

Shepherd University Board of Governors  
October 1, 2007  
Agenda Item No. 5

## **ADVANCEMENT ANNUAL REPORT**

Mrs. Robin Zanotti, Vice President for Advancement, will present and discuss data representing financial and developmental operations. Summary data, Shepherd University Foundation Audited Financial Statements, and Shepherd University Alumni Association, Inc. Financial Statements are included on the following pages.



---

**Shepherd University  
Board of Governors**

**Advancement and  
Foundation  
Annual Report  
FY07**

**October 11, 2007**



# VSE - Benchmarking

---

- FY06 is our second year of participating in the VSE survey
- Voluntary Support of Education
  - Authoritative national source of information on private giving to higher education and private K-12
  - Consistently captures about 85% of total voluntary support to colleges and universities in the US
- Data submission guidelines of VSE may cause inconsistency between the data they report and ours



# VSE - Benchmarking

---

For purposes of benchmarking, Shepherd will be compared to the following nine higher education competitors and peer group institutions:

- Frostburg State University (Frostburg, MD)
- Longwood University (Farmville, VA)
- Salisbury University (Salisbury, MD)
- Shenandoah University (Winchester, VA)
- Shippensburg University of Pennsylvania (Shippensburg, PA)
- SUNY-Old Westbury College (Old Westbury, NY)
- University of Mary Washington (Fredericksburg, VA)
- University of North Carolina-Asheville (Asheville, NC)
- West Virginia State University (Institute, WV)



# VSE - Benchmarking

## VSE Comparisons to Mean Shepherd Competitors and Peer Group FY06

<b>Institution</b>	<b>Enrollment Total Headcount</b>	<b>Alumni Participation</b>	<b>Total Dollars</b>
<b>Shepherd University</b>	4,139	11.4%	\$1,080,000
<b>Shepherd Competitors and Peer Group</b>	4,681	11.1%	\$4,348,000

©2007 CAE

Privacy Policy -  
Disclaimer



# VSE - Benchmarking

## VSE Enrollment: Total Headcount

### Shepherd Competitors and Peer Group FY06

1	Salisbury University (Salisbury, MD)	7,009
2	Shippensburg Univ. of Pennsylvania (Shippensburg, PA)	6,459
3	West Virginia State University (Institute, WV)	5,208
4	Frostburg State University (Frostburg, MD)	4,821
5	University of Mary Washington (Fredericksburg, VA)	4,734
6	Longwood University (Farmville, VA)	4,374
7	Shepherd University (Shepherdstown, WV)	4,139
8	University of North Carolina-Asheville (Asheville, NC)	3,660
9	SUNY-Old Westbury College (Old Westbury, NY)	3,409
10	Shenandoah University (Winchester, VA)	2,998

# VSE - Benchmarking

## VSE Alumni Participation

### Shepherd Competitors and Peer Group FY06

1	University of Mary Washington (Fredericksburg, VA)	25.50%
2	Longwood University (Farmville, VA)	18.90%
3	Shippensburg Univ. of Pennsylvania (Shippensburg, PA)	17.60%
4	Salisbury University (Salisbury, MD)	13.30%
5	Shepherd University (Shepherdstown, WV)	11.40%
6	Shenandoah University (Winchester, VA)	7.70%
7	University of North Carolina-Asheville (Asheville, NC)	5.60%
8	Frostburg State University (Frostburg, MD)	5.30%
9	West Virginia State University (Institute, WV)	3.40%
10	SUNY-Old Westbury College (Old Westbury, NY)	2.80%

# VSE - Benchmarking

## VSE Total Dollars

### Shepherd Competitors and Peer Group FY06

1	Shenandoah University (Winchester, VA)	\$13,748,000
2	University of Mary Washington (Fredericksburg, VA)	\$9,195,000
3	Shippensburg Univ. of Pennsylvania (Shippensburg, PA)	\$5,903,000
4	Salisbury University (Salisbury, MD)	\$3,825,000
5	Longwood University (Farmville, VA)	\$3,477,000
6	University of North Carolina-Asheville (Asheville, NC)	\$3,049,000
7	West Virginia State University (Institute, WV)	\$1,311,000
8	Frostburg State University (Frostburg, MD)	\$1,196,000
9	Shepherd University (Shepherdstown, WV)	\$1,080,000
10	SUNY-Old Westbury College (Old Westbury, NY)	\$696,000

