

SUNY Potsdam Administrative Unit Assessment Report and Improvements

Administrative Unit: Advancement

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Mission Statement: The SUNY Potsdam Office of College Advancement, in collaboration with the Potsdam College Foundation, Inc., helps to secure financial resources to strengthen the Potsdam experience and to ensure a transformational education for each student. By facilitating the philanthropic goals of alumni and friends of SUNY Potsdam, we seek to direct the stewardship of interest, time, energy and financial resources in order to promote the academic excellence of the College, and the success of our students.

Goals	Desired Outcomes/Objectives	Assessment Methods and Targets	Results	Planned Improvements Based on Assessment Results
1. Development: Solicit alumni, parents, friends, corporations, and foundations for gifts to clearly defined institutional priorities to meet overall dollar and donor goals.	<ul style="list-style-type: none"> A. Identify and research Major Gift prospects to feed fundraising pipeline B. Solicit major gift prospects, including individuals, corporations and foundations C. Acquire, retain and increase Annual Fund for Potsdam donors to provide unrestricted funds for use by campus to meet its greatest needs. D. Secure Planned Gift commitments to help ensure long-term funding revenue. E. Coordinate activities with the Potsdam College Foundation, Inc. to include all endowment management and fundraising operations. 	<ul style="list-style-type: none"> 1.A.1. Review of unassigned prospects with wealth screening capacities over \$1M and others as identified through a variety of methods as having potential large gift capacities; 100% to be screened through research within 30 days of identification. 1.B.1. Track solicitation dates and amounts; raise defined annual goal, which during campaign includes cash and pledges (see attached fiscal year plan for projected gifts). 1.C.1. Use data analytics results to track goals which are defined annually; raise defined annual goal (see 	<ul style="list-style-type: none"> 1.A.1. There were no unassigned prospects with potential capacities of \$1M+ in FY15/16. However, we screened 89 prospects with potential major giving capacities (\$25K+), with research info provided based upon requested due date. (Research Tracking Report available upon request.) 1.B.1. The FY15/16 campaign goal was \$3.6M; the actual raised was \$4.3M. (See below for 	<ul style="list-style-type: none"> 1.A.1. Will re-write "Assessment Target" to include requested research on all prospects (with a focus on those prospects considered potential major donors at the \$20K+ level), and will schedule to meet requested due date vs. within 30 days. Will add to the tracking report columns for the date requested, by whom, and due date. 1.E.1. Once the final audit report is received, if there are any deficiencies, a corrective action plan will be written and implemented, and any updates in policies or

		<p>attached Fiscal Year plan for projected Annual Fund gifts). 1.D.1. Track solicitation dates and amounts; target 10+ new planned gift commitments annually. 1.E.1. Review of all written policies and procedures annually; 100% compliance with all gift acceptance policies and endowment management processes of the Foundation and IRS.</p>	<p>summary report.) 1.C.1. The FY15/16 goal for unrestricted gifts was \$994,385; the actual raised was \$1,063,837. (See below for Annual Giving summary of results based upon full tracking report by). 1.D.1. Thirteen people made new planned gift commitments in FY15/16. (See below for summary of info.) 1.E.1. FY15/16 Audit is in process (due Sept2016); anticipate 100% compliance found in all gift acceptance policies and endowment management processes.</p>	<p>procedures will be made as necessary.</p>
<p>2. Alumni Relations: Build and maintain strong relationships with alumni and friends to increase engagement opportunities</p>	<p>A. Provide opportunities and oversee activities of the Potsdam Alumni Association and related alumni groups to further alumni engagement with the college. B. Conduct local and regional events that allow alumni/friends to remain connected with the college and each other. C. Provide communications and information to alumni/friends regarding college happenings.</p>	<p>2.A.1. Track all volunteer activities including board membership; 100% of activities are documented. 2.B.1. Track attendance/participation at alumni events; 100% of engagement is documented. (Additional report pending that will show correlation between engagement levels and increases in giving.) 2.C.1. Ensure that electronic newsletters, alumni magazines and other</p>	<p>2.A.1. All volunteer activity is entered into each person's Banner record. 2.B.1. There were 21 alumni events attended by 2,110 people, which includes the annual Reunion Weekend and regional engagement events. (See below for report of events and attendance data.) All attendees have their</p>	<p>2.B.1. The Alumni Relations Department is still waiting for a report to be programmed that will show any correlation between engagement levels and increases in giving.</p>

