

SUNY Cortland
The Division of Institutional Advancement
Annual Report 2006-07

For the Division of Institutional Advancement, the 2006-2007 academic year was one which can be characterized by change, transition, and excitement. With the departure of Vice President John Mosser and the appointment of Interim Vice President Raymond Franco, the staff within the division pulled together to ensure another successful year for the division and the College. The professionalism of the division staff and their acceptance and support of the Interim Vice President resulted in a number of noteworthy accomplishments for the division. The division developed a new mission statement, is continuing to craft a five year strategic plan, updated assessment plans for all areas, and incorporated a new and exciting integrated marketing initiative spearheaded by the Associate Provost for Enrollment Management and Marketing.

Each of the areas within the division achieved a number of important goals during the past year which contributed to the divisions' over accomplishment of its mission. The mission statement of the division, revised, January, 2007, states: "The division of institutional advancement provides leadership in building awareness and support for SUNY Cortland and its mission. The Division does this by establishing and nurturing mutually beneficial relationships between and among campus community members and external constituencies." The strength of the division is tied directly to the quality of the staff at all levels and in all positions. Developing effective relationships with alumni, faculty, staff, parents, political leaders, and other friends of the college is critically important. Portraying an accurate positive image of the college to the public and competing effectively for a strong student pool requires talented, hardworking, and dedicated staff. Fortunately, the College and the division have such people.

What follows is a brief description of many of the accomplishments, challenges, and plans for each area within the division:

Public Relations Office

Major Accomplishments:

- establishing and maintaining a campus visual messaging system;
- working on the College's Marketing/Branding Committee and writing materials that are helping to usher in the College's new marketing initiatives;
- securing a new contract with a local radio station that resulted in improved coverage of Cortland's intercollegiate athletics;
- developing a crisis communications plan;
- modifying the press release and photo image distribution process by changing to an electronic delivery format that has increased the overall news release production;
- responding to a renewed interest in SUNY Cortland from the Syracuse, Ithaca and Cortland media by promoting more College faculty, students and programs;

- defining and implementing a strict timeline for *Columns* production that led to its timely publishing over the entire year; and
- working with sports media to provide increased exposure of the College during its intercollegiate athletics teams' highly successful state, regional and national post-season competition.

Public Relations By The Numbers:

The public relations staff wrote and disseminated 195 news releases (as of 6/6/07), an increase of 8.7 percent from the previous year.

The sports information staff wrote, edited and produced 21 media/recruiting guides, in addition to the all-sports team records brochure used in admission recruitment. The staff also maintained the College's athletics Web site, which had the second highest number of hits among all SUNY Cortland Web pages.

Nearly 50,000 alumni and friends received each of the three 28-page editions of *Columns* and the one 24-page *Annual Report of the College Foundation* that were written and edited by the Public Relations staff. The Admission Office also used 1,000 copies of *Columns* for its recruitment efforts.

In addition to the 429 regular season contests for which the sports information staff handled publicity, the director and assistant director also covered an added 41 national and regional post-season events (35 NCAA, 6 ECAC) and another 32 conference post-season events (31 SUNYAC, 1 Empire Wrestling Conference).

Sports information issued 70 media credentials for the Cortaca Jug football contest hosted by SUNY Cortland and attended by more than 9,000 fans in November.

Improving And Advancing Diversity

Public Relations, because of its scope, promotes all major events, hires, institutional programs, faculty and student awards, etc. As a result, the staff promoted most, if not all, of the College's diversity initiatives in 2006-07 in the *Bulletin*, local and regional media and on the SUNY Cortland Web site.

More specifically, the assistant public relations director has been a longtime member of the College's Center for Multicultural and Gender Studies and was appointed to Multicultural Life Council. She serves on its community relations subcommittee.

The sports information staff utilized numerous photos of minorities and female student-athletes in the College's team guides and on the Athletics Web site.

Assessment

The department created a five-year assessment plan this year.

Sports information upgraded its statistical software packages so that reports produced for the Internet were compliant with the New York State Office for Technology's Policy 99-3, Universal Accessibility for New York State Web sites, in addition to helping meet ADA accessibility requirement.