# VSE - Benchmarking

## VSE Endowment Market Value

### Shepherd Competitors and Peer Group FY06

1	Shenandoah University (Winchester, VA)	\$ 44,742,000
2	Longwood University (Farmville, VA)	\$ 37,588,000
3	University of Mary Washington (Fredericksburg, VA)	\$ 28,811,000
4	Salisbury University (Salisbury, MD)	\$ 26,514,000
5	Shippensburg Univ. of Pennsylvania (Shippensburg, PA)	\$ 22,999,000
6	Shepherd University (Shepherdstown, WV)	\$ 20,364,000
7	Frostburg State University (Frostburg, MD)	\$ 10,201,000
8	SUNY-Old Westbury College (Old Westbury, NY)	\$ 193,000



# Staffing – New Additions

---

- Director of Major Gifts
  - Darby Jones, Esq.
- Advancement Associate
  - Mona Kissel



# Fundraising Highlights FY07

---

- **Shepherd University  
Philanthropy (see  
attached Philanthropy  
Report)**

- \$2,075,293 raised FY07
- \$1,080,239 raised FY06
- 92 percent increase
  
- 4,888 donors FY07
- 4,637 donors FY06
- 5.4 percent increase



# Fundraising Highlights FY07

---

## ■ Comprehensive Campaign

- \$2,474,273 raised as of 6/30/07
- \$2,708,614 raised as of 8/31/07



# Fundraising Highlights FY07

---

## ■ Comprehensive Campaign

- Groundbreaking for Center for Contemporary Arts – Phase I
- Steering Committee Recruited
  - First two meetings held in January and May
  - Committee structure developed
  - Committee business plan established
  - Board solicitation phase launched



# Fundraising Highlights FY07

---

## ■ Comprehensive Campaign

### ➤ FY08

➤ Finalize Campaign  
Operating Plan

➤ Implement campaign  
theme of “Create”

➤ Develop campaign materials

➤ Campaign communications  
plan



# Fundraising Highlights

## FY07

---

### ■ Annual Fund

- Raised \$104,657, breaking \$100,000 for the first time
- Exceeded Annual fund goal of \$95,000 by 10%
- Increased Annual Fund giving by 30% over FY06
- Increased donor participation by 22.5% over FY06
- Designed and published an Annual Fund brochure for the first time
- Offered donors a broader menu of options for designating their gifts to academic units
- New Annual Fund donors: 137
- Average Annual Fund Gift Size: \$86

### ■ FY08:

- Focus on increasing participation in the Annual Fund in preparation for the future public phase of the Comprehensive Campaign
- Implement online giving site



# Fundraising Highlights FY07

---

## ■ Phonathon

- Designed and implemented new phonathon program with hired, paid student callers
  - Hired and trained twelve student callers
- Forty percent increase in donor participation over FY06
- Increased pledge fulfillment rate by 5%
- New phonathon donors: 59
- Average gift size: \$61.06

## ■ FY08:

- Expand phonathon call list



# Fundraising Highlights FY07

---

## ■ Athletic Fundraising

- Managed five athletic fundraising events
    - ❖ Raised more than \$25,000 for revenue and non-revenue sports
  - Managed membership drive, club activities and fundraising for Ram Gridiron Club
    - ❖ \$16,730 raised for the football program through membership dues and program gifts
- 
- **FY08:**
    - Research effectiveness and management of a comprehensive athletic booster club to support all sports at Shepherd University



# Shepherd University Foundation

## Donors Relations Highlights FY07

---

- **Ten events:** 9 donor relations; 1 fundraising
- **Scarborough Society:** 191 Members
- **\$25,000 in new grant funds released for library support**
  - \$ 100,000 total through FY 07
- **\$15,000 endowed for library during FY07**
  - \$50,500 total endowment through FY07
- **Sixth annual Scarborough Gala netted \$17,600 (29% increase over FY06)**
- **McMurrin Society**
  - New members 5
  - Total members 76
- **Launched bi-annual planned giving newsletter**
  
