



INSTITUTIONAL ADVANCEMENT

“More Is Possible”

Stewardship Report (PBA) | October 25, 2023



UVU

Thank you for your partnerships: A successful 2023



January 26

President Tuminez invited the UVU community to State of the University.



March 28

UVU men's basketball made it to the semifinals of the National Invitational Tournament.



August 18

UVU opened the Young Living Alumni Center, creating a home for alumni on campus.



September 21

UVU broke ground on the Scott M. Smith College of Engineering and Technology Building.

February 6-11

UVU invited alumni and the community to campus to celebrate homecoming.



May 16

The UVU Museum of Art at Lakemount opened, creating a community arts space at UVU.



August 29

UVU hosted the *UnCharitable* film screening helping to shift donor culture in our community



October 7

At the President's Scholarship Ball, UVU raised \$871,000 for student success.





EVERGREEN

the campaign for **UVU**





Taking Our Stewardship Seriously

The State of Institutional Advancement



UVU



IA EMPLOYEES

Full-time Staff

Executives: 3

Exempt full-time: 45

Non-Exempt full-time: 14

Vacancies: 5

Part-time Staff

Part-time: 6

Student Employees: 4

Total IA Staff - 77





IA APPROPRIATED BUDGET FY23

Institutional Advancement represents 2% of the total UVU appropriated budget

SALARIES

\$5,824,658

CURRENT

\$1,026,72

TOTAL

\$6,851,382



OPERATIONAL IMPROVEMENTS

- **Consolidated** data
- **Audited** all funds
- **Aligned** requests for marketing, data, events, and software purchases
- **Coordinated** with fundraising units on campus for annual giving, dashboard rollout, and giving
- **Reorganized** D.O.D. portfolios



IA Summer University — June 2023

OPERATIONAL IMPROVEMENTS

- **Implemented** named-space calculator
- **Increased** timeliness of impact reports to donors
- **Updated** gift planning website
- **Centralized** donor gifts
- **Launched** division-wide SharePoint site
- **Led** ongoing professional development for division



Young Living Alumni Center Opening — August 2023



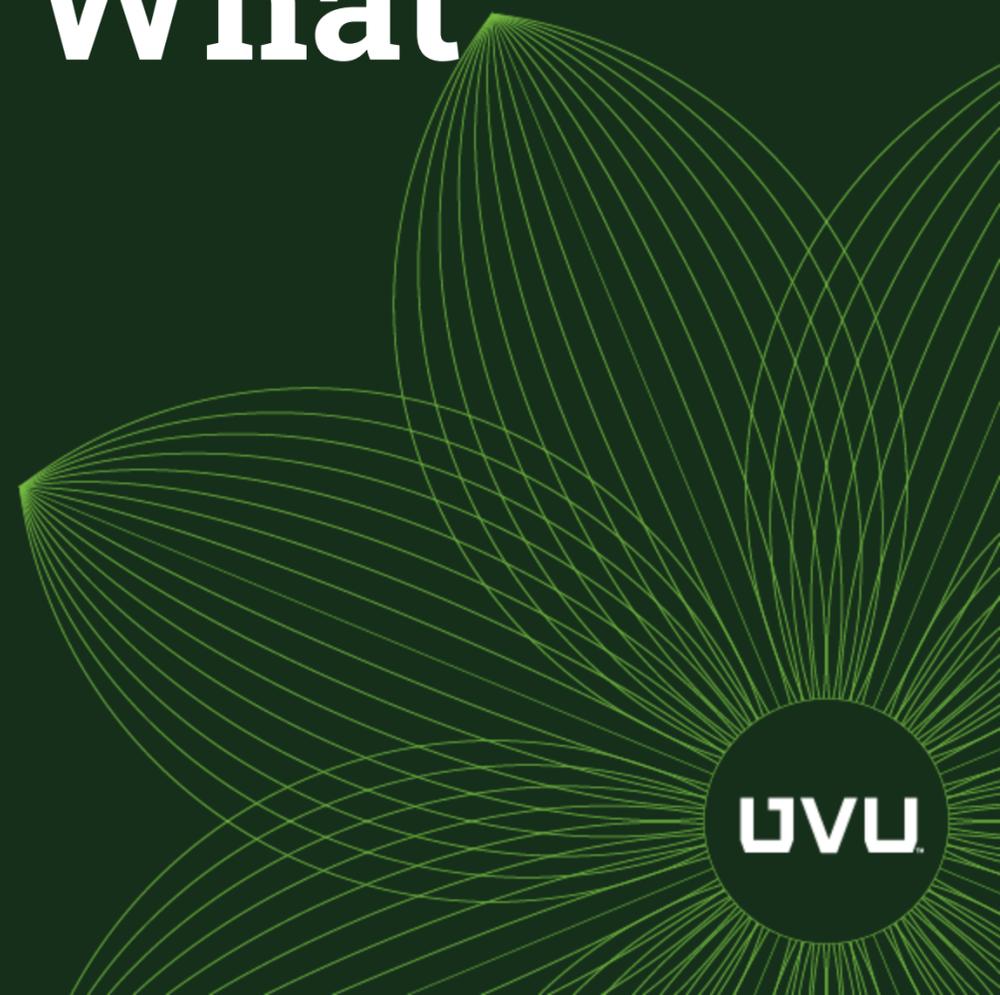
“Below the Belt” Screening — May 2023

COLLABORATION

- **Collaborated** with Dx on fundraising dashboard
- **Met** consistently with ALL fundraising units on campus
- **Formed** new partnerships with event vendors
- **Streamlined** feedback processes for ongoing improvement
- **Developed** partnerships with peer institutions for knowledge sharing
- **Created** impact tracking for donors