		communications adhere to defined production schedules; 100% adherence to schedule.	Banner record tagged to show their attendance at the events. Various engagement and giving is weighted into a LOP (Love of Potsdam) score for each constituent which aids in prioritizing those alumni most engaged and therefore most likely to make a gift to the college. 2.C.1. The monthly AlmaMatters e-newsletter is sent during the first week of each month (there is a combined Jan/Feb newsletter and a June/July newsletter). 100% were sent within the set scheduled. Both the Spring and Fall editions of the Potsdam People alumni print magazine were sent within the scheduled timeframe.	
3. Donor Relations/Stewardship: Ensure appropriate acknowledgement and management of gifts to inspire continued and increased giving	A. Implement and manage annual acknowledgement process for all gifts at all levels. B. Oversee on-going management of endowed gifts (scholarships and program funds) consistent with policies set by the Potsdam College Foundation.	3.A.1. Monitor production of tax receipts; gifts to be received within 5 days. 3.B.1. Monthly communication with accountholders and bi-annual comprehensive review; 100% compliance with donor	3.A.1. Currently, not all gifts are received within 5 days of being received due to the significant increase in the number of gifts because of the campaign, with no	3.A.1. It will be necessary to add an additional support staff person (even it only part-time) in order to be able to receipt all gifts within 5 days, which is the industry standard and is evaluated during audits.

	<p>C. Conduct special events that recognize and steward donor relationships.</p> <p>D. Produce annual reports and communications to targeted groups of donors.</p>	<p>intention.</p> <p>3.C.1. Track attendance/participation at events; 100% of qualifying donors to be invited to events; 100% of participation to be documented.</p> <p>3.D.1. Ensure that communications adhere to defined production schedules; 100% adherence to schedule.</p>	<p>corresponding increase in staffing levels to meet gift-processing needs. All gifts are currently being received within 10 days of being received.</p> <p>3.B.1. See below for the monthly and bi-annual communications to account holders. The review process for accounts with living donors ensures 100% compliance with donor intent for all living donors. Activity is also monitored manually on all 1,586 foundation gift accounts as expenditures are made. For all account holders, written documentation stating donor intent is provided; annual training is offered on appropriate expenditures; written guidelines are readily available on-line.</p> <p>3.C.1. There were 9 donor relations events held, attended by more than 860 people; all donors are designated levels were invited to appropriate</p>	<p>3.B.1. We actively monitor all accounts with living donors (to whom we are reporting out activity annually) for compliance with their gift intent.</p> <p>3.C.1. For events where registration is required, 100% of attendees have their participation documented in Banner. However, some events have open invitations and no registration or sign-in is available.</p>
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			<p>events (See below for report of events and attendance data.) All attendee at events requiring registration have their Banner record tagged to show their attendance at the events.</p> <p>3.D.1. There was 100% compliance with all event invitations or other communications sent within scheduled timeframes.</p>	
<p>4. Advancement Services: Maintain all alumni and donor data for use in fundraising and alumni/friend relations activities</p>	<p>A. Enter and maintain data for all constituents within Banner, accurately capturing all contact and engagement data</p> <p>B. Compile data for use in solicitation and alumni engagement activities.</p> <p>C. Create and produce reports that track alumni and donor activity.</p> <p>D. Produce all external alumni and donor reports as required by SUNY and industry organizations.</p>	<p>4.A.1. Review requests daily; update records within 30 days of receiving data.</p> <p>4.B.1. Review data requests and assess necessary response; full all reasonable requests within a timely manner based upon priorities of office.</p> <p>4.C.1. Create monthly reports; 100% compliance with reporting expectations.</p> <p>4.D.1. Monitor requests for external reports; 100% compliance with report deadlines.</p>	<p>4.A.1. All requests reviewed but not meeting the 30-day update goal in some cases because of limited clerical staffing; updates are therefore prioritized given importance of data to fundraising efforts. (See list of various efforts below)</p> <p>4.B.1. All requests reviewed and filled as time allows. (See list of various efforts below)</p> <p>4.C.1. 100% of Monthly tracking reports run on time. (See list of reports run monthly.)</p> <p>4.D.1. 100% of external reports run on time. (See list below)</p>	<p>4.A.1. There is a current vacant clerical staff position for which we are awaiting determination on a reclassification. As soon as this decision is made, the position will be filled which will relieve some of the delay in updating data.</p>

