

Division of University Advancement

Increasing Fundraising Support (Development)

We have continued with the internal planning phase for **Deeply Rooted. Future Driven. A Campaign for Jacksonville State University** and are in the leadership gift phase. The overall capital campaign total in outright and planned gifts as of April 10th was \$7,456,132. We anticipate that we will continue to make significant progress on the campaign as we continue to solicit gifts in the leadership gift phase over the coming months.

The fundraising report for the first three months of the 2014 calendar year is below.

**Jacksonville State University Foundation, Inc.
Gift Summary Report - Fundraising Report
Pledges and Non Pledge Gifts
and Value of Gifts in Kind
January 1 through March 31, 2014 and 2013**

	Amount		Increase/ Decrease from 2013 - 14
	2014	2013	
Alumni	\$55,221.82	\$102,449.84	-46%
Corporation	65,735.53	43,967.34	50%
Employee	2,728.50	3,939.50	-31%
Foundation	336,500.00	4,030.00	8250%
Individual	13,370.72	5,710.80	134%
Student	281.71	20.00	1309%
Total	\$473,838.28	\$160,117.48	196%

	Value of In Kind Gifts		Increase/ Decrease from 2012 - 13
	2014	2013	
Alumni	\$1,322.00	\$10,371.14	-87%
Corporation	5,300.00	21,335.20	-75%
Employee			0%
Foundation			0%
Individual	1,810.00	800.00	126%
Student			0%
Total	\$8,432.00	\$32,506.34	-74%

	Number of Donors		Increase/ Decrease from 2012 - 13
	2014	2013	
Alumni	976	580	68%
Corporation	36	34	6%
Employee	60	78	-23%
Foundation	6	4	50%
Individual	54	64	-16%
Student	5	1	400%
Total	1,137	761	49%

	Number of Gifts		Increase/ Decrease from 2012 - 13
	2014	2013	
Alumni	1,139	752	51%
Corporation	47	41	15%
Employee	160	198	-19%
Foundation	8	5	60%
Individual	58	71	-18%
Student	5	1	400%
Total	1,417	1,068	33%

LeAnn Crowe will be leaving our development staff on May 1st to assume the position of Senior Director of Development at Birmingham Southern College. LeAnn has been an important part of our development staff for the last 7 years and served as a consultant for our last capital campaign for 2 years prior to joining our staff. While we hate to see her go, we celebrate with her this advancement in her fundraising career. We are currently advertising for the vacant position.

Increasing Alumni Engagement (Alumni Relations)

The Office of Alumni Relations has been busy during the last three months. The GEM of the Hills alumni magazine is currently being produced in conjunction with the Office of Marketing and Communications and should be in homes in late May or early June.

A list of the events held since the last Board meeting, along with those currently planned for the summer is below.

Alumni Association Events Feb-Summer 2014

Tuesday, Feb 4	West Alabama Area Alumni Reception
Thursday, Feb 20	Calhoun County Alumni Reception-Anniston
Tuesday, Feb. 25	Opelika Area Alumni Dinner
Wednesday, Feb. 26	Montgomery Area Alumni Dinner
Tuesday, March 4	Marshall County Alumni Dinner
Wednesday, March 5	Alumni Association Student Etiquette Dinner
Thursday, March 6	Atlanta Area Alumni Reception in Buckhead
Tuesday, March 11 J	SU vs. UAB Baseball Pre-Game Tailgate Good People Brewery, Birmingham
Saturday, March 15	Soccer Alumni Game/Reunion-JSU
Tuesday, March 18	St. Clair County Alumni Dinner Coach Grass guest speaker
Thursday, April 3	Birmingham State of University Dinner The Club in Birmingham
Saturday, April 12	Football Spring Game-JSU
Thursday, April 17	Calhoun County Shrimp Boil
Saturday, April 26	Blount County Alumni Dinner
Tuesday, April 29	Montgomery Area Alumni Reception <i>*Hosted by Justice and Mrs. James Allen Main</i>
Thursday, May 1	Atlanta Area Alumni Dinner
Saturday, May 3	Summer Leadership Conference Alumni Board Members/Volunteers
Tuesday, May 6	Nashville Area Alumni Dinner Jefferson's Restaurant
Tuesday, May 13	Marshall County Alumni Dinner Jefferson's , Coach Grass Guest Speaker
July 25	Atlanta Braves Game Pre-game tailgate

Increasing Awareness of JSU (Marketing/Communications)

The old Marketing Plan has been re-drafted to reflect 2013-2014 and highlights many areas that have created substantial assets for the unit (i.e. the addition of a new digital group, complete revamp of the website (still being refined), broader emphasis on use of social media just to name a few).

We have completed the final JSU Communications Plan, which addresses all issues related to how everyone on campus gets information that channels through the appropriate departments/responsible parties. The areas included are Public Safety/Crisis Announcements, Strategic Planning, Web Policy, News, Curriculum

Change, Calendar/Events, Policies and Changes, Print Material, Donor Efforts, and Campus Maps.

In order to measure how our unit was perceived by students/faculty/staff/departments, a survey was sent out to everyone to respond to our group on a ranking scale. The data was analyzed and overall, our unit fared well. This survey took place two years ago in April. We requested that the identical survey be sent out again in April 2014 (has taken place) to effectively evaluate how we are perceived two years later as compared to the previous survey. This analysis will enable our unit to evaluate how we are doing now and what possible changes may need to be implemented to provide better service.

Since January the marketing services office has created the following major publications:

- Marketing materials for QEP including banners, stickers, buttons, bumper stickers, yard signs, etc...
- Assisted with the City of Jacksonville Welcome Booklet (in-kind service)
- Assisted with the Jacksonville City School annual report (in-kind service)
- Behavioral pre-roll marketing campaign promoting Emergency Management
- Scheduled 4 spots in and all around the SUPER BOWL promoting Emergency Management
- Orientation marketing campaign (disco theme)
- Placed JSU ads in strategic magazines including SEEN, Business Alabama, USA Today, Birmingham Magazine, Potential Parenting
- Royalties generated from licensing 4th quarter (\$10,709.09) compared to (\$6759.98) same time last year, an increase of 58.42%

The new JSU Interactive office developed and implemented interactive/digital content and high quality video - previously outsourced or nonexistent.

The PR office helped to organize and advertise the Ayers Lecture and the Cheaha Challenge. Members of the office made presentations to PR classed and planned, organized and presided at the Annual Leadership Calhoun County Higher Ed Day.