



FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
2nd Quarter
October-December 2023

Dear Loyal ETSU Supporters,

The 2024 year is a golden celebration for East Tennessee State University and another powerful reminder of the impact made by donors.

Let's travel back in time 50 years to the early months of 1974, which marked the beginning of what would become a transformative chapter in this campus' history. It was in February of that year that WETS-FM (89.5) went on the air for the first time. And, just a few weeks later following an epic showdown in Nashville, the Tennessee General Assembly voted to approve the creation of the ETSU College of Medicine on March 12, 1974.

Just look where we are today! Our Quillen College of Medicine is one of the nation's top schools for rural medicine and primary care, and we have awarded more than 2,400 M.D. degrees. The presence of ETSU Health in our region means that patients have access to primary care and an extensive range of specialty services. With the exception of a few specialty services, residents do not have to leave the area to receive the care they need.

When local leaders first announced plans to start an ETSU medical school, they were met with strong opposition from across the state; however, the members of this community rallied together to stand against these naysayers. Fifty years later, that spirit of determination – and the belief in the possibilities this medical school can achieve for this region – continue and are stronger than ever. Alumni and friends have paved the way for significant advances at Quillen, such as the creation of scholarships, new centers, and enhanced facilities.

The radio station that began in a two-story frame house on campus is now heard nearly 120 miles away from our transmitter tower on Holston Mountain and is reaching listeners on three HD channels and online 24 hours a day. Through the years, the faithful generosity of listeners has elevated the station in many ways. The transmitter on Holston Mountain is in the process of being replaced, and a portion of the replacement costs are being covered by donors. Today, just over half of the station's annual budget comes from listener support.

These are just two of the many ETSU stories that weave together all that donor support makes possible. Thank you for the ways your gifts have made an impact. And Happy 50th anniversary to WETS-FM and the Quillen College of Medicine!

Sincerely,



Vice President for University Advancement
President/CEO of ETSU Foundation

P.S. Join the President's Circle! The President's Circle is here to recognize annual donors to the university. With your annual gift of \$1,000 or more to area(s) of your choice, you will be invited to attend special events and will receive information and updates throughout the year. Tell your friends and colleagues about the President's Circle. You can make a gift to ETSU at any time at www.etsu.edu/give.

Major Giving

- ◇ Karin Von Kaenel has joined the Advancement team as Director of Development for the Quillen College of Medicine.
- ◇ New Directors of Development for the College of Arts and Sciences as well as Clemmer College of Education and Human Development will be named soon.

Advancement Services

- ◇ Seth Graves joined the Advancement Services team as Gift Processor, and Jared Hedrick was named Technology Coordinator. Nicole Dowell was promoted to Technology Manager.
- ◇ The staff received delivery of our data loaded into CRM Advance with custom transformations included; testing will now begin.
- ◇ Advancement Services continues to work closely with other units to integrate their new Voyager software with CRM Advance.

Annual Giving

- ◇ Desmond Pierce is the new Executive Director of Annual Giving.
- ◇ Planning has begun for the ETSU Day of Giving 2024 which will be held April 16.
- ◇ A number of year-end communications were sent.

Planned Giving

- ◇ Executive Director Rebecca Muncy recently made several visits in the region as well as in North Carolina and Florida.
- ◇ Two seven-figure estate gifts were recently made to the ETSU Foundation.
- ◇ Planning has begun for the Legacy Circle luncheon to be held Thursday, April 25. The Legacy Circle is comprised of alumni and friends who are making a planned or deferred gift to the ETSU Foundation.

Alumni Association

- ◇ The 2023 Alumni Awards were presented on Nov. 17. Recipients were Lt. Gen. Ron Hite (George L. Carter Award); Dick Clark and Pauline Douglas (Outstanding Alumni Awards); Shirley Holtsclaw Berk and Dr. Joe D. Moore (Awards of Honor); Robert Raines (Distinguished Alumnus in Public Service Award); Dr. Cornell Sneed (PRIDE of ETSU Award); and Donna Noland and Col. (Ret.) Daniel S. Bishop (Honorary Alumni Awards).

Stewardship/Donor Relations

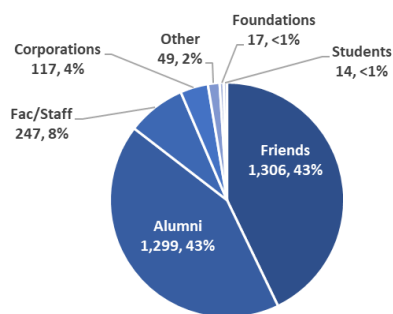
- ◇ Endowment Reports were sent to individuals and corporations that have an endowment at ETSU.
- ◇ A new [digital donor recognition site](#) was launched that lists all donors who are part of the Distinguished President’s Trust.
- ◇ Plans have begun for the Carillon Society Luncheon (Feb. 9) and the annual Distinguished President’s Trust dinner (April 12).