What / So What / Now What



UVU



IA Success Metrics

What / So What / Now What

GROWTH IN DONOR SUPPORT



First-Time
Donors



Employee
Giving

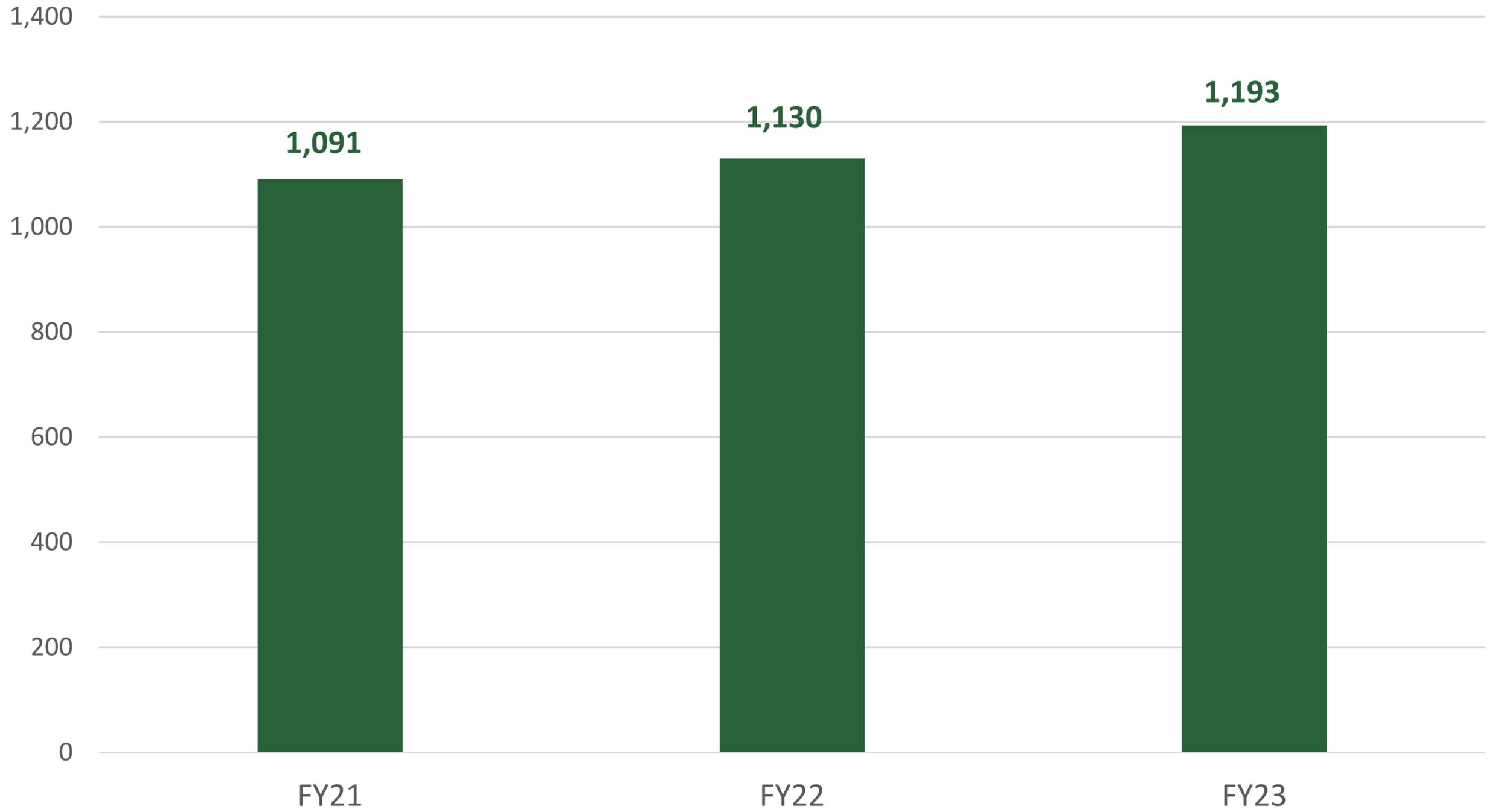


Annual
Giving



Ambassador
Giving

GROWTH IN FIRST-TIME DONORS

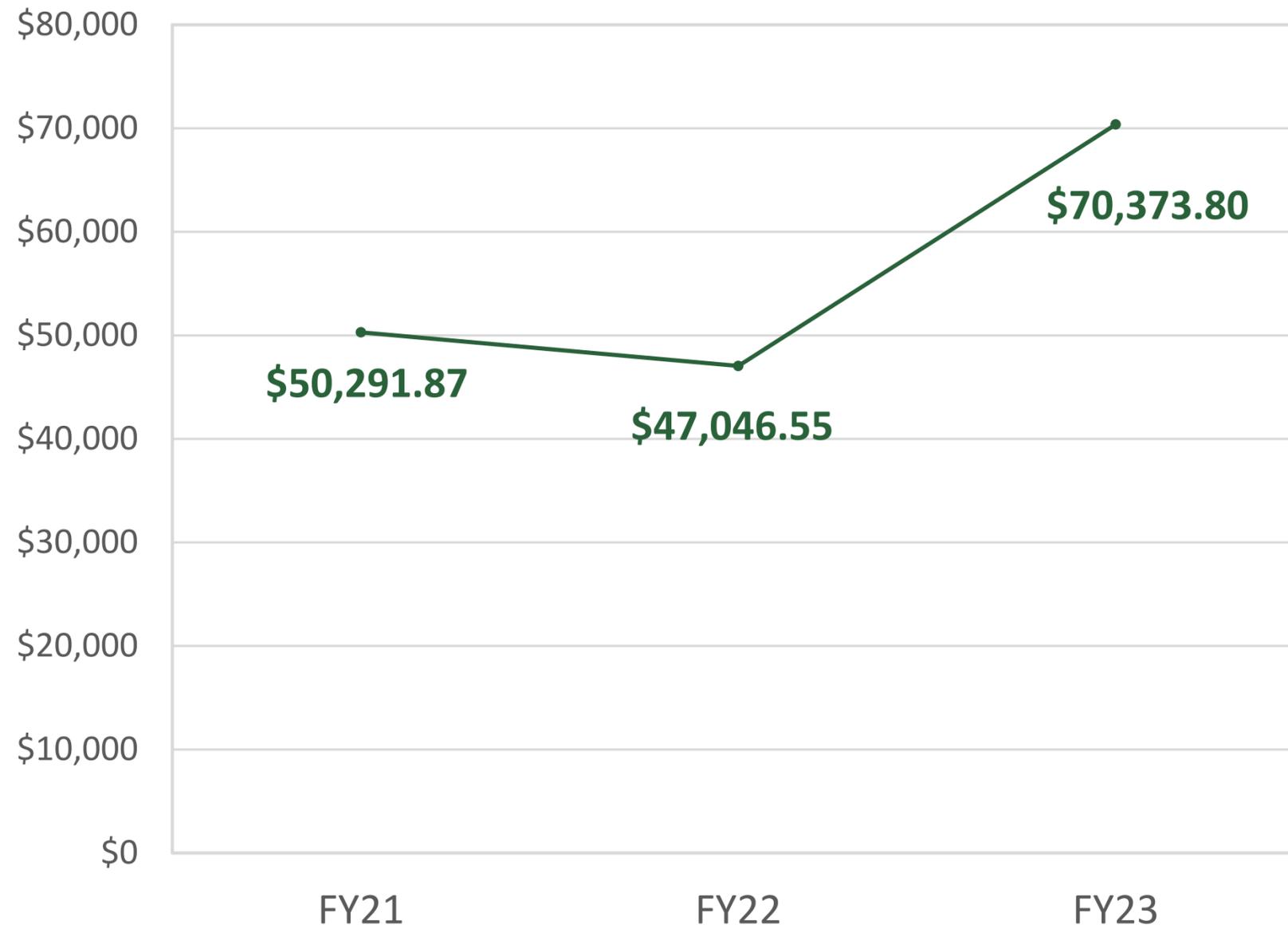


