

**REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE
COUNCIL OF TRUSTEES
Indiana University of Pennsylvania
March 6, 2025**

The University Advancement Committee report for March 2025 provides a detailed review of fundraising, alumni engagement, donor cultivation, and strategic partnerships for the first half of fiscal year 2024-25. The Impact 150 Campaign has raised \$76,628,828, reaching 51.08 percent of the campaign goal, with comparative giving trends being tracked to assess overall fundraising growth.

Efforts to identify and qualify potential donors have been strengthened through data-driven initiatives. Advancement Services continues to utilize target analytics data modeling to refine major gift and annual giving strategies, helping identify high-potential donors and “underproducing” prospects. The biannual Engagement Scoring project with Anthology provides insights into alumni engagement, identifying newly engaged individuals and those at risk of disengagement. Additionally, updates from the Live Alumni screening process ensure the latest employment and industry data are available for targeted outreach. As part of qualification efforts, Development officers conducted 227 qualification meetings, leading to 21 prospects advancing to the cultivation stage. Annual Giving efforts saw the acquisition of 536 first-time donors and the renewal of 250 lapsed donors, while 33 Office of Strategic Partnerships meetings resulted in seven prospects moving forward for potential partnerships, grants, or philanthropic gifts.

Cultivation efforts have included a series of Office of Alumni and Friends engagement events in collaboration with campus partners. These included a recent graduate survey with the Eberly College of Business, a 30-year reunion for women’s soccer, the IUP Baseball Golf Classic, the WIUP-FM 55-Year Reunion, UBORA Men’s Excellence in Progress Conference, the Interior Design program’s annual trade show, a Veterans Day event hosted by the Military and Veterans Resource Center, and the ROTC Open House and Class of 2005 Reunion. Engagement through digital communications also saw significant growth. Social media interactions increased by 12.3 percent, reaching 6,300 engagements, while email communications totaled 774,595 messages, resulting in approximately 229,747 opens.

Several process development initiatives were implemented, such as partnering with the University Museum to facilitate the *Alumni Artistry* exhibition and working with the Interior Design program to develop an automated exhibitor contract system for its annual trade show. The Eberly College of Business also sought assistance in reaching recent graduates who lacked email contact information, leading to the implementation of a new text messaging strategy, which significantly improved engagement and email acquisition. Additionally, email communications were sent on behalf of several campus partners, including the Eberly College of Business, the History program, the University Museum, the football program, the swimming and diving program, and the Office of Financial Aid.

The Office of Strategic Partnerships has been actively cultivating support, with IUP maintaining a regular presence throughout the state. This engagement led to 20 cultivation meetings with representatives from foundations, corporations, and government agencies. Development officers also conducted 156 cultivation visits with donors and potential partners.

Fundraising efforts have been strong, with several key Annual Giving initiatives surpassing their goals. Affinity group fundraising achieved 109 percent of its target, Giving Tuesday raised 131 percent of its goal, and the year-end campaign reached 72 percent of its expected total. The Fall Donor Campaign saw lower performance at 56 percent of its goal. Grant proposals resulted in \$60,000 in secured funding, and the third annual Rural Health Conference attracted more than 300 attendees, sparking five new funding discussions and strengthening healthcare-related partnerships.

Solicitation efforts have been particularly productive, with Development officers completing 175 solicitation meetings, leading to 20 closed major gifts. Donor retention remains a focus area,

with a 39.69 percent overall retention rate, resulting in \$4,704,601 in retained revenue. First-year donor retention stands at 14.87 percent, with \$105,594 retained.

To address declines in annual giving, University Advancement is working on a segmented annual giving plan for the next fiscal year that is focused on more robust cultivation, solicitation, and stewardship strategies.

This concludes my report.

Jennifer Baker, Chair
University Advancement Committee