

**UNIVERSITY ADVANCEMENT
PERFORMANCE MEASURES
Fiscal Year 2017-18**

Goals

DEPARTMENT	FY'16	FY'17	YTD FY'18	Goal FY'18
ADVANCEMENT SERVICES				
Database with Valid Addresses	135,377	139,836		142,000
Alumni with Valid Addresses	121,632	125,182		127,000
Database with Valid Phone Numbers	130,690	132,711		133,500
Alumni with Valid Phone Numbers	120,368	121,713		124,000
Database with Valid Email	70,864	76,531		77,500
Alumni with Valid Email	67,138	71,999		73,000
Records Updated	2,025,091	2,149,193		2,175,000
Data Requests/Queries	9,142	8,669		8,700
Prospects Researched	13,296	10,071		10,250
Major Gift Prospects Identified	146	65		65
Major Gift Prospects ID (\$1.5M)				100
ALUMNI RELATIONS				
Annual Member Revenue	\$185,717	\$180,707		\$190,000
Life Member Revenue	\$184,541	\$179,707		\$185,000
Annual Members (paid)	5,853	6,158		6,350
Life/Endowed Life	2,849	2,942		3,050
New Graduate Members	4,336	4,600		4,600
Total Membership	13,038	13,700		14,000
Renewal Percentage (paid)	74.73%	68.78%		70%
Member Participation	12.20%	12.53%		13.00%
Gifts (non-dues income)	\$180,410	\$221,912		\$200,000
Alumni Solicited for Membership	106,815	109,304		110,000
Members w/email	9,947	11,886		12,000
Meetings & Events	352	395		400
Mtg. & Event Attendance	27,675	28,874		29,000
Alumni Communication Pieces	340	330		350
Alumni Web Site Visits	63,367	57,874		60,000
Facebook Likes	5,925	7,396		7,600
Twitter Followers	601	727		800

DEPARTMENT	FY'16	FY'17	YTD FY'18	Goal FY'18
DEVELOPMENT				
Amount Contributed	\$16,071,928	\$15,793,353		\$18,000,000*
Number of Gifts	26,143	25,980		26,500
Number of Donors	11,798	11,539		12,225
Addressable Prospects Solicited	113,279	114,702		115,000
Overall Donor Participation	10.41%	10.06%		10.63%
Undergraduate Alumni Solicited	89,499	88,742		91,000
Undergraduate Donors	7,267	6,730		7,250
Undergrad Donor Participation	8.12%	7.58%		7.97%
Development Contacts/Visits	3,839	4,218		3,000
New & Amended Endow Agreements	33	32		30
New Scholarship Agreements	9	12		10
Planned Giving Expectancies	1	5		15
Advancement Web Hits	38,636	31,646		35,000
On-Line Gifts	914	956		1,000
On-Line Gift Amounts	\$102,303	\$102,600		\$105,000

MARKETING & COMMUNICATIONS

University Communications (internal)	770	666		650
News Releases & Articles	476	546		580
Media Placements	26,605	40,777		35,000
Media Professionals Contacted	13,100	24,908		20,000
Marketing Projects Completed	5,216	6,053		6,500
Facebook Average Monthly Users	199,326	176,309		140,000
Facebook Likes	74,091	80,014		84,000
Twitter Followers	19,134	21,623		23,900

MUSEUM

Visitors On-Site	51,533	51,084		45,000
Off-Site Program Attendance	4,861	5,052		8,000
School Tours	99	89		85
School Tours Attendance	7,005	7,149		7,000
Walker Education Ctr. Events	375	374		300
Walker Educ. Ctr Event Attendance	21,124	23,231		20,000
Admission Revenues	\$24,702	\$21,835		\$22,500
Facility Rentals	\$37,499	\$46,583		\$35,000
Contributions	\$4,438	\$17,294		\$10,000
Programs	\$29,853	\$29,526		\$25,000
Gift Shop Net Profit	\$29,528	\$31,349		\$30,000
Web Site Hits	51,705	44,820		30,000
Facebook Likes	3,481	3,982		4,500
Facebook Average Monthly Users	11,327	21,308		15,000
Twitter Followers	808	907		900