Source: IA Data & Analysis

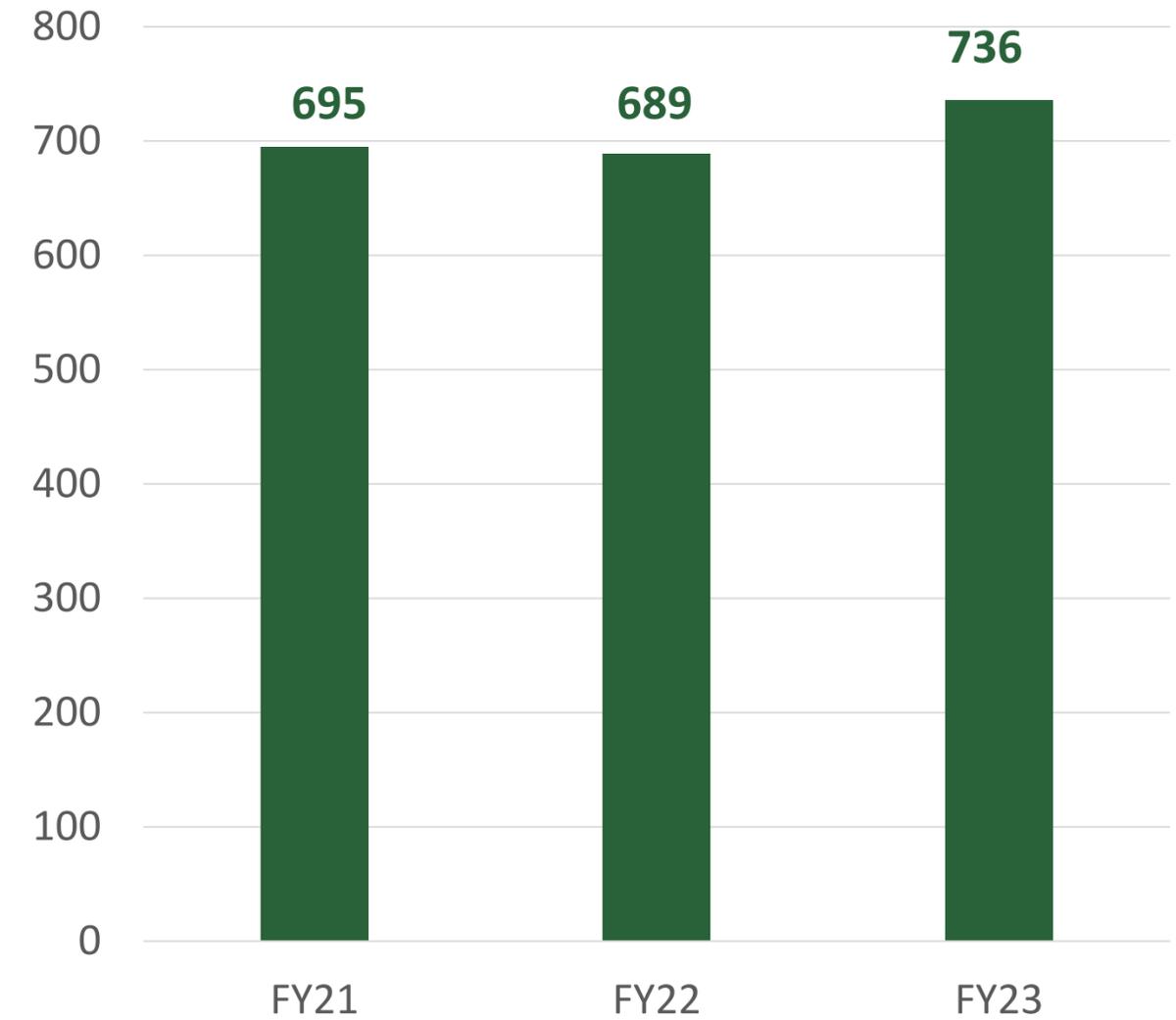


GROWTH IN EMPLOYEE GIVING

Employee Donations Through Payroll Deduction



Number of Employee Donors

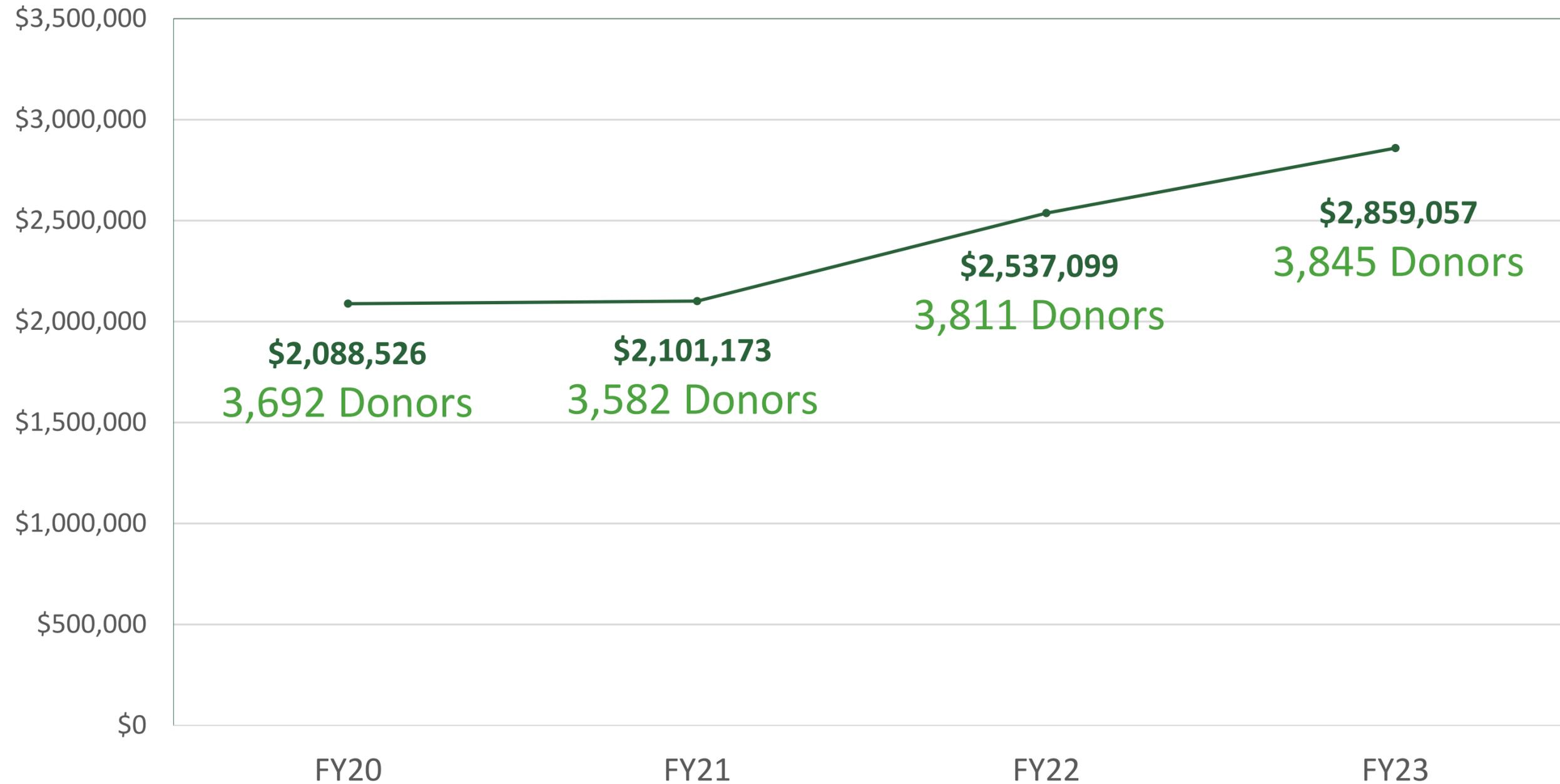


Source: IA Data & Analysis



GROWTH IN ANNUAL GIVING

(GIFTS FROM \$1 TO \$24,999)



