The division of Institutional Advancement has completed a year filled with many accomplishments and innovations. Below is a brief summary of activities and events followed by the area reports from within the division.

The alumni affairs office has continued to work with the Cortland College Alumni Association to bring the College to its alumni and our alumni to the College. Chapter and regional programming connected our alumni with each other and introduced staff, including the President to many of our alumni. Alumni weekend continues to bring a sizeable number of alumni back to the campus and the movement toward affinity reunions continues to bring back our alumni in impressive numbers. The alumni house has become one of the campus icons, being used by the College, the community and our alumni. The first million dollar gift to the Foundation was made to support the alumni house and the overall fund raising effort to support the preservation of the house has exceeded our expectations.

The Publications and Electronic Media Office has worked exceptionally hard this past year to bring to life the marketing and branding program developed by the College. The new logo was developed and the staff has worked to incorporate it into the most important publications and the web this year. The staff also successfully acquired a content management system for the campus and has begun to train the campus on its use. This will result in a more current and accurate web site for SUNY Cortland.

Public Relations introduced an electronic press release program which has been very successful. Staff have been involved in writing in a style that is consistent with the branding and marketing program on campus. The success of our athletic program also deserves mention as it relates to the intensity of the workload for our staff in sports information. The Columns continues to connect the campus with our alumni around the world with interesting and noteworthy stories about the varied professional accomplishments of our graduates. We are in the process of investigating a change in the graphic look of Columns and long term will determine how to transition to a magazine format.

The marketing program was formally launched during the past year and a great deal of time and energy has been devoted to developing campus guidelines and procedures related to communicating with the world about SUNY Cortland. As indicated above, the Public Relations staff and the Publications and Electronic Media staff have worked double time throughout the year to use the style and graphic elements of the marketing program. The immediate focus for the upcoming year will be the total re-design of the SUNY Cortland website.

The Foundation has enjoyed its most successful fund raising year in its 60 year history. Having acquired the first million-dollar gift during the past fiscal year 2007-2008, the
Foundation fund raising total for the year has exceeded $3 million for the first time ever. The Foundation retained the services of a consultant to study the current condition of the foundation’s internal operation and the capacity of the foundation and the college to raise private resources for the College. A plan of action will be implemented during the 2008-2009 fiscal year based on the recommendations of the consultants’ study and report.

ALUMNI AFFAIRS

Major Accomplishments

1. Chapter Program and Regional Events
   a. Redesigned chapter flyers to look more professional as well as reflect the new college marketing look
   b. Conducted a total of 26 chapter events, 4 regional reunions and 8 regional events
   c. Held events as follows: WNY(3), Syracuse(4), Southern Tier(2), Long Island(2), Cortland(3), Hudson Valley, Capitol District and New York/City all one-conducted one event in Boston and Mid-Atlantic
   d. Completed a successful chapter/volunteer recruiting event resulting in the recruitment of new leadership for Long Island
   e. Organized a very successful Florida Reunion on each coast, Palm Springs Reunion, and Post WWII Reunion in Myrtle Beach
   f. Have developed in draft a Chapter Newsletter that will be sent electronically
   g. Developed an alumni volunteer recognition program for chapter volunteers

2. Reunion Weekend
   a. Organized another successful Reunion Weekend that brought back to campus 600 alumni and guests
   b. Oversaw the organization and implementation of the first ever reunion of Alpha Delta Sorority
   c. Worked with fund raising staff to successfully combine reunion giving and planning committees
   d. Moved Reunion Weekend offerings to include more individual-class events from 20 in 2007 to 29 in 2008.
   e. Oversaw Nu Sigma Chi Sorority and Athletic Training Affinity committee recruitment and reunion planning

3. Campus Events, Collaborations and Service
   a. Assisted Career Services with the recruitment and planning for 5 Alumni Speaker Events
b. Recruited and stewarded alumni keynote speaker for annual Student Leadership Banquet

c. Met with Greek Presidents to develop plans for increasing communication with Greek Alumni

d. Worked with C-Club and Athletics on the organization of the 1988 Undefeated Football Team and 50th Cortaca Game Alumni Reunions

e. Implemented “Alum from Day One Program” program with Alumni Association Board of Director’s Student Relations Committee resulting in alumni participation in orientation

f. Secured a Millennial Grant to support alumni-orientation efforts

g. Worked with IA Data Base Administration and Computer Center to develop plan to address the need for broadcast e-mail services. Temporary solution was achieved (student server) and long term plan is still in the works

h. Advised the Student Alumni Association which culminated with a very successful Senior Send-Off event that attracted more than 350 seniors

i. In conjunction with the IA Data Base Administration Dept. and our Computer Center oversaw the completion of 800 senior surveys that collected non-academic information that will be used to organize future affinity reunions

j. Associate Director served as volunteer for the Judicial Affairs Program, as a member of the Student Affairs Connection Committee and advisor to the newly established Roller Hockey Club

4. Alumni House

a. Oversaw the development and implementation of new staffing plan that resulted in much better staff oversight for lodging and event needs. More than 70 events and 150 lodging nights covered by the new plan.