- **FY08:**
  - Work with Advancement to develop and implement formal planned giving program to support McMurrin Society
  - Proactively support all donor aspects of the comprehensive campaign



# Shepherd University Foundation

## Comprehensive Campaign Support FY07

- **Maintained gift database, gift processing, campaign reporting and accounting systems**

	Direct Funding for Campaign	Database Management Funding	Total
FY08	\$50,000	\$50,000	\$100,000
FY07	\$25,000	\$50,000	\$75,000
FY06	\$25,000	\$50,000	\$75,000
FY05	\$25,000	\$50,000	\$75,000

- **FY08 Goals:**

- Complete SU Foundation Board Leadership Gifts Phase by December 2007
- Proactively support campaign steering committee and launch of quiet phase
- Provide leadership to meet the campaign endowment goal



# Shepherd University Foundation

## Stewardship of Gifts FY07

---

### ■ **SUF FY07**

- Total assets have increased 12.9% to \$22.9m
- Invested assets increased 11% to \$21m
- Total return on portfolio 9.8 %

### ■ **FY08:**

- Engage Capital Fiduciary Advisors as fiduciary consultant to develop comprehensive reporting for investment portfolio and to advise the revision of investment policy to increase return within acceptable risk parameters
- Maintain effective administrative processes to ensure clean annual audit report
- Continue to provide fiduciary, investment, and full accounting services to the Robert C. Byrd Center for Legislative Studies



# Shepherd University Foundation

## Endowments FY07

---

- **FY07 Endowments have increased 7% since FY06**

Year	Endowments	% Increase
FY07	\$17,554,393	7%
FY06	\$16,430,671	0.80%
FY05	\$16,314,004	5.30%
FY04	\$15,479,839	14.40%



# Shepherd University Foundation

## Newly Established Funds FY07

---

- **New endowments established during FY07, ranging from \$25,000 to \$300,000**
  - 8 named faculty excellence funds
  - 2 endowed chairs
  - 8 endowed scholarships
  - 4 program endowments
  
- **New annually funded awards**
  - 3 scholarship awards
  - 1 program award



# Shepherd University Foundation

## Newly Established Funds FY07

### Shepherd University Foundation Scholarships and Program Awards and University Support

YEAR		Scholarships & Awards	University Support *	TOTAL
2007-2008	Budgeted	\$990,011	\$190,900	\$1,180,111
2006-2007	Paid Out	\$879,832	\$182,250	\$1,061,982
2005-2006	Paid Out	\$745,511	\$200,961	\$946,472
2004-2005	Paid Out	\$656,900	\$163,484	\$820,384

\* Includes direct funding for campaign and database management costs.



# Alumni Relations Highlights FY07

---

## ■ 24 Events

- Five fundraising events for athletics
- Nine regional receptions across the state of Florida
- Two Ram Rallies – pre-game hospitality events for football NCAA Division II play-off games hosted by Shepherd



# Alumni Relations Highlights FY07

---

## ■ New events

- Class of 1956 reunion reception and dinner
- “Celebrating the 50s” Brunch and Campus Tour, Homecoming weekend for the classes of 1950-1959
- First year for a second Ram Rally event for second football Division II play-off game

## ■ FY08:

- Plan and implement additional regional alumni events in Florida, Washington, D.C. and Virginia



# Alumni Communications Highlights FY07

---

- Researched and identified potential vendors to bring online giving and an online community to Shepherd, to be launched in FY08 (pending budget approval)
- Published first Alumni Association members' newsletter
- FY08:
  - Implement and launch online giving and online community sites.