Source: IA Data & Analysis

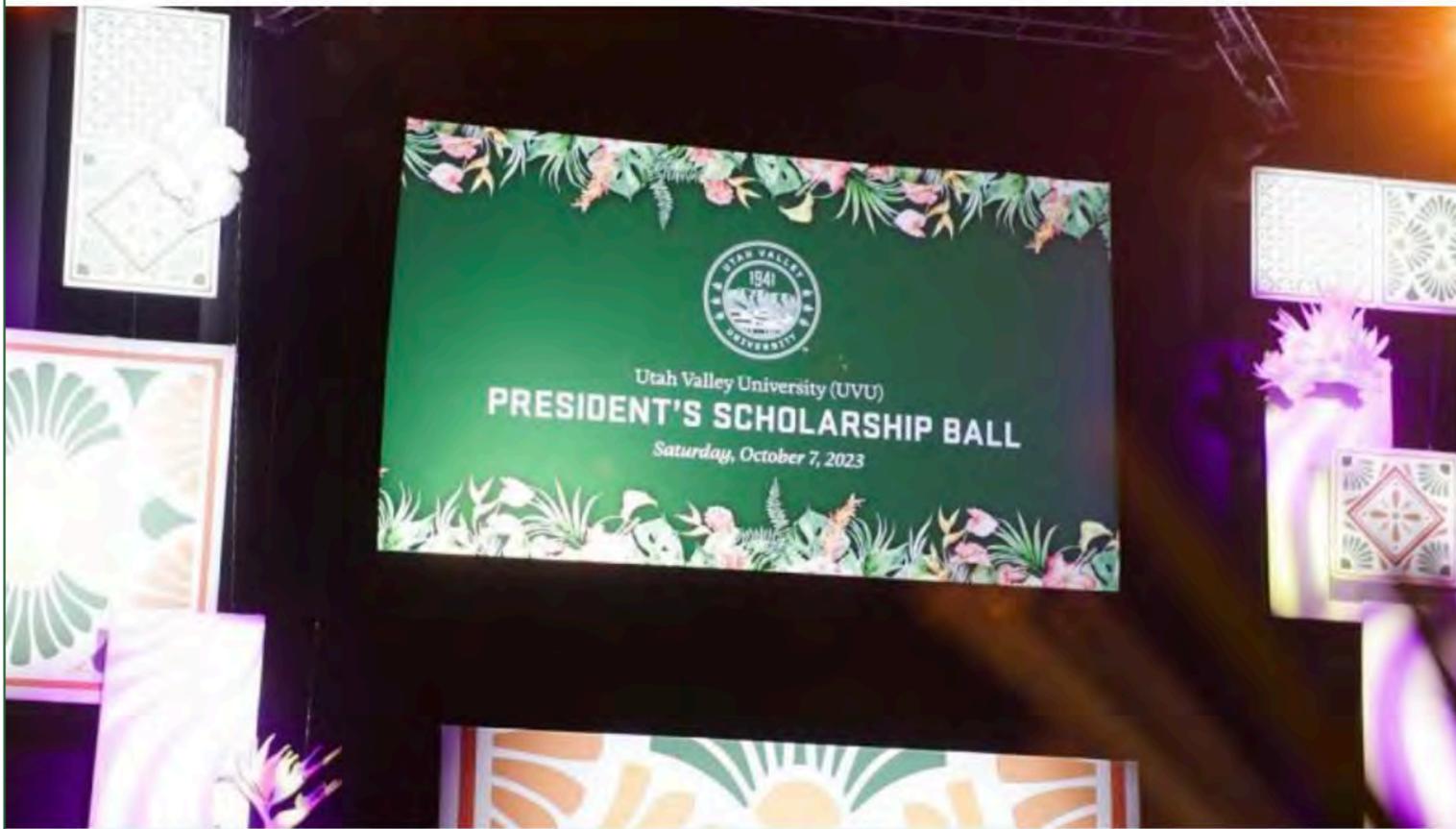


AMBASSADOR IMPACT ON GIVING



 **Brian Epperson**
CEO at Target River | Utah Valley University Foundatio...
4d • Edited • 

Just saw this video...what a privilege it was to be a part of such a special event to support some amazing students [#uvu](#) [#uvuunited](#) [#UVUEverGREEN](#)



Utah Valley University (UVU)
PRESIDENT'S SCHOLARSHIP BALL
Saturday, October 7, 2023

UVU 2023 President's Scholarship Ball - A Special Thanks to Our Sponso...
youtube.com

Nearly half a million impressions across all social media platforms

More than 500 clicks to "give"

\$1,184,41

Total giving among ambassadors in the last two fiscal years



ANALYTICS

- Update and maintain Google Analytics
- Define and track conversions
- Add tags to links
- Google Ads
- Continue digital marketing campaign

Department stats

Total users
1,266
↑ 82.7%

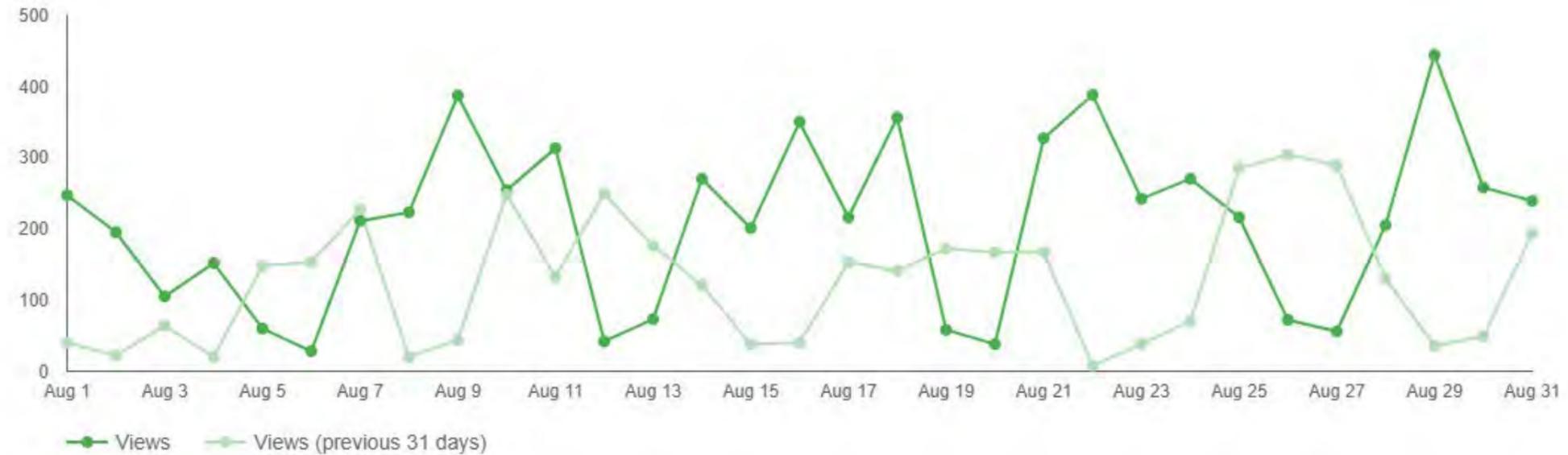
New users
452
↑ 123.8%

Engagement rate
50.33%
↑ 24.7%

Views
6,496
↑ 64.7%

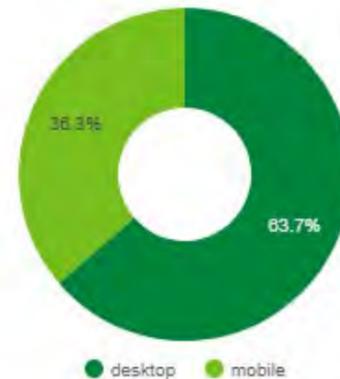
Conversions
4,350
↑ 714.6%

Views by date

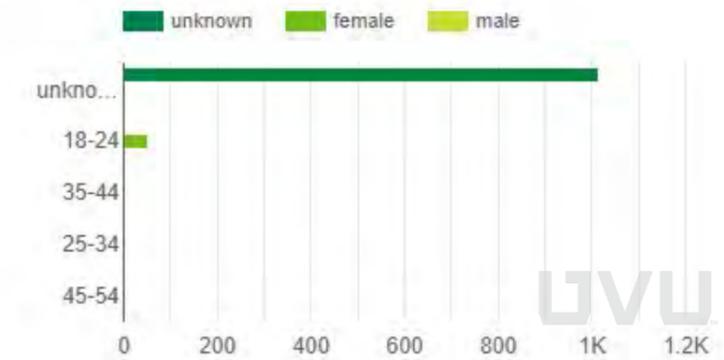
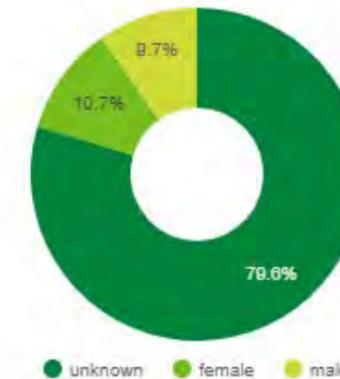