b. Developed and implemented the June 7, 2008 Alumni House Donor Recognition Dinner that attracted more than 240 alumni and guests. Event was a huge success bringing to campus some of the college’s most generous donors

c. For third year in a row Alumni House income increased- $54,000 realized for this year. The past two years it has been $39,000 and $46,000.

d. The Opportunities to Give Program was concluded with more than $700,000 in gifts and pledges raised- the original goal was $500,000

e. The Furniture and other “space purchase” programs have raise more than $150,000 to mainly underwrite capital and code compliance projects- all code requirements have been met and or exceeded

f. Lynne Parks Hoffman’68 donated $1,000,000 to the Alumni House Preservation Fund and in exchange the Alumni House was named in her honor. Largest individual gift ever received by the College.
g. Louise DaMassa Sessa ’58 and John Fantauzzi’58 agreed to become Alumni House Trustees- $100,000 gifts from each were required

5. Other
a. Completed final negotiation for the Kintera On line Community. Presently working on implementation plan and transition of this responsibility to the Associate Director of Alumni Affairs
b. Oversaw the completion of the outside study conducted by Hezel Associates. The recommendations presented by the report will probably contribute significantly to the development a strategic plan for the alumni program
c. Confirmed the $50,000 planned gift from Marjrie Coolidge and William Wirht which evolved into the naming of the Infirmary at Huntington in honor of Marjrie’s father, Dr. Franklin e. Coolidge ’35. Planned the special event for this naming

Assessment
a. Campus culture- little progress made on Homecoming because the Assistant Director was on maternity leave for four and a half months. However, in conjunction with Career Services, supported 5 alumni panels that provided current students opportunity to meet successful alumni from their chosen field
b. Financial forecasting- At the request of the VPIA developed a three year expenditure and revenue plan that will provide the basis for long term financial planning for the alumni association and program.
c. Program- Reunion Weekend participants are afforded an opportunity to offer feedback on all aspects of the offering. Chapter events are often followed-up with participant surveys and each chapter event is subjected to a cost analysis that establishes the cost for each

Professional Growth
a. Associate Director attended a CASE Conference in Minneapolis which focused on Newcomers in Alumni Relations. He secured a $1,500 conference scholarship for this
b. Assistant Director attended an Academic Impressions’ Student to Alumni Lifecycle Conference in Charlotte, NC

c. Executive Director serves on the SUNY CUAD Board of Directors and attended the annual conference in June of this year

Significant Future Plans
a. Implement On Line Community
b. Consider implementation of the recommendations contained in the Hezel Report
c. Develop with Student Affairs a program that increases an alumni presence on campus – focus will be on Homecoming and possible Spring Weekend

d. Develop stronger chapter volunteer leadership

e. Increase the use of the Alumni House by students and faculty

**PUBLICATIONS AND ELECTRONIC MEDIA**

**Major Accomplishments**

A. Numerous publications and pages on the Web site were updated to reflect the new logo and marketing and branding efforts. Among them were:
   i. Campus Graphics Web Site
   ii. Business and Appointment Cards
   iii. Letterhead, Envelopes and Note cards
   iv. Buses/Parking Stickers
   v. Banners/Signage
   vi. PowerPoint Template
   vii. The Bulletin

B. Numerous new publications were produced by our office, such as:
   i. Marketing Launch Event Brochure
   ii. Friends of SUNY Cortland piece
   iii. President’s Pre-Campaign Cultivation Piece
   iv. Class of 1962 Postcard and Brochure
   v. Institute for Disability Studies Brochure
   vi. Partners in Leadership Scholarship Booklet
   vii. Alumni Donor Dinner Program/Palm Springs Brochure

C. The content management system was purchased and training and content migration is currently in process. Campus community surveyed to determine who updates Web pages.

D. The Web redesign RFP went out and vendors were interviewed on campus.

E. The new pandemic flu, emergency response and sustainability Web sites were uploaded.

F. The digital photography collection was organized into a database.

G. The creation of the publications project management system began.

H. An online ordering system for business cards, letterhead and envelopes is currently being developed.

I. A freelance writer was hired to re-write key admissions pieces.
J. We arranged and participated in key photo shoots.

K. The new, online Communication Guide was created/style manual was updated.

L. Assisted Gradin Avery in making presentations to campus about marketing initiative.

**Progress in Improving Diversity**

A. While the Publications and Electronic Media Office plays a very small role in improving diversity, we are sensitive to it and include a balance of images showing students of diverse ethnicities on the Web site and in publications.

**Progress with Assessment**

We surveyed the campus community on how to improve the Faculty and Staff Directory and received helpful feedback that we'll implement for the 2008-2009 academic year.

