

**REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE  
COUNCIL OF TRUSTEES  
Indiana University of Pennsylvania  
Thursday, December 8, 2022**

The Division of University Advancement, under the leadership of Vice President Khatmeh Osseiran-Hanna, more than doubled the goal for Giving Tuesday last week, raising \$41,000 plus. Exciting plans for IUP Giving Day in the spring of 2023 include all the generous matches committed by donors for student philanthropy, the African American Alumni Scholarship, IUP volleyball, and the Food Pantry and Help Center. Overall, the number of donors increased by 60 percent compared to last year in the first quarter of the fiscal year.

University Strategic Priorities were discussed, highlighting three pillars: Health and Wellness, Student Success, and IUP Excellence. More than \$27.5 million has been raised toward these areas since January of 2021.

The assistant vice president for Alumni and Constituent Engagement, Jenn Dunsmore, spotlighted the more than 12 engagement events with more than 2,450 attendees and the IUP Marching Band's 100-Year Celebration, which was the largest alumni affinity reunion in university history. The band showcased its signature song, "Amazing Grace," after the IUP football game on Saturday, November 5. The Student Affairs in Higher Education (SAHE) program also celebrated its 50th year.

The Oral History Project, which is documenting stories of IUP alumni through the decades, will continue until January 27, 2023. The project has had 11,751 respondents, with 8,100 total stories and 273 gifts to date totaling \$7,225.

Homecoming in October drew a crowd of more than 800 participants. The Class Cab, a new activity led by the IUP Alumni Association and the IUP Ambassadors, provided students with the opportunity to ride to class, or to their residence hall, as they answered IUP trivia questions. Special guest hosts and Norm were also along for the ride.

Other engagements offering enrollment support continue through tabling at open houses and student check-ins, allowing connections to be made between alumni and parents. Alumni networking events were held in Pittsburgh and Philadelphia, as the division's DEI (diversity, equity, and inclusion) initiatives focused on support and engagement of the Black Experience Alumni Committee (BEAC).

Successful collaboration continues with IUP and Indiana Regional Medical Center. The newest initiative, *Rural Health Pulse*, a rural health-care podcast, was launched on November 17 in celebration of National Rural Health Day. The IUP Communications Media Department assisted in completing 10 episodes of the podcast that will be released monthly. Future episodes are already in the works!

The Foundation for IUP has provided more than 950 scholarships and programmatic support to the university totaling \$1,234,402 as of July 1, 2022.

This concludes my report.

Jennifer Baker, Chair  
University Advancement Committee