Also, after assessing the current athletics Web site, the Public Relations Office, working in conjunction with the Athletics Department, has contracted with an outside company, Internet Consulting Services, to design and host the SUNY Cortland athletics Web site and to provide a content management system that will improve the look and the delivery of the information located there.

The Public Relations Office assessed the local coverage of the College during a four-month period (7/7/06 – 11/7/06) by determining the percentage of its news releases sent during that span that appeared in the *Cortland Standard*. Of the 68 releases issued, the local daily newspaper ran 78 percent of them. The staff is looking to conduct a *Columns* readership survey during 2007-08 and will also be involved with any assessment being conducted relative to the new branding efforts.

Short-Term And Long-Range Plans

The public relations staff, given its expertise and the amount of institutional writing that it produces, will be heavily involved in writing “on-brand” with its new materials and releases, but will also support rewriting existing College publication content to be “on brand.”

The sports information staff will devote several months to converting all of its existing athletics Web site information over to the new Internet Consulting Services-hosted site.

A major Upstate New York economic summit, being convened by New York State's First Lady, Silda Wall Spitzer, will be held on Sept. 18 on the SUNY Cortland campus. The event will attract statewide and national media attention and will involve considerable planning. The public relations director is part of the planning committee.

Public Relations received funding to convert its part-time staff writing position into a full-time position. Advertising for the new position will begin in the late summer with a tentative hiring date set for September.

Tentatively, the part-time newsletter editor position within Institutional Advancement, reporting to the director of publications and electronic media, will be transitioning to a full-time position during the 2007-08 academic year. Concurrent with the move is a plan to convert the Bulletin to an electronic format and to launch an electronic alumni newsletter. The person in this position will oversee the first and assist on the second. When those efforts are fully operational, oversight for the position will be added to the public relations director's duties.

As the College moves toward its next capital campaign, the public relations staff will be involved with the process.

Working with the publications and electronic media staff, the Public Relations Office hopes to lock into a content management system that will streamline the production and archiving of news releases, photos and other materials on the College's Web site.

In the wake of the Virginia Tech crisis, the College formed a Campus Safety Committee to study new modes of communication that would allow the College to instantly alert the campus community about impending and actual crises. The public relations director serves on that committee and will be crafting messages as part of this initiative.

The sports information staff will be working on a new design for the College's sports guides and will be planning for the National Collegiate Gymnastics Association national championships on campus in Spring 2008.

User Friendly Campus Initiatives

The public relations director established and maintains a visual messaging system that has significantly enhanced the promotion of all campus events to the campus community. Also he produced the This Week on Campus calendar that appears every Saturday when classes are in session in the *Cortland Standard*.

The sports information staff assisted with the new partnership between SUNY Cortland athletics and local radio station WXHC-FM. The station covered all of Cortland's football games along with a handful of other sporting events in the winter and spring, including two NCAA women's basketball tournament games and the NCAA Div. III men's lacrosse championship game in Baltimore. The station also produced and aired the "Red Dragon Report" each weekday. The station was available to listeners over the air in Central New York as well as on the Internet.

The staff also aided with expanded coverage of Cortland athletics through Internet-only radio broadcasts. The Cortland Internet Radio Network broadcasted a selection of games in the following sports: men's and women's basketball, men's and women's ice hockey, men's and women's lacrosse, baseball and softball. The network started after the fall season was completed, so plans next year include the coverage of fall sports.

The staff also participated in discussions with the Athletics Department and the campus television station CSTV to explore the possibility of video Webcast of selected Cortland athletic events. The staff also produced the College's sports calendar, schedule cards and a football season ticket brochure to promote upcoming athletic events.

The Cortland Fund

During the 2006-2007 year, The Cortland Fund program accomplished many new initiatives and saw very promising results.

- Gifts (as of 6/4/07)
 - Unrestricted: \$330,757.68 (4,531 donors)
 - Designated: \$160,355.95 (1,207 donors)
 - Total: \$491,113.63 (5,738 donors)
- Redesigned all brochures with a focus on “why” give vs. “how” to give. They included stories of how gifts are making a difference at SUNY Cortland.
- Recognized first time donors with a hand-written note card
- Senior Class gift raised \$17,921.83 (gifts and grants) to renovate area in Corey Union
- Call Center raised over \$200,000 in pledges
- Implemented a local business appeal

Last July, the Director of The Cortland Fund worked with the Vice President of Institutional Advancement to develop and implement an assessment plan for the first time.

