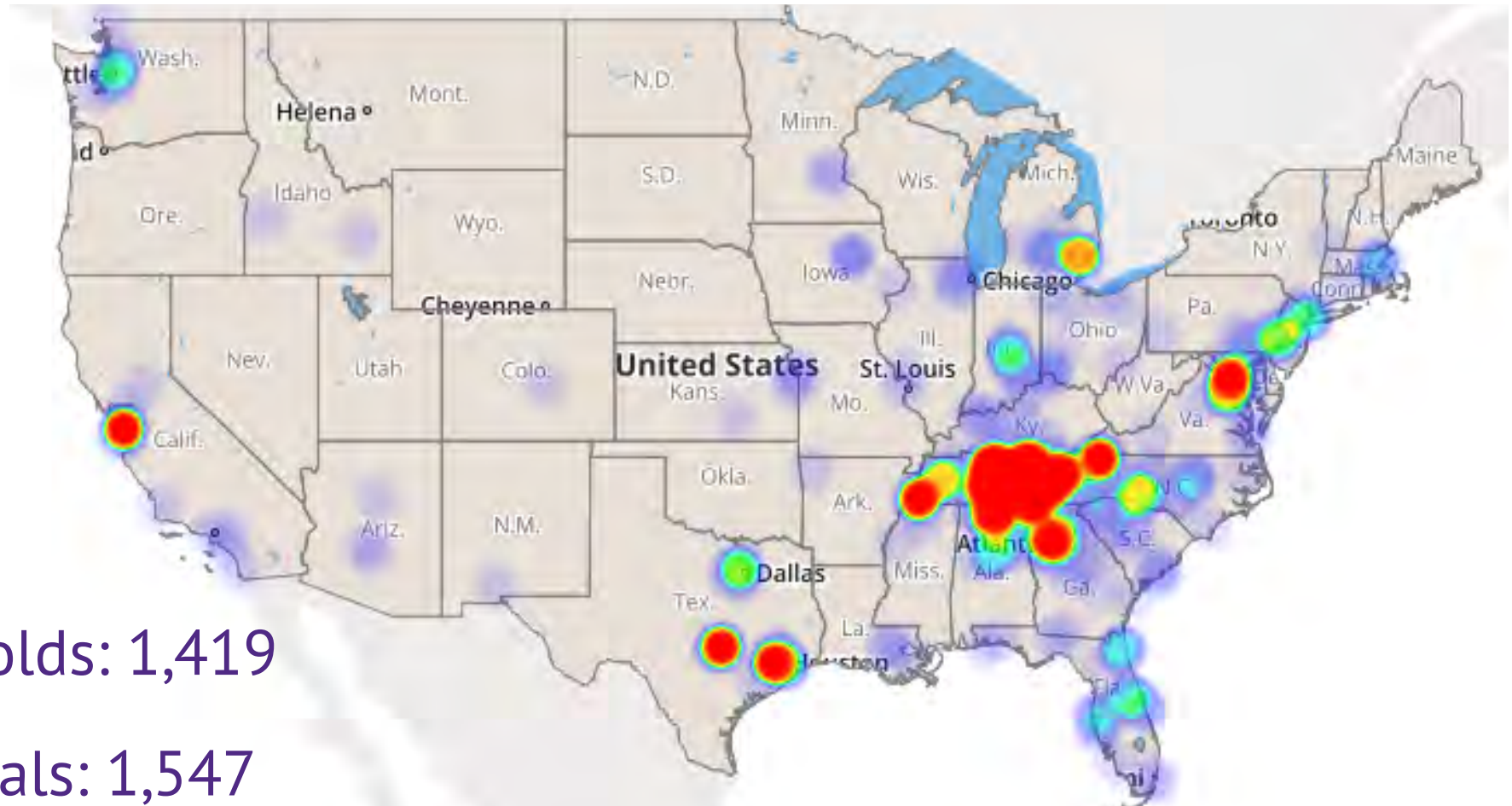
Grand Totals 29,171 \$53,600,920.97

Number of Donors and Gifts

Area	Gift Count	Donor Count*	Total Gifts
Agriculture and Human Ecology	2,715	1,122	\$10,612,919.23
Arts and Sciences	2,300	1,091	\$646,695.01
Athletics	3,981	1,591	\$6,688,015.95
Business	3,003	1,442	\$3,995,835.94
Education	1,328	858	\$410,840.97
Engineering	4,569	2,278	\$9,141,298.42
Fine Arts	1,044	583	\$838,035.75
Interdisciplinary Studies	38	26	\$18,870.00
Nursing	632	345	\$1,712,623.19
Other Restricted Purposes	5,384	2,238	\$17,857,107.30
Research and Economic Development	216	174	\$170,228.81
Unrestricted	3,961	2,614	\$1,508,450.40
Totals	29,171	14,362	\$53,600,920.97

*Donor Count for each area includes donors who have given to other areas as well, so some donors can be counted twice. This column should be used to focus more on the number of donors to each particular area rather than total number of donors to the campaign.

