



SAN JOSÉ STATE  
UNIVERSITY

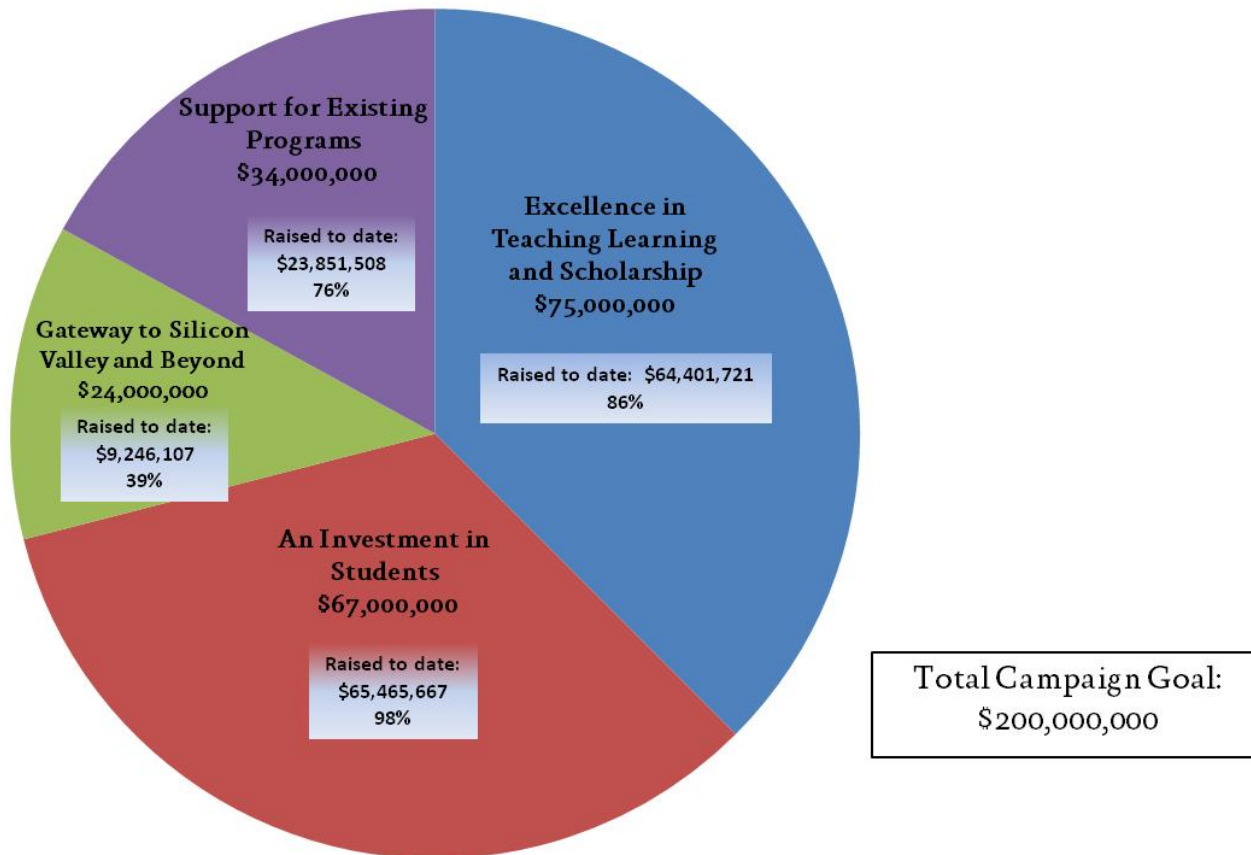
# Advancement Update

**SJSU Academic Senate**  
**December 5, 2011**

# Campaign Overview

- Campaign Concept – 2004, \$150 million tentative goal
- University Funding Commitment - 2005
- Philanthropic Foundation & Community Board – 2005
- Silent Phase & First Major Gift – December 2005
- Establishing Campaign Priorities – 2006
- Early “big” investments and namings – 2006 & 2007
- 150<sup>th</sup> Celebration – helped build awareness - 2007
- Creating the Advancement & Campaign Infrastructure
- Continuing in the midst of, leadership changes and economic challenges – 2008 & 2009
- The public launch – 2010, formalized \$200 million goal
- Accelerating Acceleration: July 1, 2006-June 30, 2012