- Developed an assessment plan for next five years
- Focus on assessing the call center training programs – 100 percent of callers surveyed in the spring semester felt confident and qualified for the position

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.

- Automate call center during coming year
- Develop stewardship programs for donors (i.e. focus on first time donors and loyal donors)
- Develop a Student Legacy Council to create a culture of philanthropy on campus
- Combine reunion planning/giving committees to develop the whole “reunion” experience
- Create hiring/training/communication system through WebCT
- Develop a comprehensive matching gift system to ensure we are maximizing contributions
- Finding ways to celebrate loyal donors who have been with us year in and year out
- Implementing a “Friends of SUNY Cortland” initiative
- Implementing a program for Young Alumni Partners In Leadership program

Leadership Gifts Program

Major Departmental Accomplishments in 2006-2007:

- Generated more than \$ 390,000 in new major gift commitments.
- Received gifts from donors that created 14 new scholarships – compared with only 3 in 04-05 and 4 in 05-06.

- Hosted on campus visits by five prominent alumni: Bob Antin '72, Bert Mandelbaum '75, Tom Kiec '70, Jim Bonaventura '79 and Bob Vinal '71.
- Successfully launched an ambitious Million Dollar campaign for the class of 1962.
- Presented 43 major gift proposals.

Plans for next year and for the next five years:

- With two gift officers on the road visiting donors, we expect to secure approx. \$500,000 in new commitments in 2007-2008.
- In 2007-2008, we will launch an ambitious plan to raise significant funds for an economics department endowment by targeting a few top prospects.
- Over the next 5 years, we will work with volunteer solicitors to help the class of 1962 reach its Million Dollar goal by 2012.

Publications and Electronic Media

Major Accomplishments

- The catalog management system was purchased and the 2006-2007 Undergraduate and Graduate Catalogs were uploaded and made live April 16, 2007. The 2007-2008 versions are currently in progress.

- Numerous new publications were produced by our office, such as: The Scholarship Thank You brochure, the Parents Brochure, the Campus walking trail map, in addition five new financial advisement brochures, an Alumni Reunion Weekend save-the-date brochure and Department postcards.

- A new parents Web site was uploaded.
- The office played a key role in creating the pandemic flu Web site.

Progress in Improving Diversity

- 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

- The office developed an updated five-year assessment plan for our area.
- The office undertook a major survey of the campus community and visitors to learn more about needs for the campus Web site and how to improve it.
- The office surveyed the campus community on how to improve the *Faculty and Staff Directory* and received helpful feedback that we'll implement for the 2007-2008 academic year.

Departmental Plans for Next Five Years

- Implement SUNY Cortland's brand and new logo into all publications and Web pages
- Implement content management system for College Web site
- Put The Bulletin and Summer Bulletin into electronic formats
- Organize photography collection by brand attributes
- Create new publications and Web pages that support the marketing and branding initiative.
- Redesign the Commencement Web site.

Staff Accomplishments

- Cortland won SUNY CUAD Judges Citation awards for the Alumni House folder and the 2007 Commencement tickets.

Action Implemented to Make Campus User Friendly

- The 2006-2007 Undergraduate and Graduate Catalogs were uploaded and made live April 16, 2007. Students, faculty and staff can now use a dynamic, html version of the books. This will help with recruitment and advisement.
- The alumni update form on the Web was implemented.
- The office played a small role in helping launch the digital messaging system by providing photos and editorial assistance.
- We designed the campus walking trail map.
- We modified the Web site template so it now meets the highest levels of accessibility.
- Work was begun to create a consistent "Fast Facts About SUNY Cortland" Web site.