**Departmental Plans for Next Five Years**

A. Implement the redesign of the College’s Web site.

B. Transition all content from the College Web site into the content management system.

C. Transfer data from project book to electronic project management system using FileMaker Pro.

D. Continue incorporating SUNY Cortland’s new look and logo into all publications and Web pages.

E. Continue organizing the photography collection.

F. Put The Bulletin and Summer Bulletin into electronic formats.

G. Play a role in designing/suggesting content for new student Web portal.

**Significant Service**

A. Tracy Rammacher served on:

   i. Marketing Steering Committee
   ii. Marketing Advisory Committee
   iii. President’s Carbon Neutrality Committee
   iv. Commencement Committee
   v. Honors Convocation
   vi. Marilou Wright Scholarship
vii. Web content management system and redesign teams

B. Michelle Cryan served on:
   i. Web content management system and redesign teams
   ii. The Virginia Tech Engage/SUNY Cortland Power of Ten
   iii. The NYS Forum’s IT Accessibility and Webmasters’ Guild Committees
   iv. Campus Web developers team to ensure successful Web site performance

C. Ingrid Jordak served on:
   i. College Assessment Committee
   ii. Educational Policy Committee
   iii. Personnel Committee of ASC.
   iv. Leadership gifts officer search committee
   v. Search committee for public relations staff writer (Ingrid chaired)

D. Tony DeRado assisted with implementing the new athletics Web site along with Michelle Cryan

Staff Accomplishments

A. The Parents Fund brochure, designed by Tony DeRado, received a “Best of Category” award in the development section of the 2008 SUNY CUAD Awards
B. Michelle Cryan received the 2007 Harry and Barb Charlton Newcomer Scholarship for the SUNY CUAD Conference.
C. Tracy Rammacher, Michelle Cryan and Ingrid Jordak all attended the Web Redesign Boot camp and Writing Right for the Web Webinars.
D. 208 training videos were viewed by staff members to keep up with technology.

Action Implemented to Make Campus User Friendly

A. The parking brochure was updated so it is more user friendly and includes a map.
B. The style manual was incorporated into the new, online Communication Guide
C. We created a campus map using Google mapping technology, one of many suggestions that we received from the results of the 2007 Web survey
D. Campus maps were updated to include the new education building and SUNY Cortland Main Street.
E. An online ordering system for business cards, letterhead and envelopes is underway.

F. Ensured that new alumni online community meets NYS accessibility guidelines.

G. Continued to streamline catalog production process.

PUBLIC RELATIONS

MAJOR ACCOMPLISHMENTS AND PROGRAM IMPROVEMENTS

The Public Relations Office implemented several significant improvements in 2007-08 that enhanced the College’s communications with its many publics.

The sports information staff launched the new Cortland Athletics Website (www.cortlandreddragons.com) through a content management system designed by Internet Consulting Services. The highly attractive, information-laden and daily updated Website remains one of the College’s most visited.

To achieve the transformation, the staff, which was already working 70-hour weeks, put in the extra hours to load stories, photos, statistics and other information into the system prior to the mid-January launch. The new system has allowed for the creation of an improved C-Club Electronic Newsletter that was e-mailed weekly during the academic year to more than 600 recipients.

A second major innovation has been the Public Relations Office’s use of ReadMedia, a firm that electronically disseminates the College’s press releases across the state and the nation. As a result, the College now reaches several hundred media outlets versus the 123 previous contacts. Moreover, the transmissions are instantaneous as opposed to the several-day lag of using the postal system. The new system also has nullified the need for the Public Relations secretary to manually look up each individual outlet address or to have the staff members devote their time to editing and printing photos.

In a six-month period, the Public Relations Office sent out 5,500 press releases, the same amount as were issued in a 12-month period the prior year. The new electronic system has reduced the office’s carbon footprint by exponentially decreasing the consumption of paper by more than 20,000 pages in a six-month span.

A third improvement resulted from the October 2007 hiring of Jean Palmer as a full-time writer. An experienced public relations professional and a productive writer, she has made in-roads by generating more hometown releases, Columns and Annual Report of the College Foundation articles.
Another achievement helped President Erik J. Bitterbaum. He requested that the public relations office produce a special publication highlighting the strengths of the College without being a recruitment piece. He wanted to distribute the publication to donors and alumni during his travels. Using the College’s branding attributes as guidelines and a meeting with Gradin Avery and Ray Franco to further fine tune some specifics, the public relations director wrote the text and Tony DeRado provided the graphic design for the well-received publication. The booklet will serve as a pre-capital campaign publication.

During the Fall 2007 semester, SUNY Cortland played host to numerous special events, including the prestigious I Live NY Summit hosted by former First Lady Silda Spitzer and erstwhile Governor Eliot Spitzer. The public relations director helped to coordinate this event, working directly with Mrs. Spitzer. In a three-month span, he also assisted with the groundbreaking of the Education and Child Care Building, the reopening of the Sperry Center and Shea Hall, coordinating the College-Community Appreciation Award, writing the C-Club Hall of Fame biographies for the banquet and planning the Moffett Pool Closing Ceremony.

Campus safety in the wake of Virginia Tech and Northern Illinois University remained at the forefront of the College’s most pressing issues. The public relations director, as a member of the Emergency Notification Committee, crafted several NY Alert messages and produced a SUNY Cortland emergency notification brochure. He was the point person for campus and media notices during several weather-related emergencies in 2007-08.