<p>5. Campaign: Oversee a comprehensive campaign process that provides an opportunity to enhance fundraising efforts in order to meet specific identified priorities</p>	<p>A. Produce, maintain and manage campaign work plan based upon defined timelines that drive all gift policies/procedures, fundraising and marketing activities.</p> <p>B. Work with campus to identify funding priorities.</p>	<p>5.A.1. Regular monitoring of plans and procedures in concert with Foundation Board; 100% adherence to plans; (see also attached campaign gift reports with goals and results).</p> <p>5.B.1. Review defined priorities and track fundraising goals; achieve 100% of priority goals.</p>	<p>5.A.1. 100% adherence to all plans achieved.</p> <p>5.B.1. FY15/16 campaign goal was \$3.6M; actual raised was \$4.3M. Campaign ended on 6/30/16 with total goal of \$32M; actual raised was \$33.5M. All Priorities were met and exceeded 100% of goal. (See below Reports by Gift Level and by Priority.)</p>	
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1.B.1. End of Campaign Summary Report

CAMPAIGN GOAL REVIEW & PROGRESS			
Final Phase – Third Century Challenge			
6/30/16 (END OF YEAR 6/END OF CAMPAIGN)			
Initial Goal		\$25,000,000	
Increased Goal		\$27,000,000	
Overall Goal		\$32,000,000	<i>by Potsdam’s Bicentennial in 2016</i>
Seed Fund		\$3,282,847	
End of Yr 1	<i>(raised \$4.8M)</i>	\$8,088,284	32.35% of original \$25m goal
End of Yr 2	<i>(raised \$6.2M)</i>	\$14,341,138	57.36% of original \$25m goal
End of Yr 3	<i>(raised \$3.5M)</i>	\$17,805,534	65.9% of increased public \$27m goal
End of Yr 4	<i>(raised \$5.7M)</i>	\$23,548,254	87% of increased public \$27m goal
End of Yr 5	<i>(raised \$5.7M)</i>	\$29,236,829	91% of increased final \$32m goal
End of Yr 6	<i>(raised 4.3M)</i>	\$33,505,172	104% of increased final \$32m goal

Third Century Challenge FINAL SUMMARY

Goal #1: Raise \$32M by June 30, 2016.

RESULT: Raised \$33.5M

Goal #2: Gain 2,016 new donors by June 30, 2016.

RESULT: Acquired 2,201 new donors to the Campaign btwn March 2015 and June 2016

Goal #3: Increase unrestricted giving.

RESULT: Secured a total \$8M for the College's Greatest Needs

RESULT: Raised an additional \$57,500 for the Third Century Endowment, bringing this unrestricted endowment to \$105,721.

2016 Club was established for those 25 donors who gave \$2,016 to the fund.

1.C.1. Annual Giving Unit Assessment FY15/16 (consolidated figures for all 50+ segments of donors)

Effort	Goal	Actual	% to Goal
Total Unrestricted Gifts Raised	\$1,057,492	\$1,063,837	100.6%
Total Gifts Raised from Phone+Mail+Email Solicitations	\$354,994	\$356,769	100.5%
Retention of Alumni/Friends Donors	8.76%	6.27%	72%