Demographics

Device



Age and Gender



Funds Raised in Campaign Year 5

Oct 1, 2021 – Sep 30, 2022

Year 4

Oct 1, 2022 – Sep 30, 2023

Year 5

\$42,742,291.54

\$46,746,291.09

Campaign Total as of 10.19.23

\$185,028,605



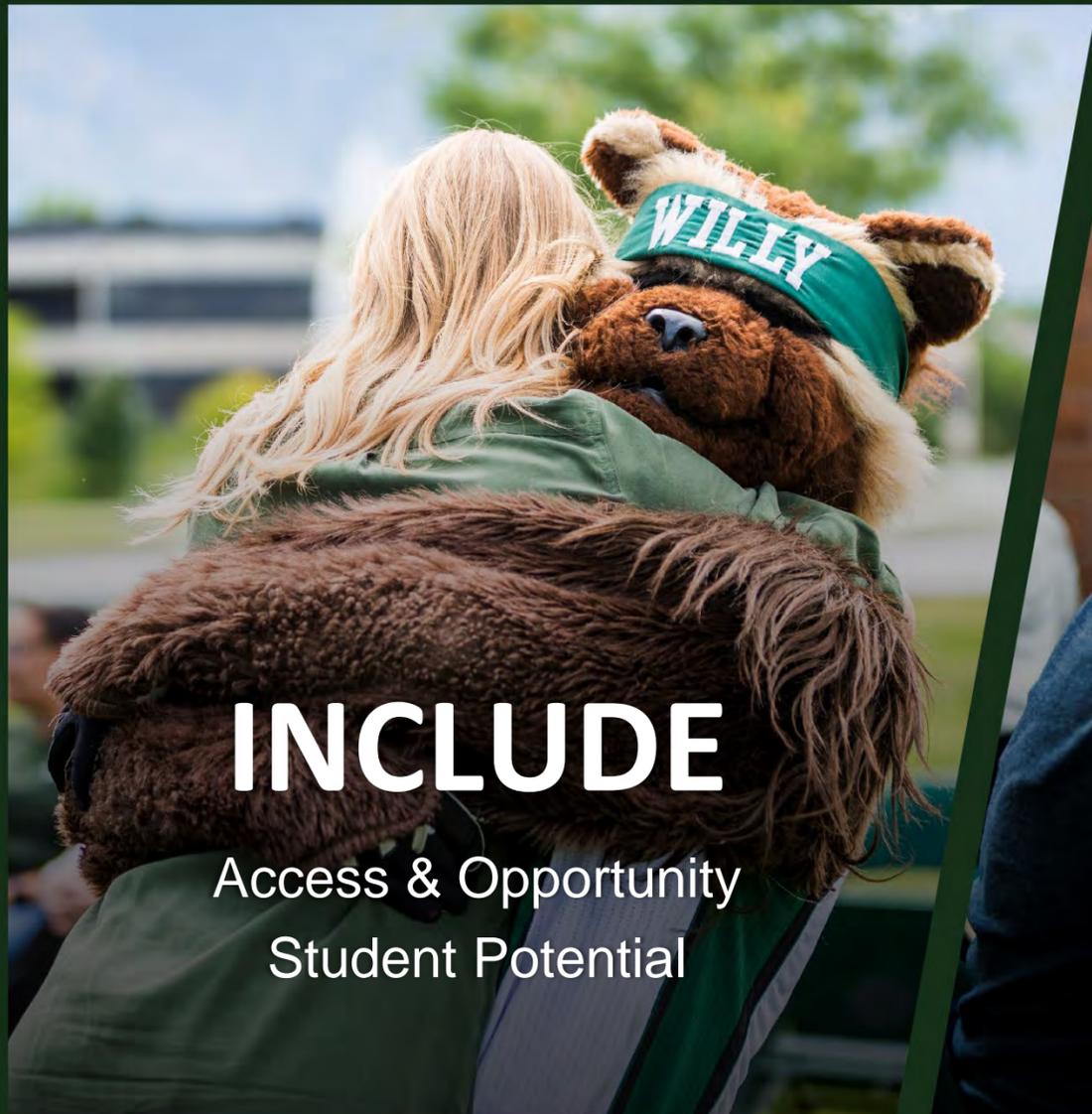
Impact on Student Success

What / So What / Now What

Our UVU & EverGREEN Campaign “Why”

STUDENT SUCCESS

Transformational Educational Experiences



INCLUDE

Access & Opportunity
Student Potential



ENGAGE

Relevant Learning
Engaging Environment



ACHIEVE

Completion of a Credential
Work & Life Impact & Readiness



IA Alignment with Vision 2030

Institutional Advancement develops partnerships to secure resources, support, and engagement to enhance student success.

Strengthen the foundation for ongoing giving, support, and engagement for UVU's students, programs, and priorities.

Vision 2030 – Engage C

INCLUDE

Access & Opportunity
Student Potential

- Endowed and non-endowed **access & merit scholarships**
- Student access and opportunity **programming** (K-16 pre-college, Adult learner, First-Gen, Low SES)
- Access and opportunity **centers**

ENGAGE

Relevant Learning
Engaging Environment

- Endowed and non-endowed **persistence scholarships**
- Endowed **professorships & chairships**
- **Academic support programming** (tutoring, mentoring, HIPs)
- **Student persistence programming** (co-curricular, wellness, emergency)
- **Engaged learning spaces and labs** (new buildings and facilities)

ACHIEVE

Completion of a Credential
Work & Life Impact & Readiness

- Endowed and non-endowed **completion scholarships**
- **Career transition programming**
- **Student completion programming**
- **Internships**