In the first full year of his promoting cultural, sporting and educational events via the campus visual messaging system, the public relations director saw a marked increase in attendance at all of the above. The popularity of the screens was evidenced by the added demand from campus constituents for their events to be included.

For the 20th consecutive year, the public relations staff edited and produced Columns, the primary communication vehicle between the College and its 56,000 alumni worldwide. The staff also planned and edited the Annual Report of the College Foundation.

Regional media interest by the Syracuse Post-Standard and the Ithaca Journal in the general news reporting of SUNY Cortland increased in 2007-08, when the College was featured prominently on numerous occasions in both papers.

The sports information staff produced 21 media/recruiting guides for 21 SUNY Cortland intercollegiate athletic sports. The staff also assisted with expanded coverage of Cortland sports through Internet-only radio broadcasts via the Cortland Internet Radio Network. The staff also solidified the College’s relationship with WXHC-FM, which broadcasted all the Cortland football contests and produced a daily Red Dragon Report featuring SUNY Cortland intercollegiate athletics results. The staff’s relationship with
CSTV, the campus television station, resulted in video Webcasting of selected Cortland athletic events.

A REGIONAL AND NATIONAL PRESENCE

In 2007-08, SUNY Cortland finished ninth among 430 NCAA Division III colleges and universities for overall national excellence, as determined by the NACDA Directors’ Cup rankings. The exceptional success of the Cortland teams resulted in the sports information staff needing to provide extra coverage beyond the 200-plus regular season contests.

Specially, Cortland teams competed in 52 national/regional and 33 conference post-season contests. The sports information staff prepared publications and provided both in-game statistics and pre- and post-game publicity for the following post-season tournaments:

* NCGA Division III Gymnastics National Championships
* NCAA Field Hockey First Round
* NCAA Men’s Lacrosse Second Round/Quarterfinals/Semifinals
* ECAC Men’s Basketball Quarterfinals
* ECAC Northeast Football Bowl Game
* SUNYAC Baseball Tournament
* SUNYAC Women’s Lacrosse Tournament
* SUNYAC Men’s Lacrosse Tournament
* SUNYAC Men’s and Women’s Outdoor Track and Field Championships
* SUNYAC Women’s Volleyball Tournament
* SUNYAC Men’s Basketball Quarterfinals
* SUNYAC Women’s Basketball Quarterfinals
* SUNYAC Men’s Soccer Quarterfinals

Also, the sports information staff traveled to cover the NCAA Div. III men’s lacrosse title game in Foxborough, Mass.; the NCAA Div. III Softball World Series in Salem, Va.; the NCAA Div. III Baseball World Series in Appleton, Wisc.; the NCAA Div. III Baseball New York Regional in Auburn, N.Y.; and the NCAA Div. III Men’s and Women’s Outdoor Track and Field Championships in Oshkosh, Wisc. The staff assisted CBS College Sports (formerly College Sports Television) with its national coverage of the men’s lacrosse NCAA championship game and assisted D3Cast with color commentary via the Internet television coverage of the NCAA Div. III Softball World Series.

COMMUNITY AND UNIVERSITY SERVICE

The public relations director was inducted into the prestigious State University of New York Council for University Advancement (SUNYCUAD) Hall of Fame in June 2008. SUNYCUAD has more than 850 members who are working professionals on all 64 campuses in the areas of public relations, publications, alumni affairs, development, marketing, government relations and Web development. He also served on the SUNYCUAD Board as its past president.
Within the community, the public relations director was vice chair of the Cortland Regional Sports Council, which generated more than $2 million in sports-related tourism for the local economy. He served on Cortland County Chamber of Commerce Board of Directors. For the eighth straight year, he chaired the O’Heron Invitational Tournament, a scholastic boys and girl’s basketball tournament held over Thanksgiving Weekend in Corey Gymnasium. The two-day, eight-team event is sponsored by the O’Heron Newman Center with the proceeds going to a scholarship in the SUNY Cortland English Department. Nationally, he served as vice chair of the College Sports Information Directors of America (CoSIDA) Special Awards Committee.

On campus, he served on the Carbon Neutrality Committee, the Campus Emergency Notification Committee, the C-Club Committee, the Honorary Degree Committee, the President’s Council, the Marketing Committee, the Web Advisory Committee and he and the assistant public relations director combined to cover the Faculty Senate meetings for The Bulletin, a publication for which they, along with the staff writer, write articles and edit on a bi-weekly basis during the academic year.

The assistant public relations director served on the newly formed Multicultural and Diversity Council for Social Justice and served on its Community Relations Subcommittee. She was also recruited by the Human Resources Office to serve on the Onboarding Program Development Committee and continues her work with the Intercultural and Gender Studies in its efforts to improve diversity on campus.

The sports information director served on the Cortland C-Club Board of Directors and, nationally, on the CoSIDA Membership Services Committee.

MARKETING

Marketing initiatives for 2007-2008 included the implementation of action plans recommended by Stamats in their Brand Marketing Guide Final Report. Other initiatives were developed to foster a greater understanding and acceptance of brand concepts by the campus and local community.

