



Institutional Advancement

Stewardship Presentation
November 6, 2024

UNIT DESCRIPTION

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

Vision 2030 – Engage C

IA APPROPRIATED BUDGET FY24

Institutional Advancement represents 2% of the total UVU appropriated budget

SALARIES

\$6,514,790

CURRENT

\$1,083,71

6
TOTAL

\$7,598,506



UVU Institutional Advancement Staff

3

executives

64

full-time employees

6

part-time employees

4

student employees

Previous Budget Assessment Results

2022-2023 PBA Cycle / Appropriated 2023-2024

Resource Request	Allocation Type	Amount	Results & Impact
Executive Events (funded from reallocation in dept.)	Appropriated 23-24 Base	\$91,005	<ul style="list-style-type: none"> Assistant Director – Presidential & Campus Events Additional leadership & support for increase of donor events and experiences (28% increase)
Events Equipment & Increased costs	Non-appropriated	\$100,000	<ul style="list-style-type: none"> Saved money long term by purchasing event-related equipment rather than renting each year; negotiating multi-year contracts
Director of Development	Non-appropriated	\$137,367	<ul style="list-style-type: none"> Provided CHPS with dedicated DoD at a time of focus for Vineyard Allowed Sr. Director to focus on Innovation Academy, CCS, Herbert
Assistant. Director – Annual Giving	Non-appropriated	\$96,050	<ul style="list-style-type: none"> Enhanced effectiveness of donor pipeline strategy Established segmented appeals per giving area
Digital Graphic Designer	Non-appropriated	\$92,887	<ul style="list-style-type: none"> Increase in video content to engage donors and entice giving Addressed 31% increase of marketing requests (all fundraising units)
Data Analyst II	Non-appropriated	\$80,192	<ul style="list-style-type: none"> Reviewed and eliminated 3 software platforms (saving \$30k) Increased efficiencies for lists requests from 14 days to 8 hours
Campaign funding	Appropriated (One-time)	\$200,000	<ul style="list-style-type: none"> Increase in events and events costs, campaign printing, digital advertising, PES events and experiences, consulting
YLAC Tech & Equipment	Appropriated (One-time)	\$80,000	<ul style="list-style-type: none"> Replaced outdated technology in the transfer to a new bldg. Facilitated key events and functions part of the opening of the bldg.
Accountant - Foundation	Appropriated	\$84,068	<ul style="list-style-type: none"> Increased efficiency / bandwidth and in gift processing and accounting Improved processes, templates, and quality control

Thank you for your partnerships: A successful 2024



January

All Advancement Board Reception & State of the University



April

UVU broke ground on the new UCCU Stadium, a soccer facility to be built on the Orem Campus.



September

UVU raised over \$150k for Wolverines Elevated—a program that supports neurodiverse students.



September

UVU announced a gift to name the Chelsea and Casey Baugh Entrepreneurship Institute.



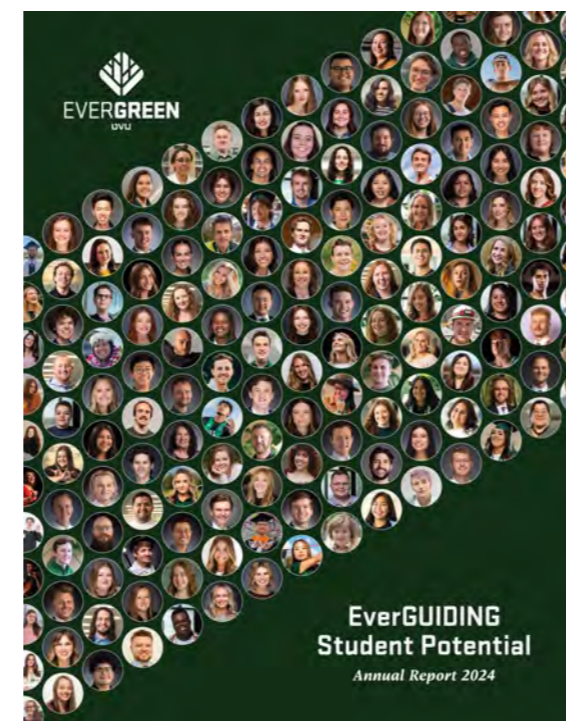
January

UVU hosted donors and supporters in the Philippines and Singapore.