Cortland College Foundation Financial Operations

Major Accomplishments

- Conclusion of a successful audit (their final audit) by Port Kashdin and McSherry. My interpretation of a successful audit is the issuance of an unqualified opinion, with no material weaknesses sighted.
- Conducted a successful RFP and follow-up interviews with interested candidates for the audit job. We solicited 12 firms and received 6 proposals. Ciaschi Dietershagen Little Mickelson & Company, LLP, whose bid was \$6,500 for all three years of a three year contract, was chosen to do the audit. Wrote the contract to engage the firm.
- Moved forward with the help of the Finance Committee to amend the Investment Policy to begin to consider investment in alternative investments. Changes to the policy were approved at the November 10, 2006 meeting. We opened discussions with the Commonfund to consider taking advantage of their next capital offering. An investment in alternative investments was approved at our June 15, 2007 meeting.
- Participated in two national surveys that allow us to be included in reporting which allows us to do comparisons both on a national level and between sister institutions in the SUNY system. These surveys are CAE/VSE fundraising survey and the NACUBO endowment survey.
- Wrote the programs' first assessment plan. The plan will serve as a good starting point from which each area will be refined. The first area to assess should be the acknowledgement process.
- Implemented two additional gift processing options to take advantage of improved technology. We added additional on-line banking options to allow EFT as an option for processing recurring gifts. We also added the recurring gift option for credit cards through an online site of our charge card processor.
- Signed up for and are using the online HEP Matching Gift program which allows us to have more current matching gift data and in the coming year will allow us to do a targeted solicitation to donors who work for matching gift companies.
- Established a new trust account at Alliance Bank to hold our excess short term cash. The benefits of doing this are that the money is not tied up for a long period of time and the rate of return will be adjusted as the market adjusts. In addition there are no management fees or custodial fees.
- The finance committee approved its first purchase of real estate to help the college acquire property that is consistent with their long range plan.

- The financial operations office has processed more than 1,330 pledges, more than 9,655 gifts with corresponding acknowledgements, and processed \$1,362,387 in expenditures. We have created 29 new funds of which 13 are endowments, and are working with Financial Edge to create new project profiles to be used in the stewardship process.
- Our office provides reporting to a multitude of offices throughout the campus. Specifically this includes notification for all restricted giving, quarterly reporting for all C-Club accounts, fund balance reports for all restricted account holders, grant reports for the Park Foundation and the Ford Foundation, as well as a multitude of reports for the Alumni House fundraising initiatives. We also provide reporting on the Coca-Cola Grant expenditures and various other special project reporting.
- We provided in a timely manner quarterly financial reports to the finance committee and board of directors. These include year to year and current year to budget comparisons, as well as investment performance reports and year to date giving updates.
- The finance committee has discussed and established a new policy for quarterly return allocation. The policy also includes new guidelines for assessing an administrative fee for the management of temporarily and permanently restricted funds. The policy established the administrative fee to be 1%. This policy was approved at the June 15, 2007 meeting.
- Office staff attended several professional development conference/workshops as well as participated in several of Blackbaud's on-line training classes for the Financial Edge.
- In addition, we made physical changes to our offices with the ultimate goal of providing larger cubicle offices for two staff members as well as providing a more efficient space for our work study students. This involved eliminating a hallway and moving the cubicle partitions.

Marketing

Major Accomplishments

SUNY Cortland embarked on a brand marketing initiative in January 2006 by partnering with Stamats to conduct market research and develop an integrated marketing plan. Market research included: internal and external brand position assessments, historical review of marketing materials, and a competitor brand position assessment. Research outcomes were incorporated into workshop formats with the President's appointed Brand Marketing Task Force to develop the SUNY Cortland brand promise statement, attributes/distinctive attributes and the integrated marketing campaign theme, tagline and creative concepts.

Final recommendations from the brand marketing initiative were presented by Stamats in December 2006 that included the following marketing action plans:

1. Reorganize marketing functions on campus to report to a chief marketing officer
2. Develop and incorporate a Search Engine Marketing plan
3. Re-design the SUNY Cortland Website
4. Assess and develop a plan to re-sign the entire physical plan (interior and exterior) employing consistent word mark/logo usage
5. Assess all outbound communication materials and develop a plan to re-design all materials employing consistent word mark/logo, brand attributes, theme, etc.
6. Assess all internal communication materials
7. Develop a set of department/division specific recommendations from President's Cabinet members offering sample language, templates and guidance to effect brand assimilation across campus
8. Develop a Momentum at Work presentation for the Administrative Conference consisting of department monologues illustrating "Momentum" in program advancements
9. Re-design Columns to create an on-brand magazine format
10. Create a strategic creative council to support College Store on-brand merchandising

Priority selections were made from the final recommendations as follows:

1. Re-organize marketing functions to report to a chief marketing officer:
 - Gradin Avery was appointed the responsibility of coordinating marketing functions and was re-assigned to Institutional Advancement. Twenty percent of Gradin's responsibilities remain with enrollment projections, reporting and mentoring. Maryalice Griffin (KBS1) was hired on June 4 to support Marketing, Leadership Gifts and Planned Giving
 - Marketing plan priorities and development structures were created for an integrated marketing communications campaign (see Appendix #3)
 - Budget plans were developed according to priorities with a strategic plan for integrating on-brand communications for 2006 – 2009
2. Develop Search Engine Marketing:
 - Funding was secured for development in the 06-07 fiscal year, a single source contract was developed with Stamats and a project timeline was developed for launch in July 2007
 - On-line marketing assessment (keyword research analysis) and search engine optimization (e.g., title tags, meta data, optimizing content/re-write) will be completed by Stamats by June 15, 2007
 - A six month pay-per-click ad campaign will be launched on July 9, 2007 with end-of-month reporting to begin in August
3. Re-design of Website:
 - Funding was secured in April 2007 for development and budgeting in 2007-2008
4. Campus signage continuity:
 - Funding was secured on April 2007 for development and budgeting in 2007-2008.

5. Outbound Communications Continuity:
 - Funding was secured for development in the 06-07 fiscal year, with Stamats and a timeline was developed for an audit report by June 2007
 - External communication materials were gathered from across campus, shipped to Stamats for review
 - Arrangements were made for Stamats to conduct on-campus interviews with Steering/Advisory Committees and other campus representatives in April regarding outbound communication strategies and recommendations
 - A final report and recommendations for improving on-brand communication strategies was provided by Stamats in May
6. Internal Communications Continuity:
 - Funding was secured in April 2007 for development and budgeting in 2007-2008
7. Department specific recommendations:
 - This action plan was postponed
8. Momentum at Work Presentation:
 - This action plan was postponed
9. Re-design Columns:
 - This action plan was targeted for consideration in 2007-2008 with possible action in 2008-2009
10. College Store Council:
 - Initial meetings took place with ASC and College Store staff regarding future interest and projected planning for 2008
11. Logo and style manual development:
 - Funding was secured for development in the 2006-2007 fiscal year, a single source contract was developed with Stamats and a project timeline was developed for delivery by August 17, 2007
12. Photography:
 - Funding was secured for on-brand campus photos in the 2006-2007 fiscal year, Jason Jones Photography was contracted
 - Arrangements were made for student, faculty, staff and general campus photos on May 7 and 8
 - Photos for use in marketing were delivered on May 23
 - Additional photography of Raquette Lake was arranged for Robert Mescavage Photography on June 7 and 8
13. Admissions Viewbook development:
 - Funding was secured for development in the 2006-2007 fiscal year, a single source contract was developed with Stamats and a project timeline was developed for delivery by August 17, 2007
 - The first draft of the Viewbook copy was delivered on June 8
14. Integrated Marketing Campaign presentations were developed and presented to:
 - 1) Public Relations staff: 2/12: 4/5
 - 2) Foundations and Alumni staff: 3/6
 - 3) Athletics (with VPIA, Alumni, Cortland Fund): 3/22
 - 4) Administrative Conference: 4/23
 - 5) Enrollment Management Unit: 6/5

- 6) Student Affairs Classified staff: 6/7
15. Weekly President's Cabinet/Council emails:
 - Vignettes illustrating on-brand marketing messages were developed for a series of eight Monday morning emails to Cabinet and Council members
 - In addition to demonstrating on-brand writing styles, the vignettes provide reference stories for use
 - A template was created for the email that lists the five distinctive attributes
 16. Font type was finalized according to brand design, approved by Stamats and ordered for campus installation and use.
 17. "A SUNY Cortland Moment" story form was developed and distributed to Marketing Advisory Committee members for collecting stories that exemplify distinctive brand attributes:
 - Advisory Committee members were charged with describing the intent of the form and distributing the form at department/division meeting
 18. Efforts were coordinated with Institutional Research and Assessment to develop a Fast Facts web page as a quick resource for accurate, consistent information used in messaging/marketing:
 - The Fast Fact reference page will contain links to more detail IR&A data