Initiatives for 2007-2008 included the development of a new college logo, creation of a brand identity manual, redesign of the Admissions Viewbook, integration of a search engine marketing campaign, an audit of outbound communications, a marketing launch event and the implementation of a new set of font typefaces and graphic standards for campus use.

Marketing and office operating expenses were supported by a budget for the first time. Maryalice Griffin was hired as a Keyboard Specialist 1 in June 2007, to provide clerical support for the Marketing, Leadership Gifts and Planned Giving Offices.

Guidance and governance of marketing were provided by the Marketing Steering and Advisory Committees.
Marketing Advisory Committee
Gradin Avery, chair*  Marketing
Lara Atkins  International Programs
Judy Bentley  School of Education
Michelle Brackin  Auxiliary Services Corporation
Kaitlyn Boyes/Jesse Campanaro  Student Government Association
Doug DeRancy  Alumni Affairs
Ray Franco*  Institutional Advancement
Pete Koryzno*  Public Relations
Loren Leonard  Memorial Library
Yvonne Murnane  Graduate Studies
Nasrin Parvizi/Tim Slack  Facilities Management/Physical Plant
Mark Prus  School of Arts and Sciences
Tracy Rammacher*  Publications and Electronic Media
James Reese  School of Professional Studies
John Shirley  Career Services
Roger Sipher  Faculty Emeritus
Mike Urtz*  Athletics
Mark Yacavone*  Admissions
* Also a member of the Marketing Steering Committee

Marketing: major accomplishments

• College logo
  Logo designs were developed by Stamats, presented to the campus in an on-line survey and refined according to survey responses. A final design emerged from collaboration with the Publications and Electronic Media Office, Stamats and the marketing committees.

• Outbound Communications Continuity Report
  Publications used to communicate with external audiences were collected and evaluated by Stamats for their continuity and consistency with brand concepts. An audit report was provided with recommendations for strengthening the SUNY Cortland brand, including
  
  Consistency guidelines for graphic treatments
  Representation on marketing committees
  Use of a metaphorical Momentum theme
  Use of brand attributes in editorial production
  Organization of a photo library
  Development of a rebranding and fiscally responsible transition plan
  Identification of freelance publication support
  Development of identity guides and communication support tools
  Development of brand-aware guidelines for Athletics
  Creation of links between planning and management and brand clarification
Communication of demographic rationale for marketing initiatives

• SUNY Cortland Moment vignettes
  Student, faculty and staff vignettes were written as samples of on-brand editorial tone and distributed to President’s Council members. The objectives were to elevate awareness and pride, reinforce brand attributes and demonstrate on-brand concepts by target marketing to key administrators early in the campaign.

• Font typefaces
  New and distinctive font typefaces, Americana and Agenda, were purchased and downloaded to the campus server for employee use.

• Admissions Viewbook
  New design, narrative and photographic layouts were developed for the Admissions Viewbook. The new publication was used in the recruitment of Fall 2008 entering students.

• E-mail address format
  A unified e-mail address format for personal e-mail addresses (firstname.lastname@cortland.edu) was coordinated through Administrative Computing Services. The new format will be fully implemented for all e-mail addresses before the fall 2008 semester.

• Identity manual
  A graphics standards and usage manual was created by Stamats for logos, the College Seal, tagline, colors, typefaces and stationery.

• Athletics Website
  Efforts were coordinated between Sports Information, Publications and Electronic Media, Marketing and Internet Consulting Services (ICS) to redesign an on-brand Athletics Web site in conjunction with a new content management system.

• Stationery
  Paper stock and printing options were identified for all campus offices to use. One and two-color stationery templates were developed and distributed to all campus offices. An on-line ordering system for business cards is under development.

• Search Engine Marketing (SEM)
  A Google Adwords pay-per-click campaign was developed by Stamats that included keyword development and analysis, national and regional ad campaigns, ad text creation and the development of Web landing pages. Optimization of content, development of title tags and meta data, rewriting of Web descriptions and six-months of campaign management by Stamats were also included in the SEM project. Analysis of the Adword campaign revealed low click-through and conversion rates. It was determined that optimized organic searches would yield better outcomes with a Web site redesign. As a result, the SEM project was terminated.

• Marketing launch
  A campus-wide celebration of the marketing campaign took place on October 16, 2007 in the Corey Union Function Room. The celebration included “on-brand” displays of student, faculty and staff accomplishments, overviews of marketing action plans, sample stationery, refreshments and an endorsement speech by President Bitterbaum.
• Advertising
A template for conveying brand concepts was created for small print ads and used in regional special edition publications. Photos and editorial copy were tailored to each of the following editions:

- Excellence in 2008 (Eagle Newspapers - 15 CNY Education editions)
- Rotary International – (District newsletters - four cities)
- Outlook 2008 (Cortland Standard)
- Centennial Celebration (Cortland Standard)
- Cortland Repertory Theatre (program sponsor)
- Cortland County Business Showcase (Cortland Standard)
- Empire State Games (Greater Binghamton program sponsor)

• Merchandising
A meeting was held with The College Store and ASC administration to discuss new graphic and usage standards for the College logo, Athletics logo and College Seal. Merchandise sales tags with the new College graphics were adopted by The College Store.