**In FY23 1,488 students received
\$2,558,039 in private scholarships**



INCLUDE

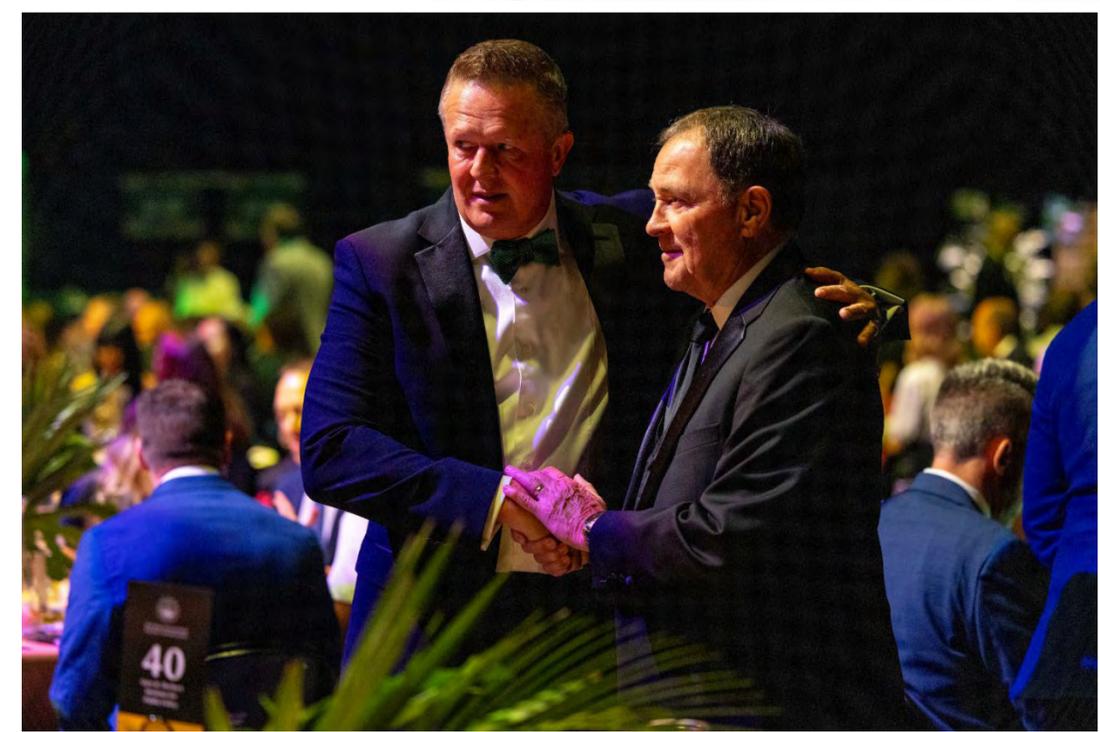
FIRST-GEN FOCUS

President's Scholarship Ball





President's Scholarship Ball



President's Scholarship Ball

Creating Access & Opportunities

2022

Campaign Public Launch

26 New Donors

77 Total Donors

Total Raised: \$470,000

↑ 96%

↑ 135%

↑ 86%

2023

First-Gen Focus

51 New Donors

180 Total Donors

Total Raised: \$871,000



ENGAGE

THE NOORDA CENTER

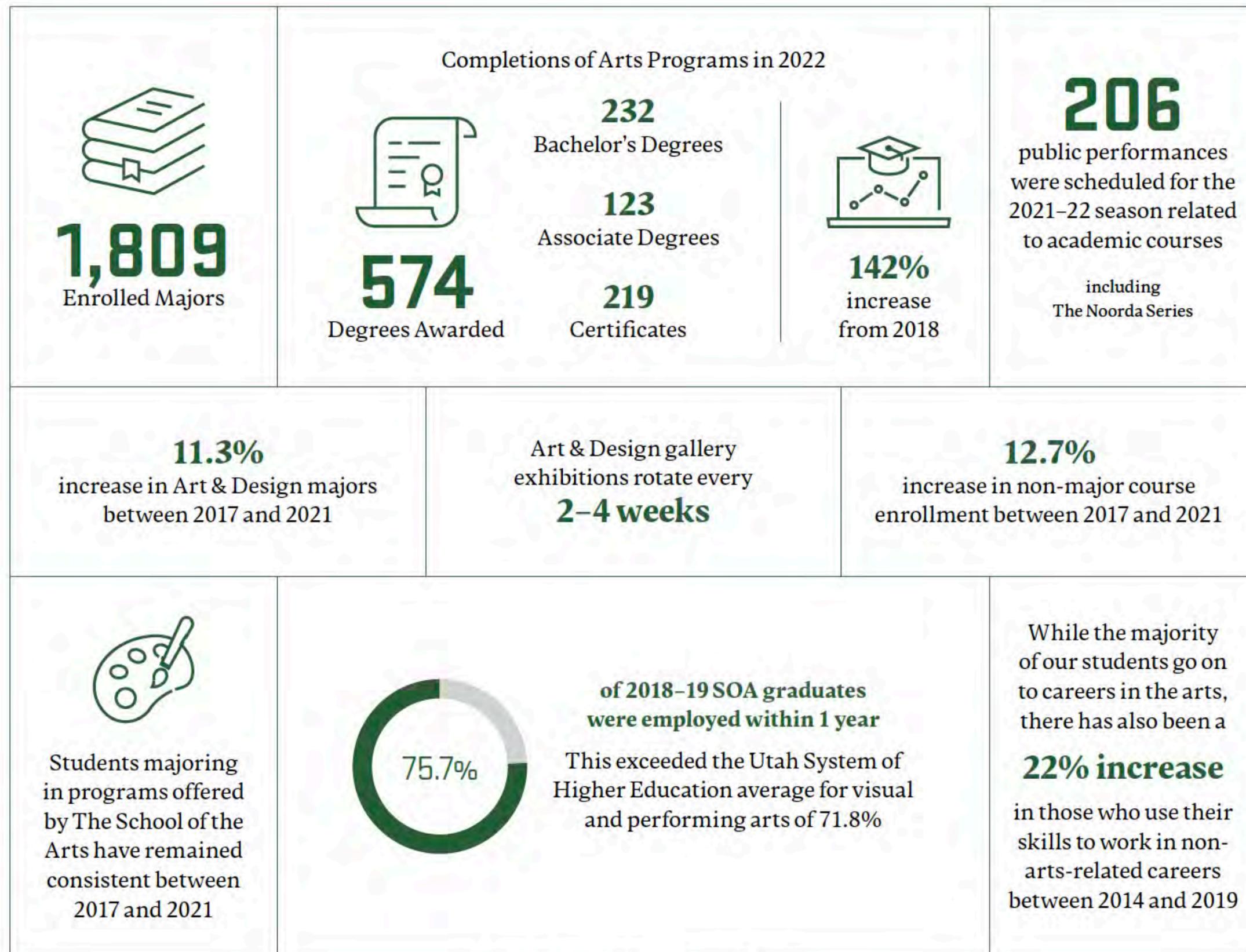
School of the Arts



THE NORDA



IMPACT – School of the Arts



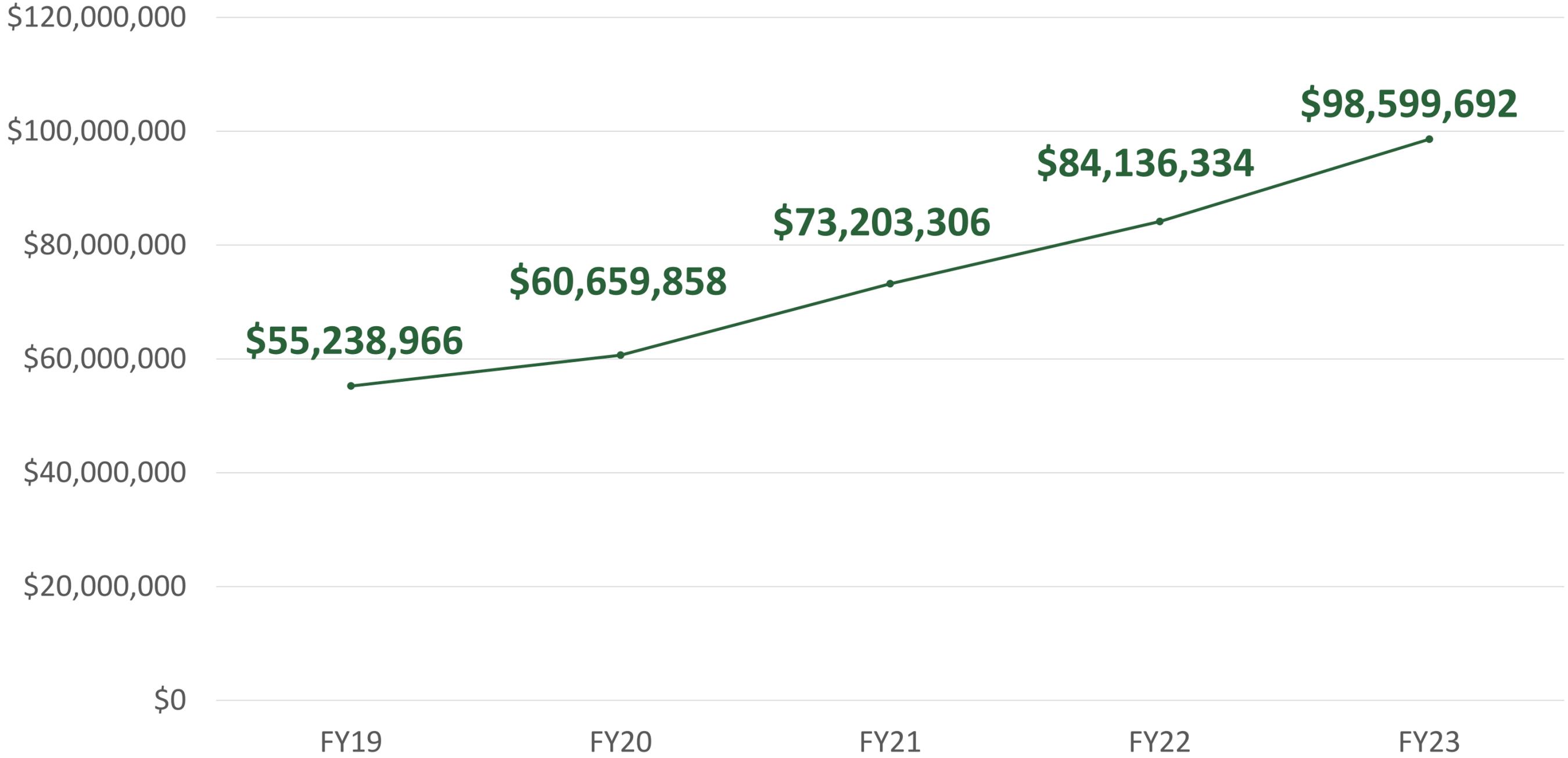
Source: UVU School of the Arts

ACHIEVE
THE ENDOWMENT
Utah Valley University



ENDOWMENT VALUE

Amounts as of June 30 every year



STAGES OF COMPREHENSIVE CAMPAIGN

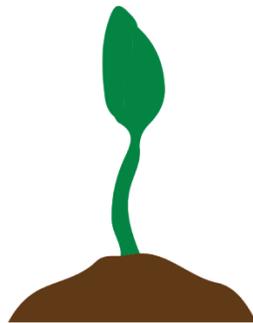
*ever***GREEN**

[2022]



*ever***GROWING**

[2023]



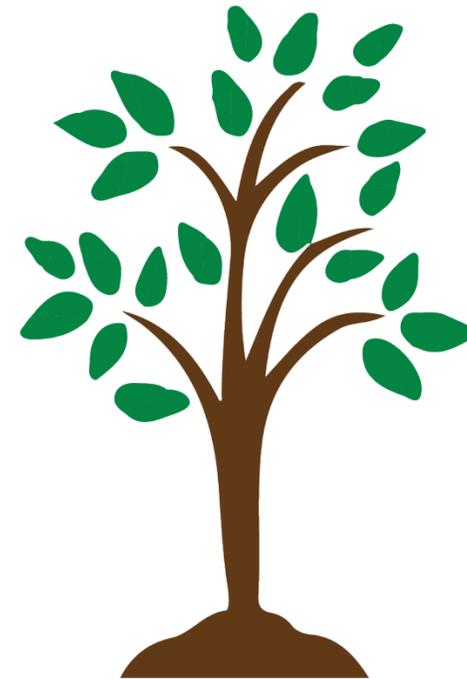
*ever***GUIDING**

[2024]



*ever***GIVING**

[2025]



*ever***GRATEFUL**

[2026]





Strategic Plans Moving Forward

What / So What / Now What

IA PRIORITIES FOR 2023-2024

Strengthen the foundation for ongoing giving, support, and engagement for UVU's students, programs, and priorities.

Vision 2030 – Engage C

Raise at least \$50M towards \$350M EverGREEN Campaign goal (2026) to transform opportunities for students.