# Campaign Goals

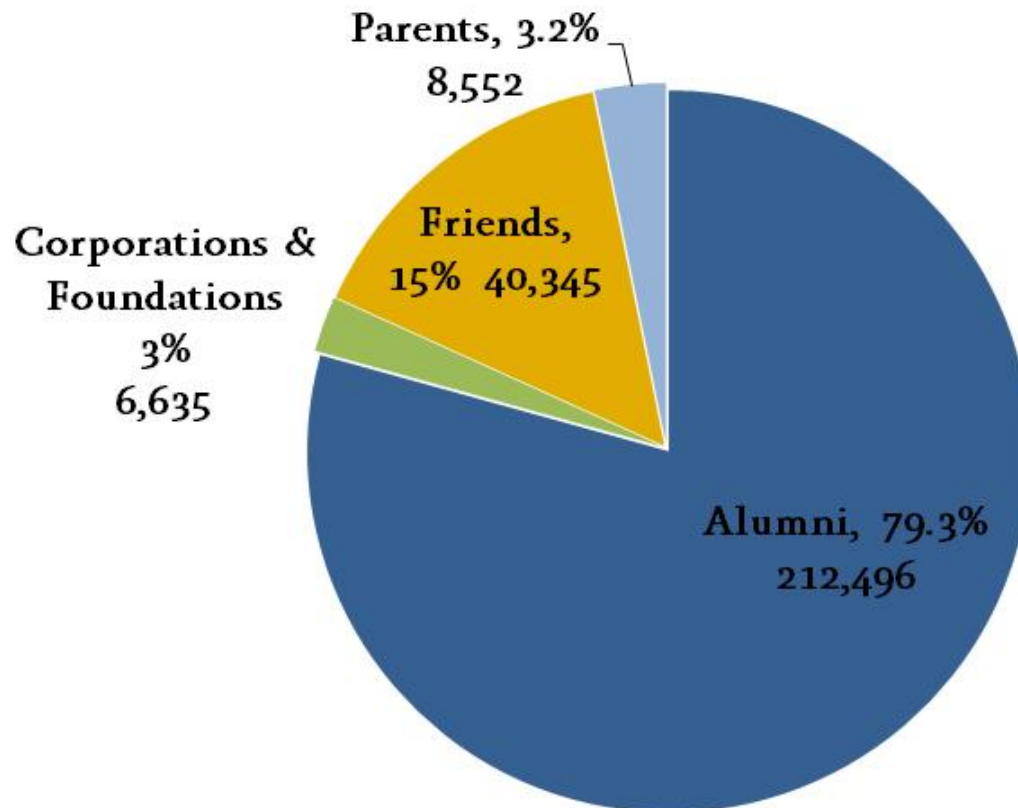


- Excellence in Teaching Learning and Scholarship
- An Investment in Students
- Gateway to Silicon Valley and Beyond
- Support for Existing Programs