• Fast Facts development
A Web Fast Facts format was created for marketing and report reference. Categories for the Fast Facts page will be expanded with the Web redesign.

• American Marketing Association Conference - San Diego, CA
Gradin Avery attended an AMA sponsored National Symposium on Higher Education Marketing that focused on brand marketing, Web 2.0 applications, online communities and social networking.

• Web site redesign RFI/RFP
A Web site redesign Request for Information was developed for vendor evaluation in December. Responses to the RFI helped form the scope of work and timeline for the Web redesign RFP, which was posted in March. Vendor presentations for the redesign project will take place in June.

• Animation Model
The Marketing Office partnered with Associate Professor, Paul van der Veur to provide a New Communication Media internship for senior, non-traditional student, Victor Garcia. Victor developed an animation model of a flying Red Dragon that breathed fire while announcing the new College logo. The model is being adapted for use as a video blast on the Web.

• Communication Guide
A comprehensive on-line marketing guide was developed for the campus community. The guide includes detailed explanations of the brand concepts and rationale, graphic elements, standards and samples, a writing style guide, policies for electronic communication, resource information for promoting campus news and events and fast facts information. The guide was developed as a collaborative project between the Marketing, Publications and Electronic Media and Public Relations Offices.

• Bus design
The new College logo was designed for placement on new campus buses. A new white bus with the red “C” and logo was unveiled in the spring 2008 semester. A second bus is being developed for fall 2008 use.
• Campus signage
  Campus directional sign tops with the new College logo were developed through the Facilities Management Office and retrofitted to existing signs.

• Pole banners
  Pole banners with the new College logo graphics were installed across campus to compliment the signage and bus designs.

• Cortland County Business Showcase
  Advertisements, press editorial copy and a display booth were designed to accentuate brand marketing concepts. The Showcase display highlighted student, faculty and staff accomplishments, our role in the Cortland community and the College’s "momentum" theme. Sport Management students assisted at the Business Showcase.

• Downtown Cortland signage
  A meeting with Dave McNeil and Lloyd Purdy took place to discuss updated signage and graphics at the SUNY Cortland Main Street location.

• Photography
  Several arrangements were made for photography that captured student, faculty and campus activities in our brand creative photographic style. Photographs will be used for publication and Web materials. Photography included Camp Huntington student activities, Scholar’s Day presentations, student service and recreational activities, awards ceremonies, classroom, dining and athletic activities and Kente Cloth and Commencement Ceremonies.

• Marketing Presentations
  Presentations on the SUNY Cortland brand marketing concepts were given throughout the year to inform key groups of the rationale and meaning behind our marketing initiatives.
  
  Athletics
  Alumni Association Board of Directors
  Student Affairs (classified staff retreat)
  Physical Plant
  Enrollment Management Unit

• Marketing Presentations Cont’d
  College Council
  Facilities Master Plan Oversight Committee
  Campus-wide marketing workshops
  Publishing Industry class (English dept.)

• Marketing Steering Committee
  The Marketing Steering Committee provided direction and leadership for marketing initiatives by evaluating Marketing Advisory Committee recommendations and making final judgments on all marketing policies and guidelines.

• Marketing Advisory Committee
  The Marketing Advisory Committee reviewed marketing-related issues and helped form communication guidelines for campus use. The Advisory Committee reviewed, planned or made recommendations on the following:
Outbound Communications Continuity Report review and implementation
Individual Unit Expression (IUE) guidelines development
Marketing Launch Celebration planning and execution
College logo development
E-mail signature guidelines
Paper and stationery selection
Brand compliance standards and appeal process
Committee appointment terms

Marketing: future plans

• Web site redesign
  Web market research, content organization, graphic treatments, design template development and training for all SUNY Cortland Web pages will be completed in spring 2009.

• Signage updates
  Graphic standards will be developed for signs and placards. An audit will be conducted to convert existing and add new signs and placards to support brand marketing efforts.

• Athletics/Merchandizing graphics
  Graphics standards and merchandizing licenses will be developed for use in Athletics and The College Store.

• Columns redesign
  The Alumni Association will determine the interest and feasibility of converting Columns from a tabloid to a magazine format in order to elevate marketability and enhance ROI. If approved, production will begin in fall 2008.

• Publication updates
  Publications (Graduate Studies, Enrollment Management Unit, Division of Student Affairs, College Annual report, etc.) will be updated with new graphics standards and on-brand editorial tone.

• Internal Communication Continuity
  Design of internal communication materials will be monitored and supported for transition to marketing creative concepts.

THE CORTLAND FUND

During the 2007-2008 year, The Cortland Fund program accomplished many new initiatives and saw very promising results.