1. Enhance internal and external partnerships to increase campaign awareness, effectiveness, and giving.

2. Establish and transform data culture to improve all aspects of the EverGREEN Campaign.

3. Launch aggressive alumni strategy to dramatically increase alumni affinity, engagement, and giving.

Strengthen staff confidence, competence, and collaboration to improve student impact, IA effectiveness, and the donor experience.

MEASURABLE OUTCOMES 2023-2024

Raise at least \$50M

- **Increase #/amount of gifts in: Principal, Major, Annual, Planned, Alumni, and Employee Giving**
- 80% from Principal donors (\$40M), 15% from Major donors (\$7.5M), 5% from all others (\$2.5M)
- Execute critical events leading to increased giving (eg. Scholarship Ball, PES trip, CET groundbreaking)
- Raise at least \$20M toward endowment to surpass \$100M

Enhance partnerships

- Outside of UVU: **Complete board audit and improvement**, Ambassador program, increase # of ECMs, Silicon Slopes
- Within UVU: UEC, Campaign leadership group (Academic units, Athletics, SA, MarComm)

Establish and transform data culture

- **Launch campaign dashboard** w/varying levels of access to detail – provides real-time campaign health check
- Consolidate and onboard appropriate technologies to enhance IA processes and donor experience

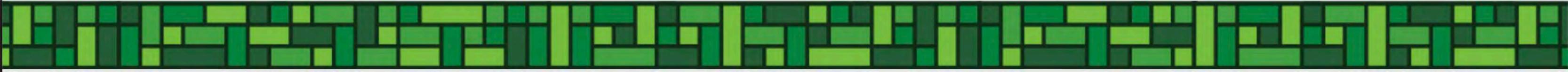
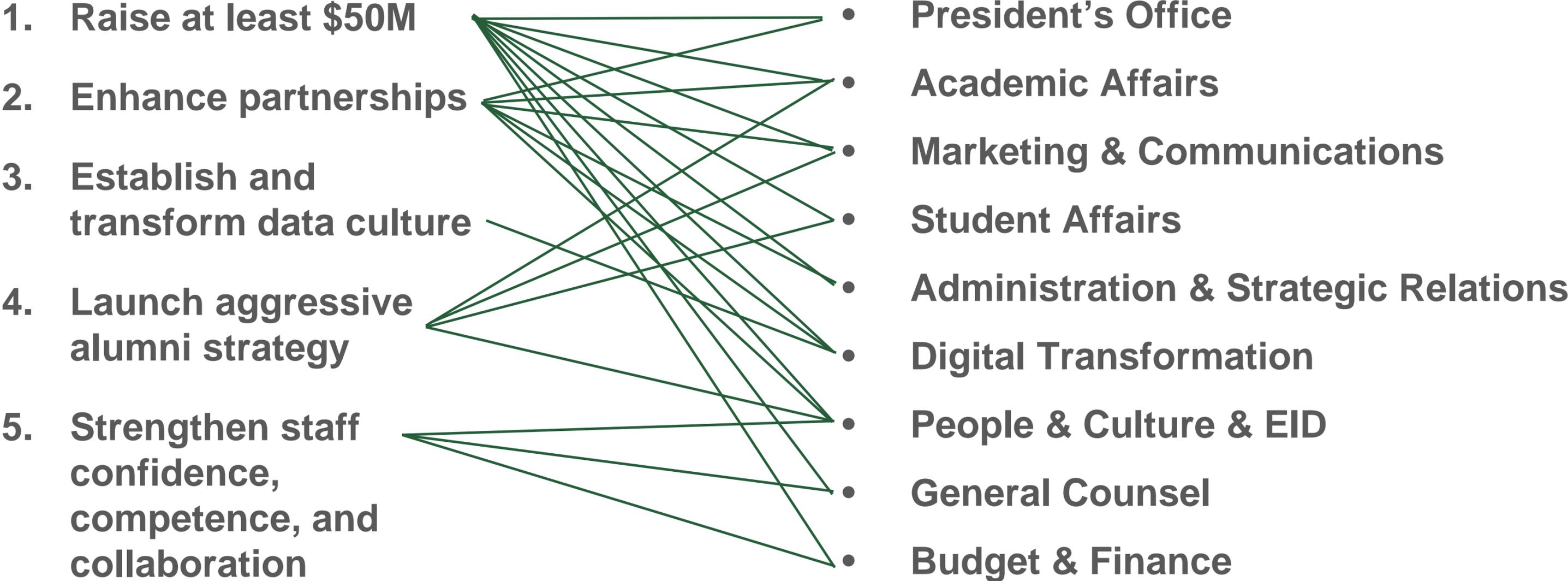
Launch aggressive alumni strategy

