

VP of University Advancement Scorecard 2019-20

1 - Alert	2 - Area of concern	3 - Goal met		4 - Met stretch goal		5 - Met super stretch goal	
Imperative	Goal	Weight	Scale	Outcome	Score	Weighted	Status
Partnership,	<u>Development & Annual Giving</u>						
	New Gifts and New Pledges	15.0%	5 = \$8.0 Million or more	\$209,645	1	1.5	
			4 = \$7.5 Million				
	<i>[As of 8/31/19]</i>		3 = \$7.0 Million				
			2 = \$6.5 Million				
			1 = Less than \$6,500,000				
	Total Cash Received	10.0%	5 = \$5.75 Million or more	\$769,885	1	1	
			4 = \$5.5 Million				
	<i>[As of 8/31/19]</i>		3 = \$5.25 Million				
			2 = \$5 Million				
			1 = Less than \$5 million				
	Manage an active pipeline of	5.0%	5 = over \$17,000,000	\$16,333,000	3	1.5	
			4 = \$17,000,000				
			3 = \$16,000,000				
			2 = \$15,000,000				
			1 = Less than \$15,000,000				
	Total Annual Giving Raised	5.0%	5 = \$2,500,000	\$1,205,668	2	1	
			4 = \$2,000,000				
	<i>[As of 9/19/19]</i>		3 = \$1,500,000				
			2 = \$1,000,000				
			1 = Less than \$1,000,000				
Partnership,	<u>Alumni Activities</u>						
	Alumni Engagement	15.0%	5 = 3,000	3,370	5	7.5	
	(made a gift or responded to an event)		4 = 2,600				
			3 = 2,200				
	<i>[as of 7/31/19]</i>		2 = 2,150				
			1 = 2,000 or less				
	Email Open Rate	5.0%	5 = 275,000	482,711	5	2.5	

	(average 550,000 emails sent)		4 = 250,000			
			3 = 225,000			
	<i>[as of 7/31/19]</i>		2 = 206,000			
			1 = Less than 206,000			
Partnership,	<u>Investment/Endowment</u>					
	Number of New Endowed	5.0%	5 = 29 or more	Zero	1	0.5
			4 = 28			
			3 = 25			
			2 = 22			
			1 = Less than 20			
	Utilization of Annual Allocation	5.0%	5 = 100%	76%	3	1.5
			4 = 90%			
	<i>[As of 9/19/19]</i>		3 = 75%			
			2 = 60%			
			1 = Less than 60%			
	Annual Filing of Opinion and	5.0%	5 = Unqualified Audits and	Unqualified by	4	2
			4 = Unqualified Audit and			
			3 = Unqualified Audit and			
			2 = Unqualified Audit and			
			1 = Audit Findings and			
Student success	<u>Enrollment, Retention,</u>					
	Increase all funds allocated to	5.0%	5 = over \$2,000,000		1	0.5
			4 = \$2,000,000			
	<i>[As of 9/19/19]</i>		3 = \$1,750,000			
			2 = \$1,600,000			
			1 = Less than \$1,400,000			
	Increase net funds allocated to	5.0%	5 = \$215,000 or more		1	0.5
			4 = \$210,000			
	<i>[As of 9/19/19]</i>		3 = \$200,000 or more			
			2 = \$185,000 or more			
			1 = Less than \$185,000			

	Increase total enrollment at all	5.0%	5 = above 13,799		4	2	
			4 = 13,700				
			3 = 13,600				
			2 = 13,500				
			1 = Less than 13,500				
Partnership,	<i>Engage West Plan</i>						
	Division Plan	5.0%	5 = Exceeded plan goals			0	TBD
			4 = Plan achieved early				
			3 = Plan achieved				
			2 = Plan progress made				
	2019_VPUA_Division Scorecard_11.01.19 Janet		1 = No progress mad				