



EAST TENNESSEE STATE
UNIVERSITY



Quarterly Report
1st Quarter, period ending
September 30, 2019

Dear Loyal ETSU Supporters,

Thank you to our whole family, especially to our Foundation Board of Directors and President's Circle members.

- **Campaign Update.** We are nearing \$55M on our journey to \$120M by June 2022. For updates and more information, visit www.etsu.edu/campaignforetsu.
- **President's Circle Football Tailgates.** We have had excellent turnout for the tailgates this year - thank you! Our remaining events are:
 - November 2, 2019 - tailgate starts at 1:30 p.m.; kickoff is 3:30 p.m. (Homecoming; Citadel).
 - November 16, 2019 - tailgate starts at 11:00 a.m.; kickoff is at 1:00 p.m. (Mercer).Register for the tailgates at www.etsualumni.org.
- **President's Circle Academy.** This is a chance to have a classroom experience, much like our students do every day at ETSU. This exclusive event for members of the ETSU Foundation President's Circle delivers sessions taught by top faculty members/staff at the university. www.etsualumni.org for tickets/info.
- **ETSU Day of Giving** will be April 22, 2020. The Foundation, Athletics, and all units at ETSU will join together for this unique initiative to connect with alumni, friends, faculty, staff, and partners and to encourage support. Look for more information in early spring and please plan to be an ambassador and an advocate.

Thanks so much for all your advice, leadership, and support!

Pam Ritter

Pres/CEO & VP for ETSU Advancement

P.S. The President's Circle exists to recognize donors to the university! When you donate \$500 or more to the area(s) you choose, we will invite you to special events and send you information about our progress (like this report). I encourage you to make your gift **today** by visiting www.etsu.edu/give.



- Major Giving

- Anne Godfrey joined Advancement as the Director of Development for the Colleges of Nursing and Clinical & Rehabilitative Health Sciences. She has an extensive background in fundraising and event planning.
- Search underway for a Director of Development to serve the Clemmer College, which includes Education and Educational Leadership.

- Advancement Services

- Implemented Advancement-wide Gravyty Software for prospect management.
- Began training for dashboard creation; several dashboards in progress, WETS-FM is complete.
- Participated in campus-wide software reviews and preparations for new software.
- Completed Target Analytics file in support of the annual fund; completed multiple data clean-up projects, and sent early fall pledge reminders for capital gifts.

- Annual Giving

- DoG Committee to form in December to start preparing for ETSU Day of Giving (4/22/20).
- Created a new portal and short URL to handle student gifts; goal of 400 student givers this year.

- Planned Giving

- Robert (Bob) Lange joined University Advancement as Executive Director of Planned Giving. Bob has significant experience in financial planning and working with donors to establish planned gifts.

- Alumni Association

- After 33 years of service, Dr. Bob Plummer will be the Chief Advancement Officer at Northeast State Community College. We thank Bob for all he's done and wish him well on this great new opportunity!
- 53rd Annual Alumni Golf Classic was held on Sept 20 at the Johnson City Country Club; 100+ golfers!

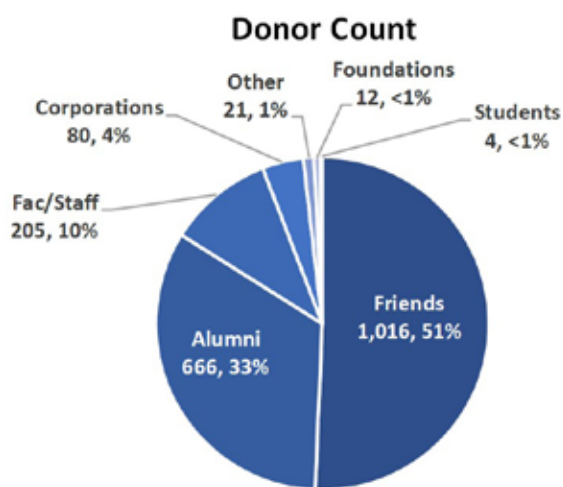
- WETS-FM

- Raised approximately \$120K so far this year, plus pledges of \$125K toward the Tower upgrade project.

ETSU Foundation Balance

The total fund balance as of September 30, 2019 is \$104,116,063

NOTES: Balance is based on market value as of date indicated; balance will fluctuate with market conditions; charts below reflect activity from July 1 to September 30, 2019.



Staff Activity

	Campus Visits	Visits	Email	Events	Letters	Calls
2019-20	29	222	1,131	106	283	621
2018-19	65	207	784	134	336	335
Change	(36)	15	347	(28)	(53)	286
% Change	-124%	7%	31%	-26%	-19%	46%

Funds Raised

	Net Production	Philanthropic Cash	Annual Fund
2019-20	2,066,387	2,984,565	308,504
2018-19	3,783,704	1,343,467	226,521
Change	(1,717,317)	1,641,098	81,983
% Chg	-45%	122%	36%

Unit Reports

(see complete schedule below)

College of Arts & Sciences
<i>Increased overall giving to the college with \$5.9 million raised in FY-19 Increased annual giving 79%.</i>
<ul style="list-style-type: none"> - Over 475 alumni & supporter contacts, including nearly 30 visits. - Received a generous in-kind gift of costumes to support the Department of Theatre & Dance - Launching a giving club and corporate sponsorship plan for Martin Center for the Arts. - Secured a major gift for proposed new Humanities Building project.

College of Business & Technology (CBAT)
<i>The Merchandising concentration was named "Outstanding Program of the Year" by the Collegiate Merchandising Association - 4th time since 2009.</i>
<ul style="list-style-type: none"> - \$1M Millenium Center Phase 1 renovations done. Computing spaces to host hundreds of students each year. - Digital Media Program listed among the top 40 public animation schools/colleges by Animation Career Review, Alums worked on Avatar, The Incredible Hulk, Alvin and the Chipmunks, Rango, Overwatch, World of Warcraft, etc. - Army ROTC has highest number of national scholarship recipients on record with 21 students receiving the award. - Accountancy maintains a supplemental accounting accreditation by AACSB; one of only 188 institutions worldwide.

Clemmer College
<i>Increased overall giving to the college by 171% in 2018-19.</i>
<ul style="list-style-type: none"> - Dr. Janna Scarborough named interim dean of Clemmer College. Dean search is ongoing. - Received a generous gift to provide scholarships for the Sport Science graduate program. - Awarded \$100K+ in student scholarships for the 2019-20 academic year. - Began phase one of project to update facilities in Warf-Pickel Hall. - Dr. Brian Partin named director of ETSU University School.

Quillen College of Medicine
<i>Year-end net production topped \$8 million, a 19.8% increase over the previous year, and Annual Giving to the College increased 16%</i>
<ul style="list-style-type: none"> - Class of 2023 White Coat Ceremony took place on July 19, 2019; over \$22K+ received from 106 Quillen alums. - Quillen's alumni society board recognized 4 outstanding alumni during an annual reunion dinner on July 20, 2019: Dr. David Ashburn '98 posthumously; Dr. Anita Everett '85; Dr. Marjorie R. Jenkins '95; and Dr. Theresa Lura '84. - The biennial Quillen Scholarship Appreciation Dinner will be held on Tuesday, November 5 bringing together scholarship endowment donors, Partners in Medicine donors, and student scholarship recipients.

Report Schedule:

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

ETSU is an AA/EEO employer. ETSU-046-15M.

ETSU Foundation | give@etsu.edu | www.etsu.edu/give