

**REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE
COUNCIL OF TRUSTEES
Indiana University of Pennsylvania
December 12, 2024**

Jennifer DeAngelo, vice president for University Advancement, continues to lead her team while it raises funds for IUP's greatest needs, as well as the sesquicentennial campaign and celebration.

Advancement Services reported cash donations for fiscal year 2024-25 of \$3,213,361.87. The team maintains biographical data on 217,339 constituents.

The Office of Annual Giving has set its goal at \$1,000,000 for fiscal year 2024-25. First quarter numbers are calculated at \$155,756. Giving Tuesday was set for December 3, providing an opportunity to elevate those numbers.

The IMPACT 150 campaign's current philanthropic commitments for fiscal year 2024-25 total \$74,647,248, which is 49.8 percent of the working goal. The division has identified \$23.8 million for the proposed college of osteopathic medicine's escrow, which achieves 61 percent of the goal.

The Office of Alumni and Friends continues its commitment to communication, with results showing a 9.4 percent increase in net followers on social media. The office continues its work with campus partners for events and projects resulting in additional campus engagement.

The Alumni Legacy Breakfast in September encouraged students to take advantage of the opportunities available to them as IUP students.

The office has several notable upcoming projects, which include an unsubscribe outreach, automated tax receipts, and alumni engagement strategy. The team is once again focusing on winter commencement, December 14, 2024, followed by a celebration toast in historical Breezedale.

The Office of Strategic Partnerships continues to work with a variety of groups and councils, including the ARIN Intermediate Unit Executive Workforce Committee, the Cambria County Conservation Authority, and the Western Pennsylvania Ad Hoc Economic Development Task Force, to foster opportunities for IUP students and faculty to interact with industry partners.

The office has continued its support for the proposed college of osteopathic medicine, completing more than 40 qualification calls and three grant submissions during the first quarter.

Season 2 of the *Rural Health Pulse* podcast, directed and produced by IUP's own Department of Communications Media, has been completed. This podcast originated from an IUP-Indiana Regional Medical Center collaboration that began during COVID-19. The podcast has afforded the opportunity to showcase local stakeholders in the proposed college of osteopathic medicine.

This concludes my report.

Jennifer Baker, Chair
University Advancement Committee