May 16

Institutional Advancement issued the 2024 EverGREEN annual report.



September

At the UVU President's Scholarship Ball, donors raised a record \$1.8 million.



October

UVU opened a dental hygiene lab and clinic at the Lehi Campus.





2023–2024 Assessment Results

Our 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**

DEAN & CAMPUS PARTNER CAPACITY BUILDING



Utah Valley University

**Serving Together -
Making an Impact for All**

Institutional Advancement Marketing & Communication — Year-to-Date

(January–October 2024)

2024 Website Analytics

1,031
online donations
received totaling
\$425,323.46



UPnext Newsletter Highlight



\$11,530
raised from Upnext,
January–October 2024

EverGREEN Newsletter Highlight

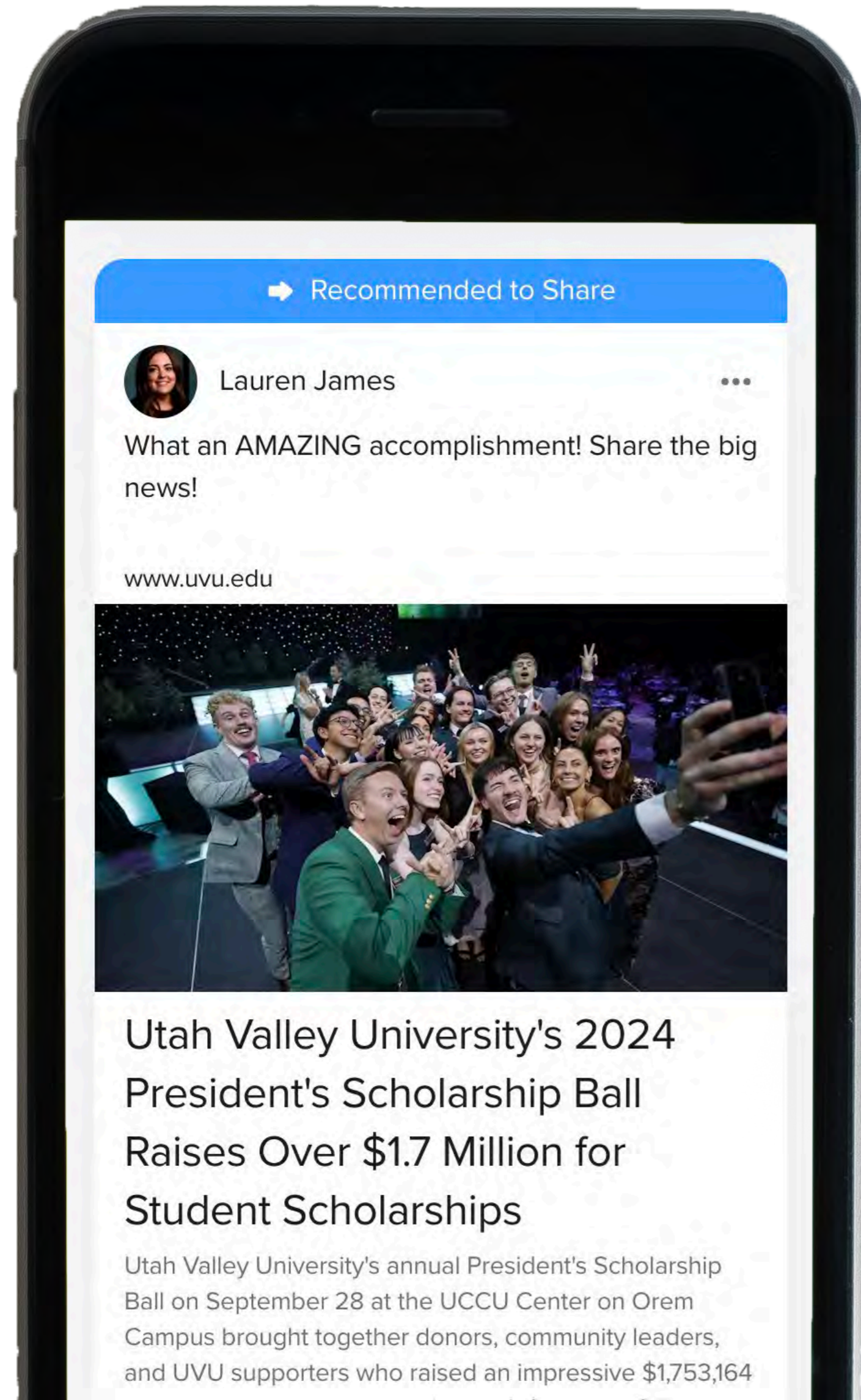


190,954
Average monthly
recipients



UVU EverGREEN Ambassador Program

EverGREEN ambassadors share UVU updates with their followers on social media. Each month, those at the top of the leaderboard win prizes like UVU swag and event tickets.



68,520
total reach
(March–October)

167
Ambassadors

507
total shares
(March–October)

97,625
total impressions
(March–October)

501
clicks
(March–October)

1,415
engagements
(March–October)



Sign up to become
an EverGREEN
ambassador today



EverGREEN Annual Report



Data & Analysis Tracks

Division Success



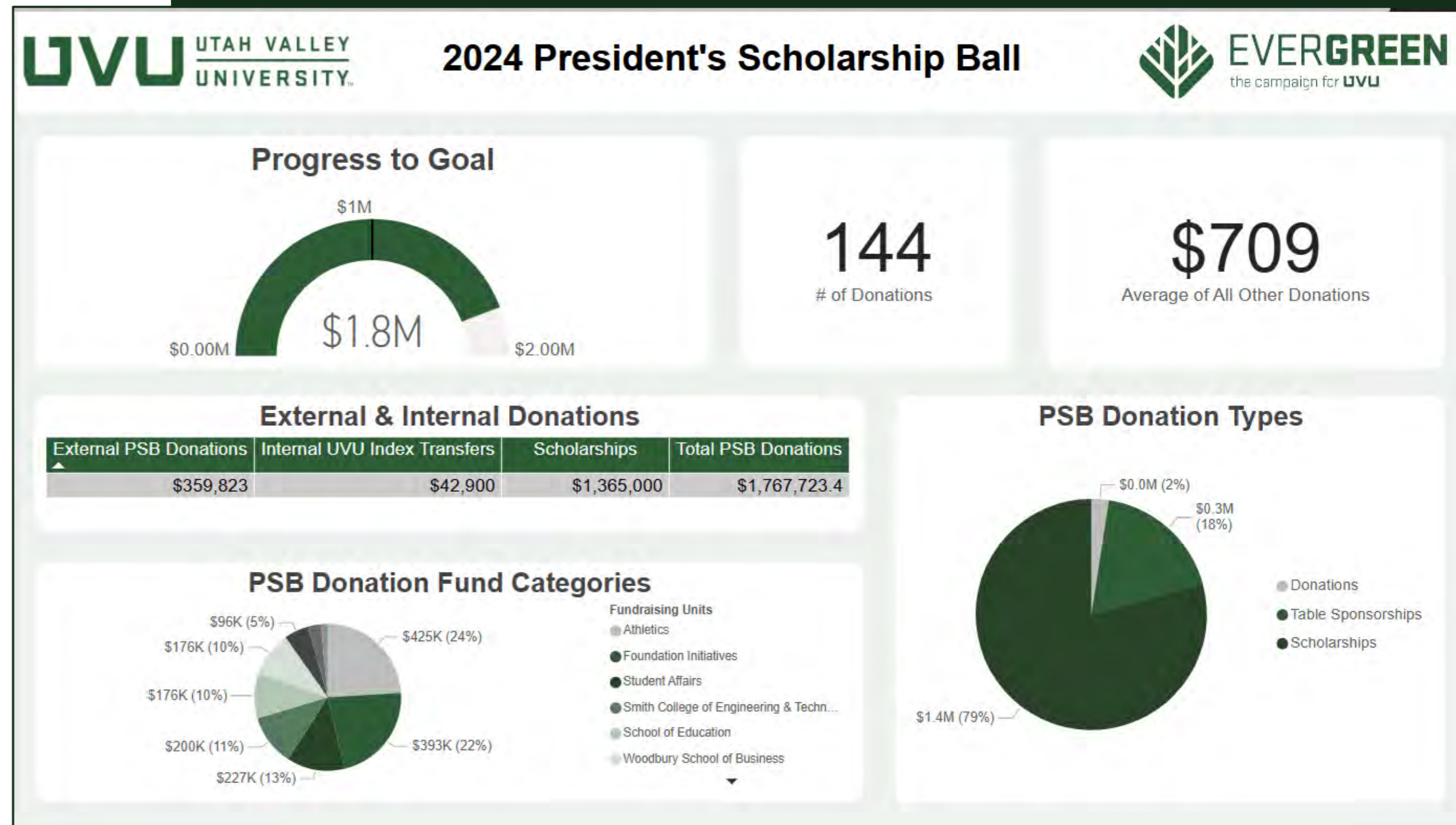
Consolidated online giving software saving over \$22,000