ETSU Foundation Balance

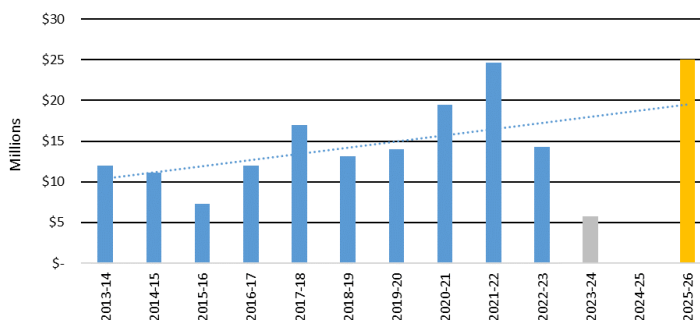
The total fund balance as of December 31, 2023 was **\$147,693,779**.

NOTES: The balance is based on market value as of the date indicated; balance will fluctuate with market conditions. The below graphs reflect October 1 – December 31, 2023 activities

Donor Count



Progress to \$25M Annually



Funds Raised

	Net Production	Philanthropic Cash	Annual Fund
2023-24	5,798,246	5,034,715	1,105,669
2022-23	9,444,729	13,484,556	1,316,518
Change	-3,646,484	-8,449,841	-210,849
% Chg	-38.61%	-62.66%	-16.02%

Staff Activity

	Campus Visits	Visits	Email	Events	Letters	Calls
2023-24	58	346	2,198	274	1,093	1,072
2022-23	39	407	2,283	290	643	1,222
Change	19	-61	-85	-16	450	-150
% Change	33%	-18%	-4%	-6%	41%	-14%

Unit Reports

(see complete schedule below)

College of Clinical and Rehabilitative Health Sciences

- ETSU celebrated the naming and unveiling of the Sturgill Family Dental Hygiene Clinic.
- The Department of Social Work will celebrate its 50th anniversary Feb. 29 and March 1; the department recently launched a new Child Advocacy Studies certificate.
- The College of Clinical and Rehabilitative Health Sciences announced its 2023 Distinguished Alumni and Hall of Fame inductees.

College of Nursing

- Dr. Debbie Byrd is serving as Interim Dean of Nursing.
- The Appalachian Highlands Center for Nursing Advancement completed a two-day summit that brought together key state and regional stakeholders to discuss and plan ways to strengthen the nursing pipeline across the region and the state.
- Plans are under way for the second Pattie Lathan Browder Endowed Lectureship event, set for April 9.

Gatton College of Pharmacy

- The Gatton College of Pharmacy ranked among the top accredited pharmacy schools in the country with the latest results from the North American Pharmacist Licensure Examination (NAPLEX). The Class of 2023 achieved an incredible 95.4% first attempt pass rate on their NAPLEX exam, placing the college at No. 2 in the country for accredited pharmacy schools. Nationally, the Class of 2023 averaged a 78.6% pass rate. ETSU ranked No. 1 in Tennessee, the Appalachian Highlands and was the top-performing school in the Southeast. ETSU Gatton College of Pharmacy's NAPLEX pass rate was also higher than each of the 27 schools named in U.S. News and World Report's pharmacy school rankings.

College of Public Health

- Following an extensive review, the Council on Education for Public Health (CEPH) announced that the College of Public Health had met all criteria for accreditation.
- Dr. Casey P. Balio, an assistant research professor with the Center for Rural Health Research, was named a 2024 Rural Health Fellow by the National Rural Health Association.
- The Center for Cardiovascular Risk Research hosted a quarterly meeting of the SmokeFree Tennessee Coalition as part of their work to help guide and develop a statewide strategic plan for tobacco control.

Report Schedule:

- ◆ 1st Quarter - Arts & Sciences, Business & Technology, Clemmer, and Medicine
- ◆ 2nd Quarter - Clinical & Rehabilitative Health Sciences, Nursing, Pharmacy, and Public Health
- ◆ 3rd Quarter - Athletics, Student Life & Enrollment, University Programs, WETS-FM, Martin Center
- ◆ 4th Quarter - Annual Report