## 2011-12 Campaign Goals

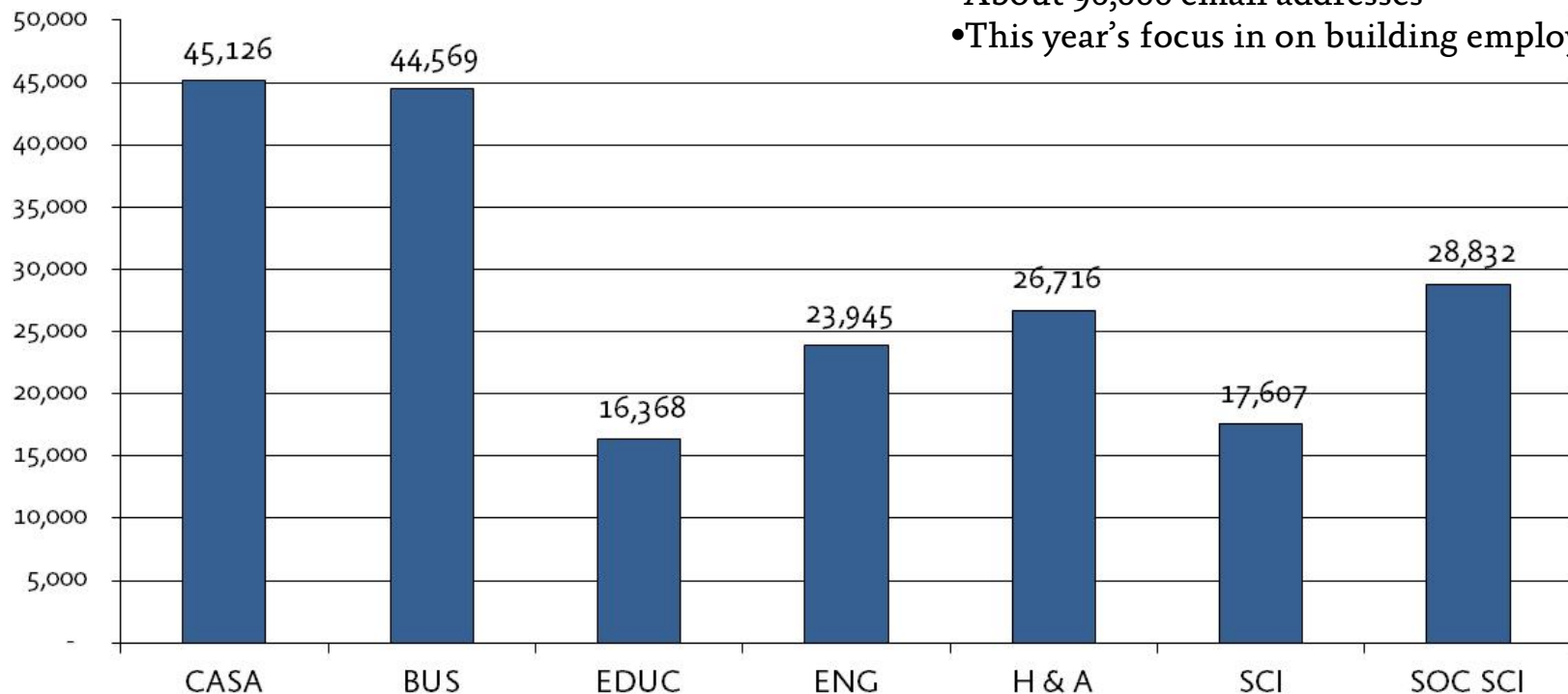
- Annual Fundraising Goal (\$28 million)
  - \$19 million from individuals
  - \$9 million from Corporate/Foundation giving
- Pipeline Development
  - 1400 prospect visits
  - 10% increase in new donors
  - 8% increase in alumni association members
- Operations & Infrastructure
  - 10% increase in employment data in database
  - 10% increase in matching gift funds