Created a Scholarship Ball donation dashboard to track progress of giving



Made giving easier online for President's Scholarship Ball





Utah Valley University
President's Scholarship Ball
2024
Giving Form

BELIEVE. HOPE. IMPACT.

Your gift to the Utah Valley University (UVU) Presidential Scholarship will transform a student's future permanently. The UVU Presidential Scholarship program provides a merit-based scholarship covering full tuition. With this support, students are able to focus on their academic and professional aspirations without financial stress. Thank you for powering the success of UVU students, individuals who will be the next generation of business owners, community leaders, teachers, and professionals of every kind, people who will meaningfully contribute to Utah's success, now and in the future.

Donation

Make a single gift Pledge to give: CC, PayPal, Venmo, Apple Pay, or Direct Debit

Designation

Designation:

If there is a specific program in the area you have selected, specify below (optional):


We invite you to make this donation a recurring gift!

Make this a monthly gift

Other Ways to Give

Prefer to make a pledge without an online payment? Click below to complete the pledge form.

A Year of UVU Students

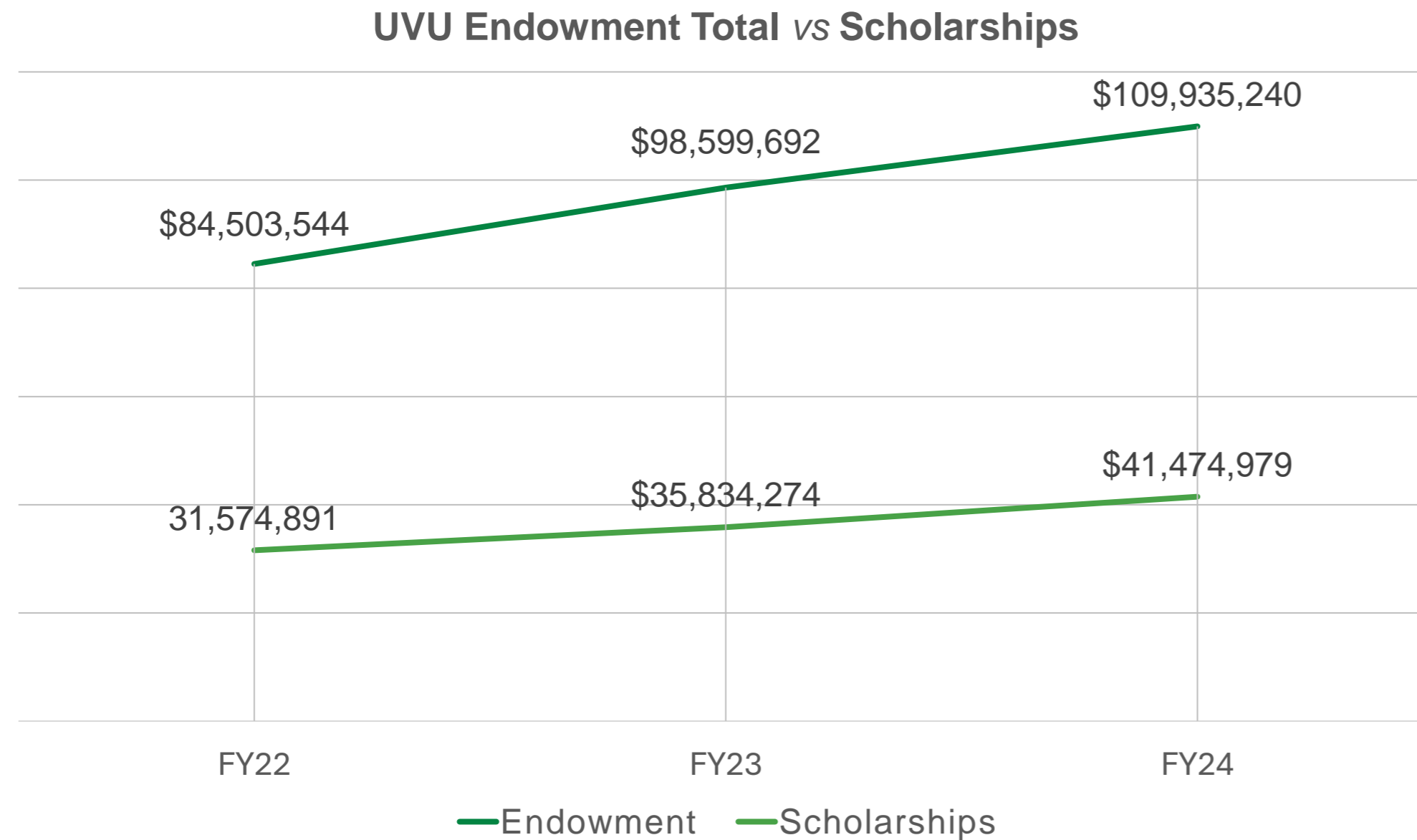


Making Giving Easier Scholarship Ball 2024

Simplified and enhanced ways to give prior to and at Scholarship Ball:

- Created sponsorship levels online to make purchase easy
- Easy to donate to each fundraising unit
- Additional ways to pay (Apple Pay, Direct Debit, Venmo, and more)

UVU Scholarships and HB 261



Currently, there are 333 private scholarships

247 endowed scholarships

26 impacted by HB 261

86 annual scholarships

16 impacted by HB 261

1,214 students received a total of \$2,295,741

Effects of HB 261 on IA

Due to HB 261, IA and Financial Aid (FA) staff collaborated to complete the following:

- Reviewed every scholarship for compliance
- Communicated any changes to donors
- Had FA office award scholarships
- Re-wrote guidelines and gift agreements
- Built trust that all parties are trying to meet donor intent and the best interest of students

Immersing Donors in the Philippines and Singapore



Impact of Executive Events



23 events hosted
during FY24

4,063 event attendees
during FY24

1/4 of attendees
NEW to UVU
during FY24

ALUMNI RELATIONS 23-24

Experiential, Communications, Philanthropic, Volunteer

The Office of Alumni Relations helps our UVU alumni community—**more than 116,000 strong**—thrive. We connect alumni to UVU, current students, and each other through diverse and impactful programs, communications, and volunteer opportunities.