1.D.1. New Planned Gift Commitments in FY15/16: 13 New

Ann '66 & Irwin Avery

Kirk '68 & Marilyn (Hoat) '68 Baker

Susan (Vroman) '77 & George Cavanaugh

Bill & Evelyn Mercer

James (Hon. '01) & Mary '73 Stoltie

Jordan Walker

Anonymous

Anonymous

2.B.1. FY15/16 Alumni Relations Events

Date	Event	Location	Attendees
Thurs., July 9 – Sun., July 12, 2015	2015 Reunion Weekend	SUNY Potsdam	634
Sunday, August 02, 2015	Day at the Races	Saratoga Springs, NY	22
Wednesday, September 02, 2015	Syracuse Fair	Syracuse, NY	n/a
Saturday, September 26, 2015	Dinosaur BBQ - Double Axel Event	Syracuse, NY	97
Sunday, October 11, 2015	Crane Alumni Festival Orchestra and Choir	Long Island, NY (Rockville Centre, NY)	n/a
Sat., Oct. 17 – Sun., Oct 18, 2015	Alumni Organ Reunion	The Crane School of Music	31
Wednesday, October 14, 2015	Hudson Valley Alumni Event IBM	Poughkeepsie, NY	20
Wednesday, November 04, 2015	Museum of Fine Arts, Boston	Boston, MA	31
Saturday, November 28, 2015	Munson-Williams-Proctor Arts Institute in Utica	Utica, NY	16
Friday, December 04, 2015	NYSSMA	Rochester, NY	175
January 22 and 23, 2016	Student Leadership Conference	SUNY Potsdam	22
Friday, February 05, 2016	Bear Pride Night	SUNY Potsdam	52
Thursday, March, 3, 2016	The Villages, Florida	Palmer Legends Country Club	11
Saturday, March 5, 2016	Brandenton, Florida	Pier 22	21
Tuesday, March 22, 2016	Grad Finale - signing of banner	SUNY Potsdam	398
Thursday, March 31, 2016	MIT Endicott House, Boston Event	Dedham, MA	21
Thursday, April 21, 2016	Albany Chapter Law Alumni Event, Yono's Rest.	Albany, NY	26
Saturday, April 23, 2016	TESA Conference, Satterlee Hall	SUNY Potsdam	18
Saturday, May 7, 2016	CIMB Alumni Gathering in NYC	Bourbon Street in NYC	32
Sunday, May 08, 2016	Potsdam Alumni Reception at Carnegie Hall	New York, NY	83
Friday, May 20, 2016	Party in the Bicentennial Plaza	SUNY Potsdam	400

3.B.1. Foundation Account Reporting for FY15/16

Type of Reporting	Frequency	Report/Info Recipient	Number
Account Activity (hard copy report of monthly revenue, expenditures, and remaining available for spending)	Monthly	Account Holders	390
Gifts Report (email report of all gifts in)	Monthly	Account Holders	varies
Program Spending Report (amount and use of funds)	Annually	Donor	76

Scholarship Spending Report (amount awarded and recipient info)	Annually	Donor	200
Gift account reconciliations	Annually	Auditors	1,586

3.C.1. FY15/16 Donor Events

Date	Event	Location	Attendees
7/11/15	Donor Reception (during Reunion Weekend)	SUNY Potsdam	128
10/2/15	Greenhouse Groundbreaking Ceremony	SUNY Potsdam	Approx. 50
10/2/15	TAG (Thank a Giver) Day	SUNY Potsdam	n/a
10/3/15	Scholarship Luncheon	SUNY Potsdam	208
10/15/15	Ranlett Organ Recital and Reception	SUNY Potsdam	Approx. 100
2/5/16	Bear Pride Night – Donor Reception	SUNY Potsdam	Approx. 75
4/20/16	Economic Fusion	SUNY Potsdam	Approx. 150
5/15/16	Greenhouse Ribbon Cutting	SUNY Potsdam	Approx. 75
5/15/16	Green Room Dedication	SUNY Potsdam	Approx. 75

4.A.1. Data Entry

- Over 8,500 phone # changes were made as a result of the phonathon
- Approximately 1,500 addresses were reviewed/updated as a result of our NCOA compliance process
- 2,425 email addresses/preferences have been updated from EMMA responses
- Alumni Reunion and graduation surveys reviewed and updates made
- Managed over 1,200 faculty/staff/PACES records – reviewing campus addresses, adding new employees, removing those who leave
- Hundreds of newspaper clippings, on-line Alumni Update Forms, emails, mail and staff constituent updates
- Processed all returned mail – new address, no forwarding address, etc.
- Managed Third Century Student Endowment gift input – 2,750 gifts entered/reviewed/acknowledged
- Tagged attendees to all Alumni/Advancement events – including Reunion, Regional and Campaign events