• Gifts (as of 6/16/08)
  ▪ Unrestricted: $390,417.75 (4,603 donors)
  ▪ Designated: $310,892.87 (1,1092 donors)
    • Total: $701,310.62 (5,695 donors)

• Automated call center and raised $236,460 in pledges – a 17% increase over previous fiscal year
• Recognized 1st time donors with a hand-written note card and “Thanks for Making a Difference” magnet
• Developed a Friends of SUNY Cortland initiative
• Developed the Red Dragon Society – to steward and honor donors who have given 3+ consecutive years
• Developed Fundraising Guidelines to streamline requests for individual department/program fundraising
• Developed a Student Legacy Council to create a culture of philanthropy on campus
• Developed new “modified” gift levels for Young Alumni to join the Partners In Leadership program

The Cortland Fund program is excited for the new fiscal year with the implementation of many new initiatives and we are looking forward to seeing great outcomes as a result of this.
• Develop a program to solicit and steward Parents of Alumni
• Send birthday cards and/or e-mails to students (jointly with Alumni Affairs)
• Continue to develop a Student Legacy Council to create a culture of philanthropy on campus; re-develop Senior Gift Program
• Create an event to celebrate National Philanthropy Day and educate students on the importance of giving back
• Combine reunion planning/giving committees to develop the whole “reunion” experience
• Develop a comprehensive matching gift system to ensure we are maximizing contributions
• Create creative ways to solicit non-donors
• Send Thanksgiving card to potential PIL Group
• Market Red Dragon Society to consecutive donors and celebrate their loyalty

As a way to develop and refine our skills, the staff of The Cortland Fund regularly attends workshops and conferences.
• Jennifer Janes participated in the following conferences: MoonFire/DialVision Users, Building a Culture of Student Philanthropy, SUNYCUAD, Northeast Annual Giving Conference and several web seminars
• Jonni Campbell attended Phonathon Bootcamp and several web seminars

As a way to give back to the College and community, the staff participates in many different organizations.
• Jennifer Janes serves as a member of the Women’s Initiatives Committee, Fundraising Committee and was recently elected to the Committee on Committees
• Jennifer Janes serves on the NYS Corporate Board for the Hugh O’Brian Youth Leadership program
• Jennifer Janes is a Brownie Troop leader
• Jonni Campbell serves as a committee member for the OnBoarding Program
LEADERSHIP GIFTS

Mission Statement: The mission of the Leadership gifts department is to build and cultivate relationships with alumni, parents and friends of SUNY Cortland that will lead to major gift commitments of $25,000 or more. The monetary goal of the leadership gifts department in 2007-2008 was to raise a minimum of $430,000 in new major gifts (mostly restricted gifts), plus a minimum of $50,000 in numerous smaller unrestricted gifts.

Major Departmental Accomplishments in 2007-2008:
• Generated more than $ 719,000 in new major gift commitments (Of that total, $594,000 is cash and $125,000 is “deferred” in the form of bequests).
• Generated more than $ 50,000 in unrestricted gifts to the Cortland Fund.
• Received gifts from donors that created 15 new scholarships.
• Hosted “Executive in Residence” visits by three prominent alumni.
• Continued to build on the success of the class of 1962’s Million Dollar campaign.
• Presented 37 major gift proposals – many of which are still under consideration and may be accepted in the next fiscal year.

Plans for next year and for the next 5 years:
• We expect to secure over $600,000 in new commitments in 2008-2009.
• In the next year, we will work with the VP of Institutional Advancement and the Cortland College Foundation Board to launch an aggressive travel and visitation plan in conjunction with the Campaign.
• Over the next 4 years, we will work with volunteer solicitors to help the class of 1962 reach its Million Dollar goal by 2012. Given the success of this peer solicitation model, we will try to duplicate it with other classes.
• Given the demands of the Campaign, we will increase the # of personal visits with a goal of increasing the # of proposals presented to at least 4 per month and at least 50 per year.

FINANCIAL OPERATIONS FOR THE FOUNDATION

Completion of a successful audit with newly contracted auditors, Ciaschi Dietershagen, Little and Mickelson. This transition involved a significant amount of time to familiarize the new audit staff with our processes and procedures, as well as all of our financial reports. The auditors required a number of additional analysis and summary reports to be prepared. Despite the added time and the introduction of the Properties Corporation, the auditors were able to complete the audit in a timely fashion and with just enough time to send the draft to the board of directors in advance of our September meeting. The audit culminated with the presentation of an unqualified opinion by the auditors at our annual meeting September 16, 2007.

Implementation of a new return allocation process as well as the implementation of a 1% fee on endowments began with the calculation of the first quarter market return and subsequently the fund balance detail. This policy change had been the focus of several
budget meeting discussions and was an attempt to be more transparent with donors about fees assessed on their endowed funds.

CCF Properties, Inc. was established through the work of Peter VanderWoude and the law firm of Pomeroy, Armstrong and Casullo. Once established there was additional work necessary to be granted tax exempt status. The IRS form 1023 required a forecast for the balance sheet and income statement for the coming year which I prepared late summer. We are still waiting to hear if we will be granted this status. In addition to the forecast, to begin doing business as a separate entity I established a new checking account, and created a new company and therefore a new chart of accounts in the Financial Edge General Ledger software to accommodate transactions specific to the Properties Corporation.