Jul-Oct

- Lagoon Promo to Alumni
- Alumni Night at Sundance
- Alumni Board Appreciation Dinner
- YLAC Opening
- Alumni Night at Lakemount Museum
- UVU & BYU Alumni Relations Teams Collaboration
- Alumni & Family Weekend
- Alumni Board Meeting
- Alumni Night at Womens Volleyball
- Alumni Night at Mens Volleyball
- Alumni Night at the Noorda
- **Construction Management Alumni Reunion**
- UVUSA Alumni Speaker Series
- College of Science Alumni Hike
- Aviation Alumni Chapter Luncheon
- UVUSA Ask the Experts – SOE Alumni Panel
- Family Trunk or Treat

Nov-Feb

- Native American Powwow Dance & Competition
- DC Alumni Family Day in VA
- Job Shadow
- UVUSA Ask the Experts – CET Alumni Panel
- Men's Basketball Tailgate @ GCU game AZ
- Alumni Board Meeting
- UVUSA Ask the Experts – SOA Alumni Panel
- UVUSA Valentine's Night
- Alumni Awards
- Alumni Sip-n-Paint with Kent Christensen
- **Homecoming Tailgate & Game**

Mar-Jun

- Women's Intercultural Engagement Program Mentoring Event
- UCCU Golf Tournament @ St. George
- WAC Basketball Championship Tailgate
- Grad Fest
- First Responders Mental Health Alumni Panel
- UVUSA Ask the Experts – CHSS Alumni Panel
- UVUSA Ask the Experts – WSB Alumni Panel
- CIC/AS Networking Event
- Cultural Envoy Alumni Experience
- **DC Alumni Dinner at Capitol Hill Club**
- **DC Alumni Tour of Capitol Hill**
- Grad Bash



ALUMNI STRATEGY FOCUS



Key Alumni List



Wolverines in the Workplace



Cross-Campus Coalition



Alumni Board Re-alignment



ALUMNI RELATIONS



Find a mentor



Chat with industry professionals



Network with your peers



uvualumni.org/wolverineconnect

A banner for the UVU Alumni Job Shadow Program. The text "UVU ALUMNI" is in a green, sans-serif font, "JOB SHADOW" is in a large, bold, green, sans-serif font, and "PROGRAM" is in a green, sans-serif font below it. The banner is surrounded by a grid of small, light green icons representing various professional and educational concepts like a person at a laptop, a lightbulb, a handshake, a graduation cap, and a microscope.

UVU ALUMNI
JOB SHADOW
PROGRAM



EMPLOYEE GIVING



Source: IA Data & Analysis



Impact of Employee Giving

In FY24, UVU employees donated the equivalent of 70 semesters of tuition

In FY24, UVU employees funded and helped secure funding for 19 endowed scholarships

Thank you!!