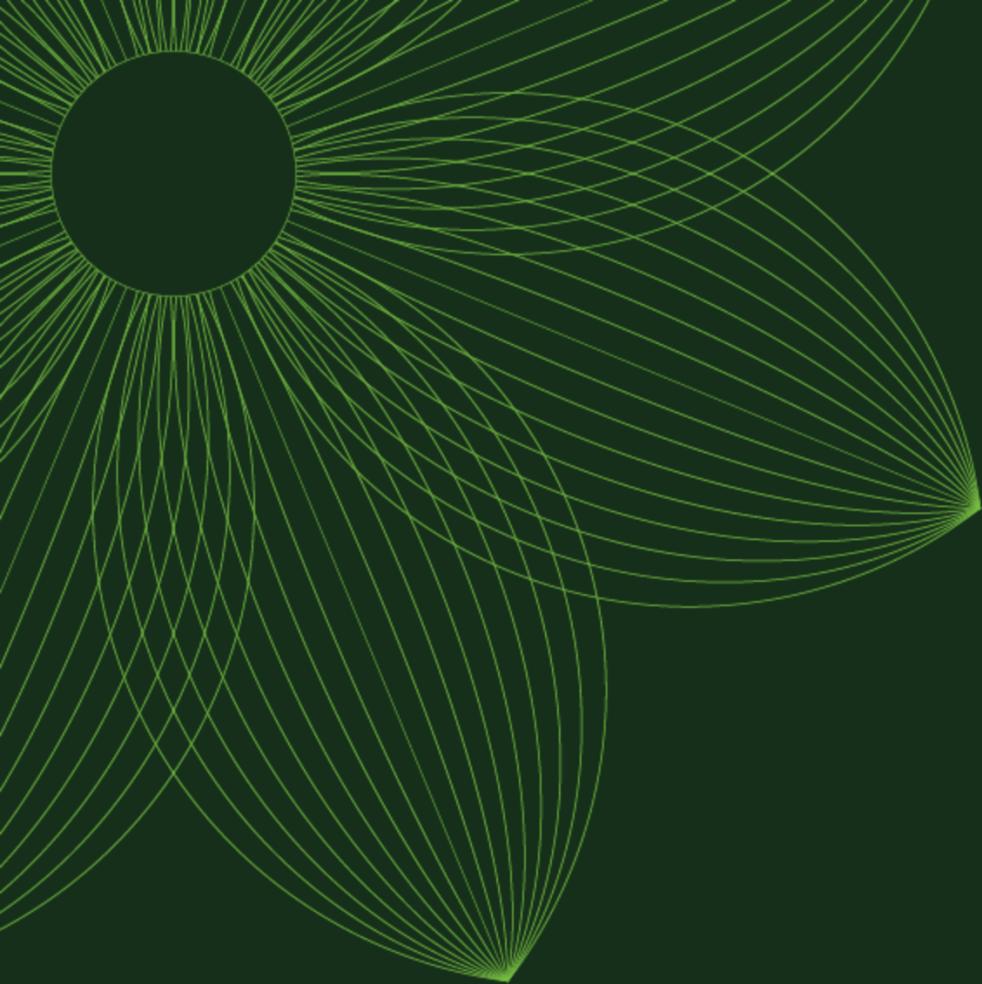
- **Build cross-campus Alumni Coalition** to amplify alumni connections (establish alumni liaison in each school/college)
- Launch Phase One of Wolverines on the Road
- Re-engage student alumni ambassadors to create culture of "alumni mentality" with current UVU students
- Engage Top 100 key alumni

Strengthen staff competence, confidence, and collaboration

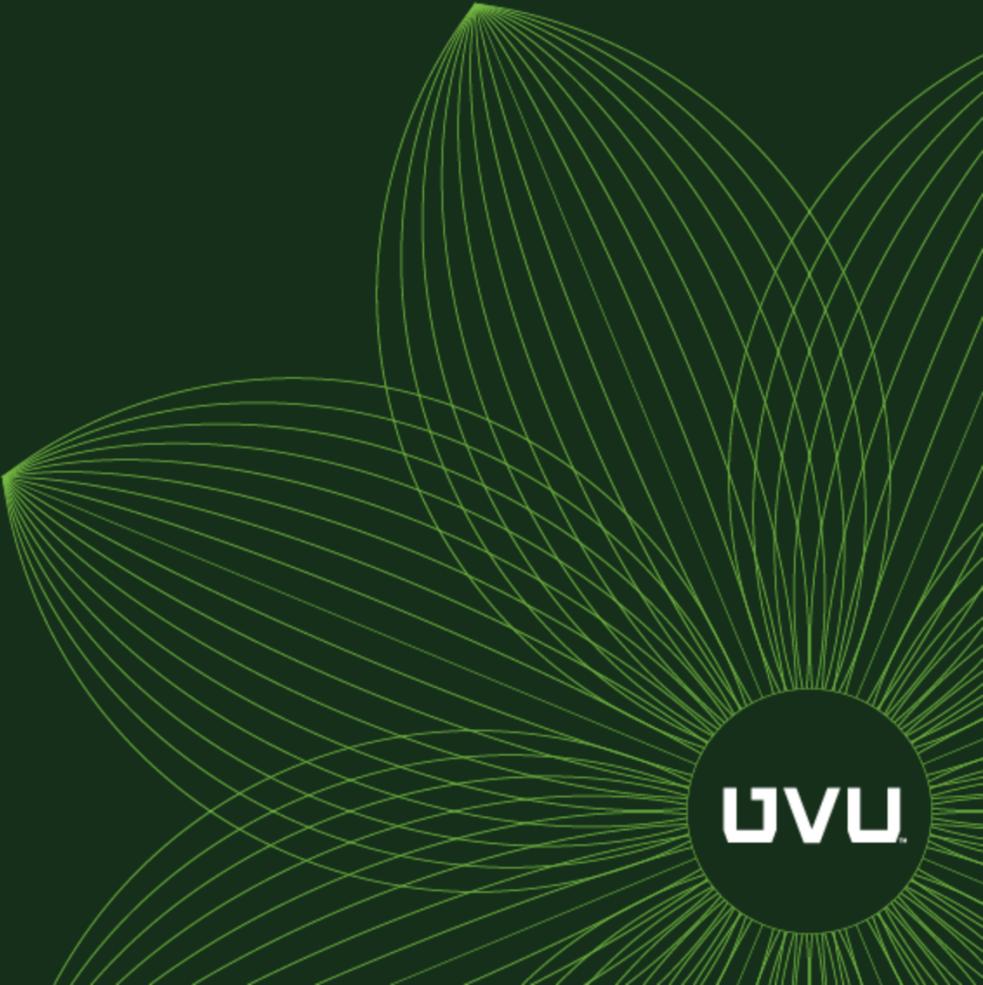
- **Continue cross-training and "line-of-sight" impact discussions**
- Improve internal communication and collaboration through unified Share Point site.
- Transform onboarding and campaign training processes (over 40% of the division is new in the last year)
- Enhance capacities and leadership in a variety of areas: prospect research, donor relations, annual and planned giving, and database management
- Strengthen CASE understanding and compliance

PLEASE CONTINUE TO PARTNER WITH US





THANK YOU!



UVU