Improving diversity

- New photography, email vignettes, feature articles for publication and release have been selected to highlight diversity through marketing initiatives
- Gradin Avery was appointed as one of two Institutional Advancement representatives (with Jennifer Wilson) to the Multicultural and Diversity Council for Social Justice

Progress in the development and implementation of assessment

1. Data analysis (survey results, interview responses, voting tabulation, material review, etc.) formed the basis of the entire brand marketing project and integrated marketing campaign
2. Search Engine Marketing
 - Web stats were reviewed for external link referrals, browser and keyboard analysis
 - Assessment measures for pay-per-click rate and response were required in contract guidelines
3. Review and analysis of outbound communications led to report recommendations that will guide integrated messaging and design initiatives
4. Logo development
 - Web-based surveys were developed to gather feedback from students, faculty, staff and alumni regarding new logo designs and distributed June 13-20
 - Feedback will determine design revisions and was required in contract guidelines

Department plans

Next year

- Develop a marketing operating budget for supplies and expenses
- Develop a marketing projects budget for 2007-2008 to support:
 1. Outbound communication recommendations
 2. Web re-design
 3. Internal communications continuity review
 4. Search Engine Marketing; pay-per-click advertising
 5. Campus-wide font licenses
 6. Integrated Marketing Campaign (IMC) rollout event expenses
- Meet with departments to review IMC concepts, solicit their support and understanding, determine appropriate support services
- Develop brand standards manual including a transition plan to new graphic standards
- Develop RFP for web-redesign, review contract proposals, select vender and complete/implement new design
- Implement SEM and pay-per-click service on current web site with transition to new design
- Develop an IMC rollout event complete with campus-wide celebration and new design/concept samples
- Implement new uniform email addresses campus-wide
- Install new font styles campus-wide with on-line directions for default settings
- Record and install new on-brand message recordings for telephone callers on hold
- Print new Admissions Viewbook

Next Five Years

- Assess and develop a plan to re-sign the entire physical plan (interior and exterior) employing consistent word mark/logo usage and color
- Create a strategic creative council to support College Store on-brand merchandising
- Develop regional ad campaigns
- Develop and administer post-brand surveys

V. Staff service

- Gradin Avery: member, Cortland Public Education Foundation Board of Directors

VI. Making SUNY Cortland more user friendly

- The integrated marketing campaign by its very nature is designed to clarify and unify our marketing message. Through internal marketing

initiatives, we will assist campus members in developing a greater understanding of the marketing concepts, attributes and the value of a powerful and united voice. Successful integrated marketing will yield a stronger sense of pride internally, more clear communication of messages and a strategic means by which we will manage our reputation.

Alumni Affairs

Major Accomplishments/Improvements

- The hiring of Hezel Associates to perform an assessment of the alumni program and association.
- The completion of the “Opportunities to Give Program” for the Alumni House with close to \$600,000 in gifts and pledges received (original goal was \$500,000). All significant space inside the house has been named, more than 200 Charter Patrons have been secured and close to 40 garden sections have been named.
- The Alumni House continues to serve the campus community and beyond providing a great venue for events, retreats, meetings and lodging. More than \$50,000 in “alumni house” business was generated this year.
- Our most successful Florida Reunion was held this year in Venice with more than 60 alumni and guests attending the dinner at the Waterford Club hosted by Jim ’61 and Sue Cranfield. A smaller event hosted by Gloria Quadrini ’59 at her residence in Jupiter attracted 24 alumni, guests and emeritus faculty.
- The approval by the administration of the Alumni Voluntary Fee creating a predictable (hopefully) and permanent revenue stream of funding for the alumni program.
- In conjunction with Career Services the provision of four alumni career panels on campus-student attendance was excellent.
- Chapter program continued to offer alumni an opportunity to stay connected with their alma mater with successful events in Western NY, Southern Tier, Syracuse, New York City and Cortland County. The Cortland County Chapter in it’s first year held three very successful events- Alumni House picnic, pre-play reception and attending “A Little Night Music” on campus, and attendance at the Boston/Yankee game at Yankee Stadium.
- Another successful Hall of Fame Weekend with more than 240 alumni, six new inductees and members of the Hall of Fame, student-athletes, faculty and staff attending the traditional Hall of Fame Banquet.
- Successful reunion programs: Completed very successful 2006 reunion program. Highlights include over 103 Class of ’56 alumni in attendance (possibly the largest class attendance ever). ’56 also had over 60% participation to their reunion class gift. We also

hosted Alpha Kappa Phi/Agonian, Sigma Sigma Sigma, Sigma Rho Sigma sorority and Lambda Phi Delta fraternity. Both had good attendance and purchased gifts for the Alumni House. Lambda is also in the process of endowing a service scholarship. Over 20 events planned for Reunion 2007 with over 70 alumni volunteers encouraging participation among classmates. For the first time ever, we will host Alpha Delta Delta sorority.