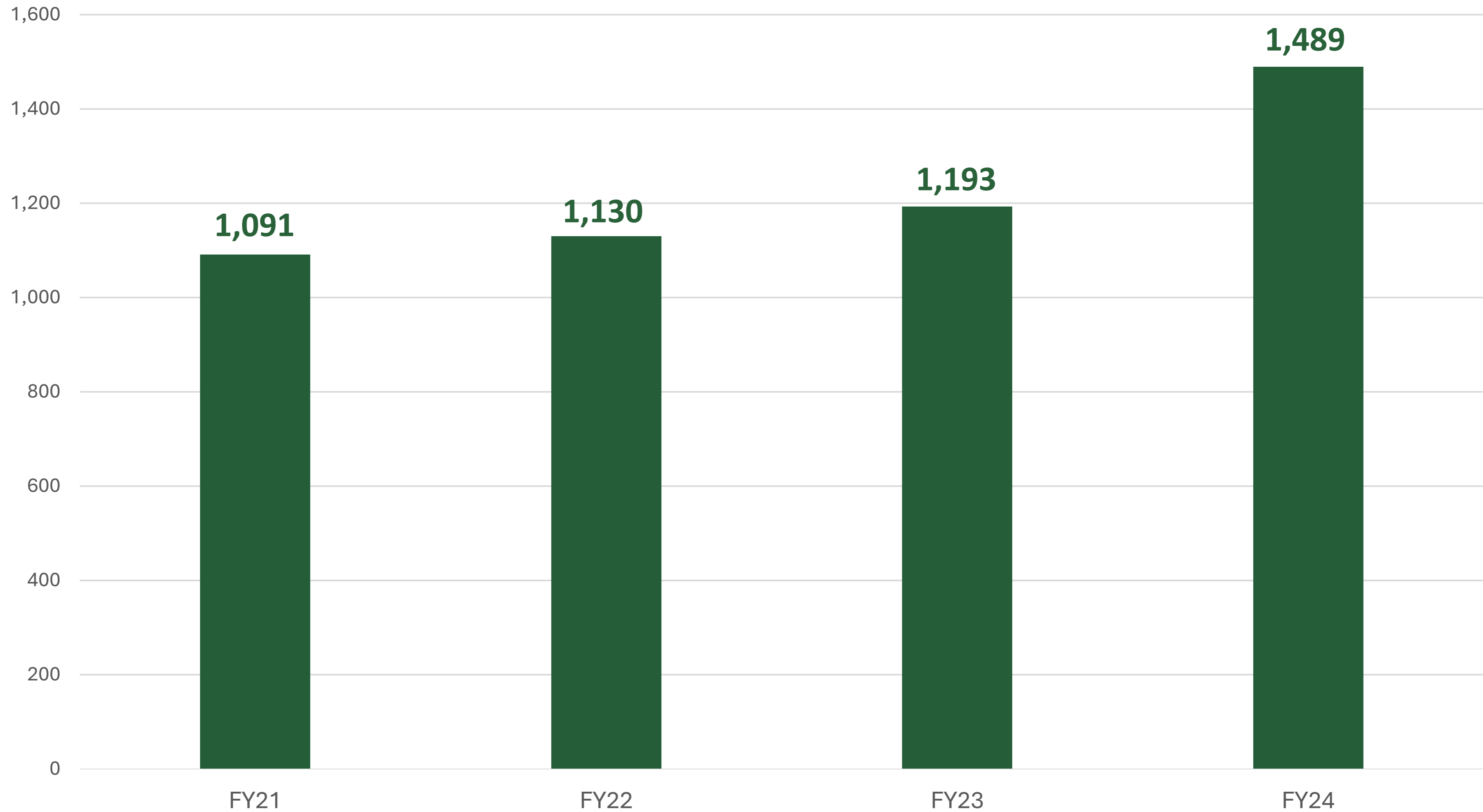
ANNUAL GIVING

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



Source: IA Data & Analysis

FIRST-TIME DONORS



ENDOWMENT VALUE

Amounts as of June 30 every year



President's Scholarship Ball

2022

Campaign Public Launch

**Total Raised:
\$470,000**

2023

First-Gen Focus

**Total Raised:
\$871,000**

2024

Alumni Focus

**Total Raised:
\$1,843,764**



EverGREEN Campaign Update

(with three agreements awaiting signatures)

