

## Division of University Advancement

### Increasing Fundraising Support (Development)

**Deeply Rooted. Future Driven. A Campaign for Jacksonville State University** continues in the leadership gift phase. The overall capital campaign total in outright, in-kind and planned gifts as April 7<sup>th</sup> was approximately \$14,700,000. The fundraising report for private gifts through the JSU Foundation for the first quarter of 2015 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, 2015 and 2014**

	Amount		Increase/ Decrease from 2014 - 15
	2015	2014	
Alumni	\$202,055.26	\$55,221.82	266%
Corporation	38,355.83	65,735.53	-42%
Employee	2,528.50	2,728.50	-7%
Foundation	8,900.00	336,500.00	-97%
Individual	32,504.28	13,370.72	143%
Student	115.00	281.71	-59%
<b>Total</b>	<b>\$284,458.87</b>	<b>\$473,838.28</b>	<b>-40%</b>

	Value of In Kind Gifts		Increase/ Decrease from 2014 - 15
	2015	2014	
Alumni	\$632.00	\$1,322.00	-52%
Corporation	550.00	5,300.00	-90%
Employee	738.00	-	0%
Foundation	-	-	0%
Individual	-	1,810.00	0%
Student	-	-	0%
<b>Total</b>	<b>\$1,920.00</b>	<b>\$8,432.00</b>	<b>-77%</b>

	Number of Gifts		Increase/ Decrease from 2014 - 15
	2015	2014	
Alumni	743	1,139	-35%
Corporation	41	47	-13%
Employee	159	160	-1%
Foundation	8	8	0%
Individual	59	58	2%
Student	4	5	-20%
Total	<u>1,014</u>	<u>1,417</u>	<u>-28%</u>

	Number of Donors		Increase/ Decrease from 2014 - 15
	2015	2014	
Alumni	563	976	-42%
Corporation	36	36	0%
Employee	62	60	3%
Foundation	5	6	-17%
Individual	51	54	-6%
Student	4	5	-20%
Total	<u>721</u>	<u>1,137</u>	<u>-37%</u>

We are in the selection phase for a Major Gift Officer for the College of Education and Professional Studies and hope to have someone on board for that position by mid-May at the latest.

The Office of University Development is settling in at the house at 504 Pelham Road. I want to again thank the trustees for making that space available for a growing fundraising team.

The 2015 Founders Day Luncheon was held on Monday, February 23<sup>rd</sup>, on the 5<sup>th</sup> floor of Stadium Tower with over 150 guests present, 42 of whom were student scholarship recipients.

The scholarship to honor Dr. Meehan and his legacy at JSU has already garnered \$55,000 in commitments as of this writing and we have only solicited gifts from a small group of individuals. We will begin soliciting a broader group of alumni and friends who may wish to honor Dr. Meehan in this way.

### **Increasing Alumni Engagement (Alumni Relations)**

Alumni Relations is busy preparing to welcome 800 spring graduates to the alumni family. The staff is currently inviting them to a reception in their honor at the alumni house after the graduation rehearsal on Friday, May 1 to introduce them to their new "home" on campus.

And the alumni attitude survey we have mentioned before is in progress. The emails have been sent out to over 20,000 alumni on file. We expect to have the results of the survey by the alumni board of governors next meeting on June 6th.

Upcoming events:

Tuesday, April 21- Gamecock Spirit Night with Marshall County Alumni at the Jefferson's in Albertville

Thursday, April 30- Mobile Bay Area alumni dinner at Felix Fish Camp in Mobile

Friday, May 1- JSU Graduation Celebration at the alumni house

Saturday, May 9- Blount County alumni and prospective student lunch in Oneonta

Saturday, May 30- J-Club Golf Tournament at Pine Hill Country Club

## **Increasing Awareness of JSU (Marketing/Communications)**

### Marketing Services

- Placed ads promoting the MBA in the Atlanta Airport area (digital and still)
- Placed Nursing, Emergency Management, MBA, MPA, Undergraduate Admissions banners on FOX54 website to promote these degrees in the Huntsville area
- Working with BIG on :30 Nursing commercial
- Working on MPA brochure to increase awareness of their program
- Designing and printing graduation program
- Worked on numerous pieces for the president's retirement reception
- Working on collateral (posters, signage, banners, powerpoint) for the Administrative Professional's Conference
- Working on capital campaign newsletter
- Nursing fact sheets to hand out for recruiting

- Working on pieces for Applied Forensics to promote their program.

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**2015 CASE District III Circle of Excellence Award**

*Entry Name: JSU Welcome Packet*

*Category: Graphic Design; Specialty Piece*

**2015 Birmingham ADDY Awards Silver Winner**

*Entry Name: Welcome Packet, You Are In Letterhead and Envelope*

*Category: Brochure Campaign*

**2014 Collegiate Advertising Awards Gold Winner**

*Entry Name: You Are In Envelope and Letterhead*

*Category: Letterhead and Envelopes*

*Group: School 5,001 - 10,000*

**2014 Collegiate Advertising Awards Gold Winner**

*Entry Name: You Are In Welcome Packet*

*Category: Brochure - Multiple Pages*

*Group: School 5,001 - 10,000*

The **2013-2014 MIMOSA** was selected as **BEST OF CATEGORY** by the PIAS group, who picked the publication as the very best against all entries worldwide.

Public Relations

PR and Interactive collaborated to create a Meehan Legacy tribute video, which was unveiled during Dr. Meehan's retirement celebration and is now accessible on YouTube. PR also created a tabletop book that chronicled Dr. Meehan's legacy at JSU.

Interactive Design

The interactive design team produced a number of interactive videos during the last three months including the video tribute to Dr. Meehan that was shown at the retirement reception.

**Increasing Career Opportunities for JSU Students and Graduates (Career Services)**

1<sup>st</sup> quarter, 2015

New jobs posted=126

Education Fair:

Systems Registered=25

Recruiters Registered=49

Students/Alumni Registered=74

Spring Career Fair:

Companies/Entities Registered=38

Recruiters Registered=79

Students/Alumni Sign-In=142

43 students are currently employed with the Cooperative Education Program, working with the following companies: ABS Office Systems, Aerospace Coatings, Altec, Inc., Buck's Island Marina, CMC Steel Alabama, Elbit Systems, FabArc Steel, Goodyear, Honda, Infinity Insurance, Intergraph, JSU Computer Services, JSU Research and Assessment, Kohler, L.E. Bell, M & H Valve, Macs Vacs, Meadwestvaco, Pacific Trading and Recycling, Parker Hannifin, Phillips Engineering, Shaw, Shelco, SPOC Automation, Super Value/Advantage Logistics, Walmart-Asset Protection, WinSouth Financial Services.

Companies seeking Cooperative Education students: Kappler, and Parker Hannifin.

2 students are currently working internships through Career Services, working with: Aerospace Coatings, and Fehrer.

Career Services attended Academia Day in Huntsville, AL to learn about STEM careers, student programming and AMC's open campuses.