# Alumni/University Relations Highlights FY07

---

- **Promoted alumni volunteerism for admissions recruiting and career services mentoring**
- **Planned programs with Student Affairs to promote transition from students to alumni**
- **Began work with career services to combine current alumni and career services surveys; developed plan to retain all post-graduate information in alumni database for FY08 graduates**
  
- **FY08:**
  - Enhance promotion of alumni volunteerism through publications and online community
  - Enhance our work with Student Affairs to plan student-to-alumni programs
  - Enhance our work with Career Services to develop comprehensive recent graduate survey and tracking system



# Alumni Association Highlights FY07

---

- See attached CoxHollida Accounting Review for FY07
  - New benefits introduced, including membership card, t-shirt, newsletter, hospitality site at home football games for members of the Alumni Association
  - New membership benefits offered in partnership with the bookstore and the wellness center
  - Membership increased by 20% over FY06
  - Provided staff support and services for all Alumni Association business, communications, committees and events
- 
- **FY08:**
    - Develop and implement new online membership drive to promote new member acquisition



# External Affairs Highlights FY07

---

- President's Report and Annual Report to Donors
  - First time publication
  - Combined highlights of the year and recognized and thanked donors
- Press Releases – 497
- Brochures – 28
- Web
  - Total page Loads – 2,340,233
  - Unique Visitors – 1,365,276



# External Affairs Highlights FY07

---

- Media Management
  - Press conference to announce appointment of Dr. Shipley
  - Crisis communication
    - Campus shootings
    - Virginia Tech shootings
  - Dedication of Erma Ora Byrd Hall

## Shepherd University Philanthropy Report FY07

	Year to Date FY 2006-2007		Year to Date FY 2005-2006	
	Dollars Raised	# Donors	Dollars Raised	# Donors
<b>Alumni Association Dues</b>	\$34,055	1,323	\$33,925	1236
<b>Annual Giving</b>				
Annual Fund	\$103,624	1,648	\$79,487	1345
Annual Giving Student	\$295,167	328	\$308,036	370
Annual Giving Student Athletics	\$118,057	915	\$154,094	1094
<b>Subtotal</b>	\$516,848	2,891	\$541,617	2809
<b>Endowments</b>				
Student Endowments	\$493,444	622	\$429,697	590
Faculty Endowments	\$513,591	15	\$0	0
<b>Subtotal</b>	\$1,007,035	637	\$429,697	590
<b>Center for Contemporary Arts</b>	\$331,855	14	\$75,000	2
<b>Campaign Restricted</b>	\$95,000	5	\$0	0
<b>Campaign Unrestricted</b>	\$90,500	18	\$0	0
<b>Total</b>	<b>\$2,075,293</b>	<b>4,888</b>	<b>\$ 1,080,239</b>	<b>4,637</b>

**Shepherd University Foundation**  
**Audited Financial Statements**  
**June 30, 2007**

The following information is a brief summary of the financial statements. You are encouraged to contact Monica Lingenfelter, 304-876-5286, [mlingenfelter@shepherd.edu](mailto:mlingenfelter@shepherd.edu) with any questions.

**Statements of Financial Position**

**Assets**

Assets have increased 12.9% to 22.9m with net assets increased by 13.2%.

The cash and cash equivalents reflects operating cash on hand, cash accumulated to pay first 2007-08 scholarship bill in July and also cash held in managed investment accounts. The operating cash on hand is strictly monitored to fund budgeted expenses. Cash not immediately needed is invested in money market accounts and short term certificates of deposit. The cash held in the managed investment accounts reflects a snapshot of funds held temporarily on June 30 before reinvestment.

**Liabilities**

Custodial liabilities include the funds managed by the Foundation for the benefit of the Robert C. Byrd Center for Legislative Studies (\$2.4m) and various University academic and sports program funds. Temporarily restricted assets will be paid out over the 2007-08 academic year and fund the 2007-08 scholarship and program budget. One new life income annuity was established.

**Statements of Activities**

**Revenue and Other Support**

Charitable contributions through the Foundation for FY07 totaled \$2,207,442. This is an increase of \$1,100,432 (114%) over 2006, reflecting increased campaign fund raising activities.

**Expenses**

Program expenses to fund scholarships, academic programs, and university support totaled \$1,061,982, an increase of \$115,510 (12.3%) over 2006. General and administrative costs increased 11%.