Households Visited July 2014 - August 2018



Total Households: 1,419

Total Individuals: 1,547

Total Meetings: 1,599



Estimated Prospects and Potential Impact

- **Significant time and human resources are required.**
- **One staff member would need 2 years to conduct visits with 350 prospects.**
- **While 35 prospects may be willing to donate within 12-18 months, another 140 may give in the next 2-5 years.**

Unassigned Prospects to Call	1,767
60% Answer the phone	1,060
66% "Good" conversations	700
50% Convert to prospect visits	350
50% Visited are willing to donate	175
20% Ready to give in 12-18 months	35





Could not have predicted:

Majority of campaign gifts consist of planned gifts and property.
Significant structural change was needed to yield favorable results.

Key changes:

Goal setting process.
Individual and team accountability.
Hiring the right people, capitalizing on each person's strengths.
Emphasis on strong onboarding.
Intentional coaching, mentoring, other performance improvement strategies.
Increased focus on Advancement team identity.



What's Next?





Sustaining a Healthy Organization

- **Pay Close Attention to Culture**
- **Hire the Best People**
- **Be Accountable, Reward Performance**





Building a Culture of Philanthropy

- **Academic Partners**
- **Volunteer Leadership**
- **Campus Engagement**
- **Community Relationship**





Increasing Levels of Private Support

- **Balanced Support – Planned, Outright**
- **Proposal Submission**
- **Principal Gift Activity**
- **Transformational ‘Gateway’ Gift**



Challenges and Opportunities





Double Down on the Flagship

- 1972
- Deanship
- Transformational 'Gateway' Gift
(Endow / Name the College!)





Diversity / Access

- **Increase Diversity, Increase Relevance**
- **Extend the Tech Experience**
- **Expand Endowed Faculty Positions**





Decisions to Make

- Resources across how many priorities?
- What will be new?
- How will we become more self-sustaining?



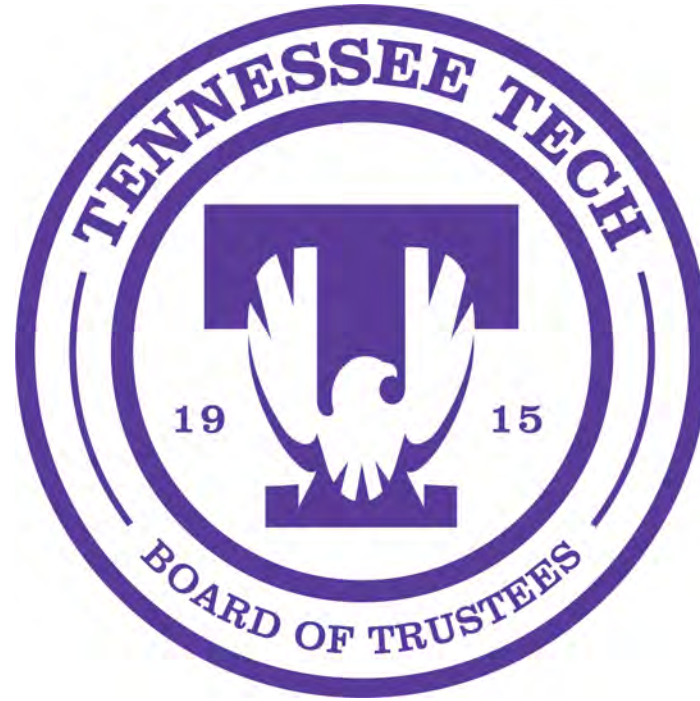


Tennessee
TECH

University Advancement

CONVERSATION





Academic & Student Affairs Committee

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Enrollment Management & Career Placement

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University Enrollment

	<u>University Total Headcount</u>			
Fall of:	2015	2016	2017	2018
Current Enrollment	10,900	10,492	10,504	10,186

	<u>Graduate Headcount</u>			
Fall of:	2015	2016	2017	2018
Final Enrollment	1,099	1,055	1,139	1,180

	<u>Undergraduate Headcount</u>			
Fall of:	2015	2016	2017	2018
Final Enrollment	9,801	9,437	9,365	9,006



New Student Stats

Graduate

- 1 fewer new student than fall 2017 (292)

Freshmen

- 129 more Freshman than fall 2017 (1,890)
- Average ACT: 24.4
- Average GPA: 3.64

Transfers

- 123 fewer Transfer than fall 2017 (671)



Office of Admissions

Strategies to Increase Enrollment

Solution-Based. Proactive. Data-Informed.

Freshmen

- Nashville Regional Admission Counselor
- Expand High School Visits
- Increase Name Purchase Count

Transfers

- Transfer Specialist position
- Focused Messaging
- Increase Phi Theta Kappa Name Purchase



University Enrollment Plan

University Enrollment Plan

- Enrollment Growth (Recruitment & Retention)
- Diversity
- Adult Learners

College Enrollment Plans

- Growth (Recruitment & Retention)
- Diversity
- Adult Learners





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