While reporting of specific endowed funds activity had been done in the past, it was usually done on an “as requested” basis. For the first time ever, this past fall we prepared stewardship letters to all identifiable donors or individuals responsible for use of endowed funds. This project was done using the Financial Edge database, and required data entry of all aspects of the fund, proper name of fund, donor or designated thank you individual, fund balance, student scholarship recipient, or recipient of program funds, and amount of the award associated with each. After the data had been entered into the financial database it was exported, reviewed, merged into a standard statement format, and distributed to the appropriate relationship manager to communicate with the individuals. It was a tremendous process, but I expect that with each year we will perfect the process. In the coming year we will engage in some additional training in the Financial Edge system, with the goal of beginning to utilize the project module more efficiently to make these statements to donors a great stewardship tool.

While moving through the added initiatives, the area of records gift processing and stewardship processed a total of 8,730 gift payments, their related gift acknowledgements, and processed over 4,200 pledges through June 6, 2008. We processed, through a variety of payment vehicles, $1,637,000 in expenditures which represent campus support and operations disbursements. In addition the office has established and now maintains, an additional 22 funds both in the Raiser’s Edge and Financial Edge systems.

While the coming year should show continuation of and improvement to the new initiatives listed above, two areas that will need specific attention are, first, testing as it pertains to the assessment plan written a year ago, and second, and more important will be the continuation of updating our written policies and procedures.

**PLANNED GIVING**

The past fiscal year was a transitional year for the planned giving effort between focusing on the Brauer Property gift which sapped the momentum built in the planned giving program during 2004 to 2006, to turning the attention back over the last 5 months of the 2007-2008 year to direct marketing and new gifts. With the groundwork laid this fiscal
year, the planned giving program will be able to obtain substantially more new bequest intentions and planned gifts, along with current major gifts.

Challenges:
• Research Foundation puts the charitable gift annuity program on hiatus from June to November 2007, with little support thereafter until April 2008.
• Changing Our World, Inc. with Jonathan Gudema, Esq. was hired in early 2008 and after a few month acquaintance period, Jonathan brought the charitable gift annuity program back on line and I am confident that as long as the current consultants are in place, the program will run smoothly without hiatus.
• Brauer property exacts continuing attention, but less so now than in previous year.

Accomplishments:
• Four new gifts annuities for a total of $120,000 was written during the year
• Major gifts totally $40,000 was received to support scholarship and program funds.
• A gift of artwork of a Pakistani tapestry worth between $18,000 to $23,000 was received and is housed currently at the art gallery
• Notification of new estate gifts totally $127,000 were received in May/June.
• Seven new Lofty Elm members who have completed a planned gift or notified the College of a bequest intention identified themselves during the year.
• Lofty Elm Society planned giving newsletter sent to 5,000 constituents of the college from the class of 1965 and earlier resumed publication after a 2 year hiatus in May. It will be published 3x/year.
• The 4th annual Colloquium Newsletter (28 pages) was compiled, copy edited, formatted and sent to all emeriti faculty/staff and surviving spouses in early May.
• Matt Asen ’73, a restaurateur from Florida was brought to campus in April as an executive in residence.
• Scholarship reception was moved from the spring to the Fall semester on the same evening as the Partners in Leadership dinner. Event was very successful and will continue in this manner. A new Scholarship booklet listing each scholarship with description and students receiving scholarship was published for this event.
• Planned giving presentations made during year at Metcalf Retreat in Raquette Lake in September, Leave a Legacy Cortland County event in November at Homer Center For the Arts, C-Club HOF dinner in November to launch endowment effort, and the President’s Retreat in June.
• Brauer property placed on the market in May with Coldwell Banker in Albany.
• Served on SUNY Cortland ACE International Committee and subcommittees representing IA.
• Lofty Elm Society dinner and events and Emeriti Luncheons were organized and held in both the fall and spring semesters. All four events were well attended.

Goals for the upcoming 2008 to 2009 year include:
• Finding 3 or more new donors to support building an endowment for a scholarship to honor Robert Rhodes that was spearheaded by two other donors.
• Finding new donors to fully endow the WWII Generation Scholarship fund
• Kick off the C-Club endowment campaign with direct and planned gifts. Goal is to eventually reach $500K endowment.
• Increase Lofty Elm Society membership by 20 members in the upcoming year. Goal is to visit 1/3 of the membership each year, including those with substantial bequests on a yearly basis.
• Document systems used to address information requests and new planned gifts.
• Establish a comprehensive contact management system to address constituent visits and other contact for stewardship.
• Implement a direct marketing or Columns advertising campaign to drive traffic to a new planned giving website.

SUMMARY

The upcoming year will be an exciting one for Institutional Advancement as we continue to strengthen SUNY Cortland. Our staff will work to increase the College’s connection with its alumni by launching an online community, provide the world with fresh and exciting publications and electronic presentations about the College, and continue to help alumni and friends support the College in meaningful and important ways.