- Advised Student Alumni Association. Accomplishments include very successful Senior Send Off event (over 350 seniors in attendance), Craft for a Cause, Best Impressions program, and supporting the purchase of caps and gowns for seniors who couldn't afford them. They also served on the Homecoming committee. The Homecoming program was revamped and SAA supported the building and burning of the opposing team's mascot at the Homecoming bonfire.
- Continued to create an alumni presence at student programs. In conjunction with Career Services, alumnus Mark Westfield '78 hosted the annual Goofs and Goblets program, an etiquette dinner. Students were seated by major with alumni working in their field of study. In conjunction with Career Services and the Cortland College Foundation, the Alumni Speaker Series began. Four alumni panels related to a specific major were offered to our students throughout the semester. Alumnus Jason Andrews '97 served as the keynote speaker for the annual Student Leadership Recognition Banquet.
- Created successful Cortaca events. Planned and implemented Alumni Cortaca Event at the Dark Horse Tavern. Over 135 alumni came. The event sold out in two weeks with only an e-mail invitation. Worked with the IT department and Sports Management department to run a test Cortaca webcast. 275 alumni watched the game through this webcast.

Assessment

- The department developed a five-year assessment plan for the period 2007-2012.
- Alumni House assessment is in the form of a client survey for those using the house for events and lodging. Results indicate a need to address some issues with caterers (better delivery and clean-up of food service) and the delivery of timely "hot water service" to lodgers. The hot water system is old and needs to be updated.
- Goofs and Goblets students, alumni and community members are asked to complete assessments surveys at the program conclusion. The one change will be to make the formal part of the program a little shorter.
- Reunion Weekend all alumni who attend are afforded the opportunity to complete an assessment survey in hard copy or electronically. In general alumni are pleased with the service they receive from staff, the food and service and overall offerings. The trend that is emerging is more interest in "class specific" events which in the long run will attract

more alumni and will create more work for alumni staff and reunion volunteers. We will need to review our resource capacity to support more “class specific” events.

- Most chapter events this year were followed up with an electronic assessment surveys. Overall those who attended were satisfied. We continue to survey alumni through our chapter structure to establish events and or trends that might create more opportunity for success. The assessment process for chapters will need to be more comprehensive this coming year. We will be looking to assess and survey younger alumni to establish what programs we can offer this group to help them with their transition from college into the work place.

- Created more reunion WebPages and surveys to better meet the needs of our alumni. Worked with Academic Computing and Kathy Jensen to get the Senior Exit Survey online. Collected approximately 300 more exit surveys than year’s prior.

Departmental plans for next year

- Recruit strong committees for Reunion 2008. We will combine reunion planning and giving committees to try to further increase attendance and reunion gift numbers while communicating with our alumni in a more comprehensive way. Will host Nu Sigma Chi sorority and Athletic Trainers. We will plan the first-ever All Greek Reception through the generosity of Nu Sigma Chi.

- Implement an Alumni Online Community. Through the community, we will increase our communications with alumni in a more systematic way, create multiple alumni networking options, create online event registration and management and implement ten e-newsletters a year.

- Continue to grow SAA as an organization. Work to recruit more students and to increase the number of events provided to students to connect them to SUNY Cortland.

- Launch “Alum from Day One” program intended to create an alumni presence among our student body. Our first program will be to provide at least ten alumni volunteers at each freshmen orientation to answer questions about SUNY Cortland and to provide their first-hand knowledge regarding student life and the academic programs.

- Create a plan to address young alumni involvement. Will look at Cortaca, Homecoming, and Spring Fling as possible event options. We will consider inviting “younger” affinity groups (clubs or Greeks that have only been established in the past 10 years) to increase attendance. Will also consider events planned around young families or career networking opportunities.