4.B.1. Data Requests/Improvements (as requested unless otherwise noted)

- Fund for Potsdam mailing/email/phonathon segmented files
- Data append project - annually
- Acknowledgment letter update – annually
- Quarterly NCOA process to meet USPS regulations
- LOP monitoring/revising
- Report/software debugging
- Database upgrade testing
- EMMA email uploads
- Various automated presort mailings
- Department alumni lists

- Duplicate record clean-up
- Phonathon reports/pledge card production

4.C.1. Monthly/Periodic Reporting

- Annual Donor Report lists
- Seasonal address updates
- Development Officer prospect lists
- Active lists
- Update Campaign Insiders list
- President's Club list
- Benjamin F Raymond Club list
- Reunion registrants list (January thru July each year)
- Alumni map (annual report)
- Update volunteer board lists (annually)
- TNS list (annually for review)

4.D.1. External Reporting – Annually

- VSE report
- Crane HEADS Project
- School of Education Report

5.B.1. Campaign Final Report by Priority

06-Jul-2016

Taking the Lead: The Campaign for Potsdam

Page 1

Goal: \$32,000,000 Campaign Progress Report by Priority Start of Leadership Phase: July 1, 2010

<u>Priority</u>	<u>Priority Goal</u>	<u>Campaign Value</u>				<u>Arts Campaign Value</u>		<u>Payments Received</u>
		Endowed	Non-Endowed	Committed	% Goal	Committed to Arts	Arts %	
Scholarships	8,000,000	7,758,619	668,252	8,426,871	105%	2,386,552	28%	4,230,126
Transformational Student Experiences	5,000,000	4,333,847	828,682	5,162,529	103%	1,467,817	28%	3,601,727
Academic Excellence	11,000,000	6,538,434	4,772,871	11,311,305	103%	7,305,790	65%	6,025,329
The Annual Fund for Potsdam: Where the Need is Greatest	8,000,000	930,094	7,147,060	8,077,154	101%	1,535,054	19%	7,260,342
Miscellaneous		23,254	475,651	498,905		125	0%	450,461
Grand Total	32,000,000	19,584,247	13,892,516	33,476,764		12,695,338	38%	21,567,985

5.B.1. Campaign Final Report by Gift Level

13-Jul-16

Taking the Lead: The Campaign for Potsdam

Campaign Progress Report by Gift Level
 Goal: \$32,000,000 Start of Leadership Phase: July 1, 2010

CONFIDENTIAL - Internal Document

Campaign Gift Level	# of Commitments	% Gift Goal	Campaign Value	Donors	Payments to Date
\$2,500,000+ (2 gifts required)	1	50%	3,102,015.54		3,102,015.54
\$1,000,000 - 2,499,999 (9 gifts required)	7	77%	10,081,109.41		5,176,109.41
\$500,000 - 999,999 (8 gifts required)	6	75%	3,855,159.71		1,612,704.28
\$250,000 - 499,999 (10 gifts required)	7	70%	2,293,558.03		1,040,758.03
\$100,000 - 249,999 (39 gifts required)	37	94%	4,930,434.14		2,738,262.20
\$50,000 - 99,999 (50 gifts required)	36	72%	2,376,753.25		1,670,193.70
\$20,000 - 49,999 (95 gifts required)	93	97%	2,658,223.53		2,155,778.52
\$10,000 - 19,999 (135 gifts required)	47	34%	631,953.53		600,492.53
\$5,000 - 9,999 (170 gifts required)	119	70%	770,475.01		732,371.16
\$2,500 - 4,999 (225 gifts required)	177	78%	599,299.36		586,781.36
\$1 - 2,499 (many gifts required)	13,187		2,206,190.80		2,182,206.12
Grand Total	13,717		33,505,172.31		21,597,672.85