Over \$200M

And an additional

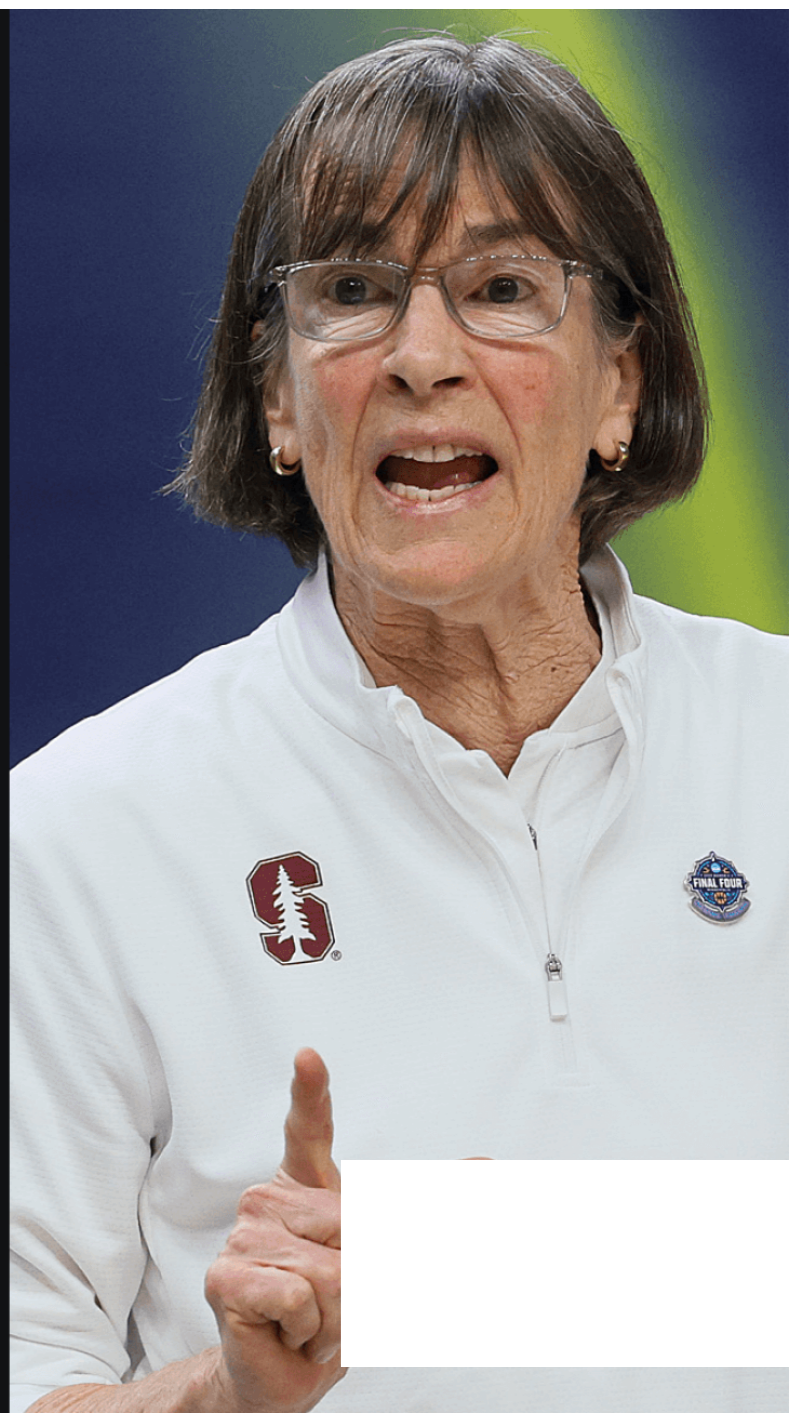
\$59.5M

in submitted proposals currently awaiting response

Budget Requests

2024-2025

Resource Request	Allocation Type	Amount	Relevance (problems to be addressed)
Campaigns for Annual Giving and Alumni Giving (#112)	One-time	\$150,000	<ul style="list-style-type: none"> Per Candice’s report on the strategic and segmented outreach for annual and alumni giving campaigns, we seek funding to increase touchpoints, events, and recognition for donors.
Alumni Relations support for schools & colleges (#114)	One-time	\$65,000	<ul style="list-style-type: none"> With the growth in Alumni collaboration with the schools and colleges, more events, outreach, and engagement experiences are being planned without additional budget.
ECMs & Engagement & experiences (#113)	One-time	\$150,000	<ul style="list-style-type: none"> As campus partnerships have grown, we have dramatically increased the need/demand for EverGREEN Connection meetings and engagement experiences.
Prospect Development mining (hourly support) (#115)	One-time	\$70,200	<ul style="list-style-type: none"> Our solution to increase the volume of donor prospects being identified without new ongoing, full-time positions; we want to expand hourly support for mining of information of prospective donors.
Donor Advocacy (#111)	One-time	\$35,000	<ul style="list-style-type: none"> Funds to expand EverGREEN Ambassador program (multiplier effect) to increase contacts, warm introductions, and geographical reach.







4th Quarter Mentality

- Trust the process (clean up the fundamentals)
- Trust your teammates / Leverage strengths / Spread the floor
- Don't rush a shot, but don't be afraid to take a shot
- Play with urgency but be careful of burnout (Don't just sprint....survey, then sprint)
- Chip away at the gap / It's difficult to make up the difference in one shot
- Make every action/decision count
- Be All In!!



THANK YOU!

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