- Develop alumni chapters in the Corning and Utica/Rome areas.

- Complete the first phase of the Alumni House Trustee Gift Opportunity to include the acquisition of 3-4 \$100k gifts.

- To work on the development of a staff plan for the Alumni House that provides the required event and lodging coverage and at the same time offers existing staff “respite” support and to develop a marketing plan for the Alumni House .

Plans five years

- To have the On Line Community fully functioning with a minimum of 10,000 members
- A Student Alumni Association that enjoys strong student support from all classes and offers a number of programs that connect current students with alumni and the alumni program. Also, the resources needed to bring active members of SAA on the road for alumni events
- To have in place fully committed chapter volunteers (minimum of two per chapter) at each chapter in New York State
- A chapter program that offers events and services geared for alumni who have graduated within the last ten years
- An institutionalized chapter volunteer recognition program that is viable and effective
- An Alumni House Preservation Fund of \$1.5 million
- Alumni House income (consumer generated) of \$100,000
- A Homecoming Program that has support from students and alumni and is successful at exposing participants to new and maybe some old college traditions

Planned Giving

The 2006-2007 fiscal year in planned giving was defined by a large estate gift from Mrs. Elsie Brauer of Selkirk, NY. This gift was preceded by the gift of 33 acres of land in the mid-1970s that became the Robert C. Brauer Memorial Field Research Station, named for Elsie’s and John Brauer’s son, a SUNY Cortland student, who died in the summer of 1968.

Since there were no heirs, the responsibility for handling the personal possessions and real property fell to the Cortland College Foundation. Estimates of the real property value were received from three real estate brokers. Two estate auctioneers were contacted to handle the personal possessions, but both did not see enough value for the work involved.

Our Lofty Elm Society continues to grow with new members, reaching 93 by June 30. Several members passed away during the year as well, leaving bequests, pooled income funds and trusts to the Cortland College Foundation.

The emeriti luncheons continue to be well attended. The fall event was held in Jacobus Lounge with Ralph Dudgeon and Bill Lane giving a presentation on the life and recorded music of Spiegel Willcox in his early years. The spring event was in the Caleion Room in early April with long term care the topic. This event's attendance dropped from 70 to 50 due to its early date as many people were still in Florida or on their trip back to Cortland.

Charitable gift annuities were on hiatus for most of the year as the SUNY Philanthropy office moved from the Research Foundation to SUNY Central offices. In early April, campuses were given the green light again by Garry Malone of SUNY Central and a \$71K charitable gift annuity was secured before the fiscal year ended. Major gifts for a program fund for Geology and a PE scholarship were secured, as well, totaling \$65K.

It is anticipated that the Lofty Elm Society 120 members June 2008, and also offering the option to donors of notifying the College, but keeping their future gift intention anonymous. Our ultimate objective is to grow bequest numbers and notifications to the College. We do not want donors to withhold notification because they wish to remain anonymous.

The Lofty Elm Society Newsletter will begin again this fall with three publications during the year. Fall, winter and mid-spring. With funding, it would be appropriate to include all classes reaching the 30th reunion. I have noticed that many new bequest intentions are from alumni from the early to mid-1970s. In the past, we sent newsletters to 40th reunion class and above

Conclusion

Despite turnover in leadership and the appointment of an interim Vice President, the staff of the division of institutional advancement enjoyed significant accomplishments in all areas. The upcoming year will be a very exciting one as the College launches its new branding and marketing program. This initiative will directly and significantly impact every area within the division. The division's strategic plan will be implemented and the assessment plans developed during 2006-2007 will continue to provide valuable feedback for each area. The alumni affairs program will be dramatically supported by the new alumni fee and will launch an online community. Both of these new programs will help us to improve young alumni connection to the association and the College.

The Foundation has established a fund raising goal which is approximately 50 percent higher than the amount raised during 2006-2007. The entire division staff will play an important role in the execution and completion of a successful fund raising year and five year campaign. The branding and marketing program will help us send a consistent message to donors enabling us to focus our efforts and donor support of our distinctive core attributes. This is a very exciting time in the life of SUNY Cortland and the division of institutional advancement. Working together, the staff of the division will help move the College in a positive direction and continue to build the strong momentum we feel on campus today.