# About the Advancement Database

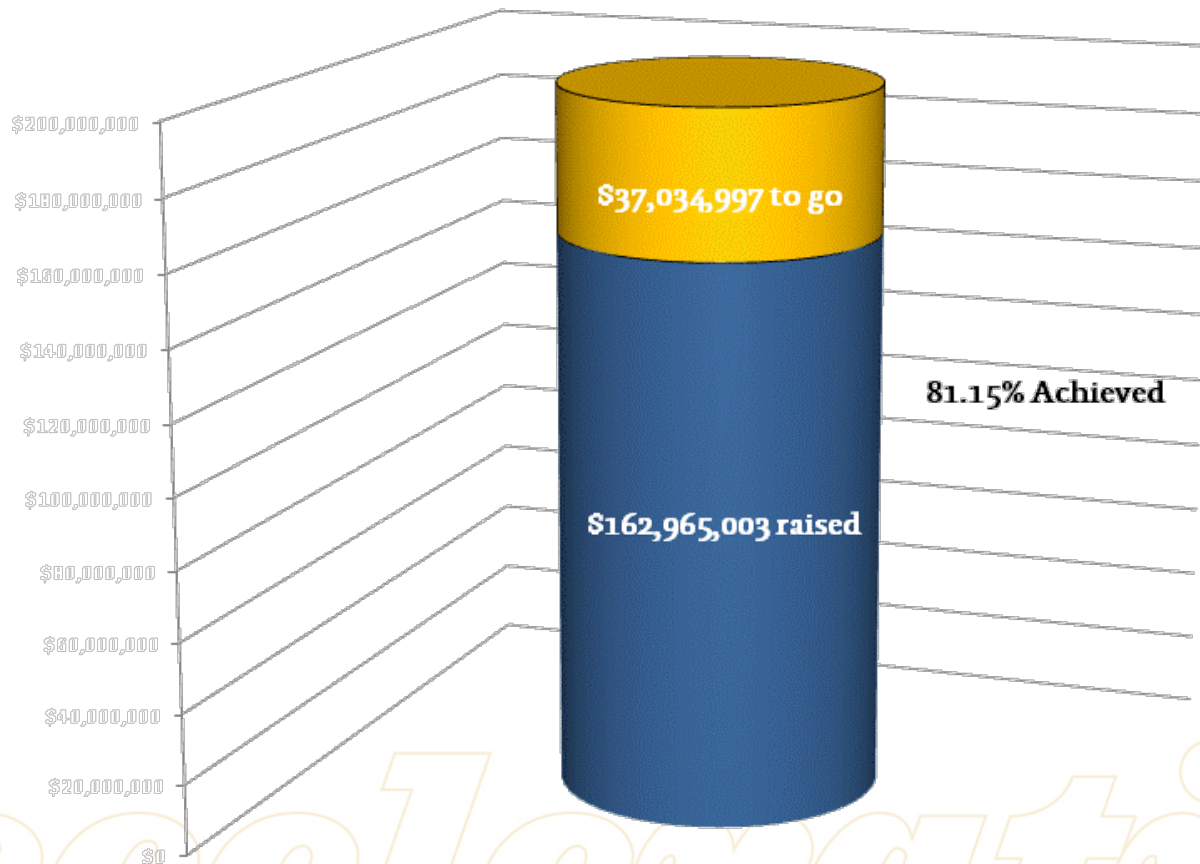


# The Alumni Database by College

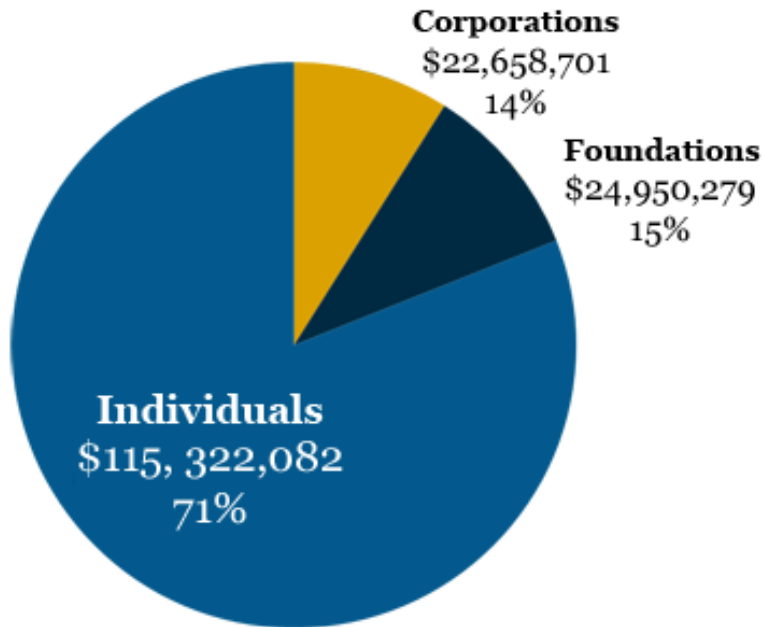
- All are solicited annually
- Variety of mail rules apply
- Over 4,600 updates are made monthly
- About 96,000 email addresses
- This year's focus is on building employment data



*Acceleration: The Campaign for San José State University* has received almost \$163 million in donations and commitments through the month of October. That's 81% of the campaign goal of \$200 million.

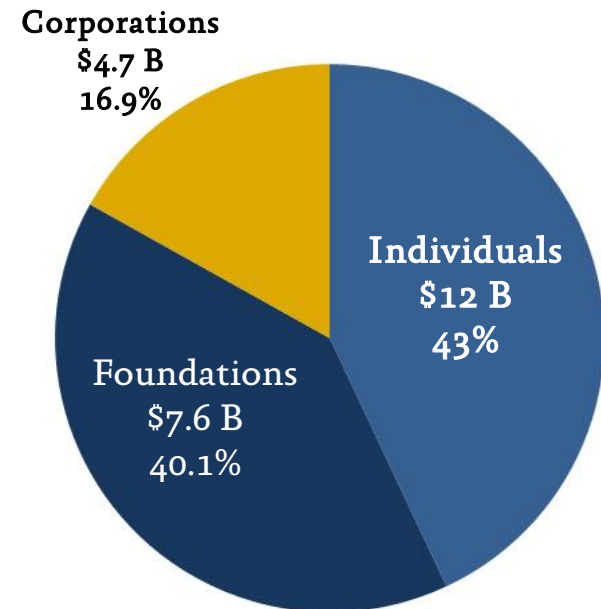


## Who Gives to *Acceleration*?



Gifts from foundations and corporations are an increasing share of our campaign, but most of the campaign's donations come from individual donors.

## The National Picture



The next 18 months will see increased efforts to grow Foundation & Corporation giving.

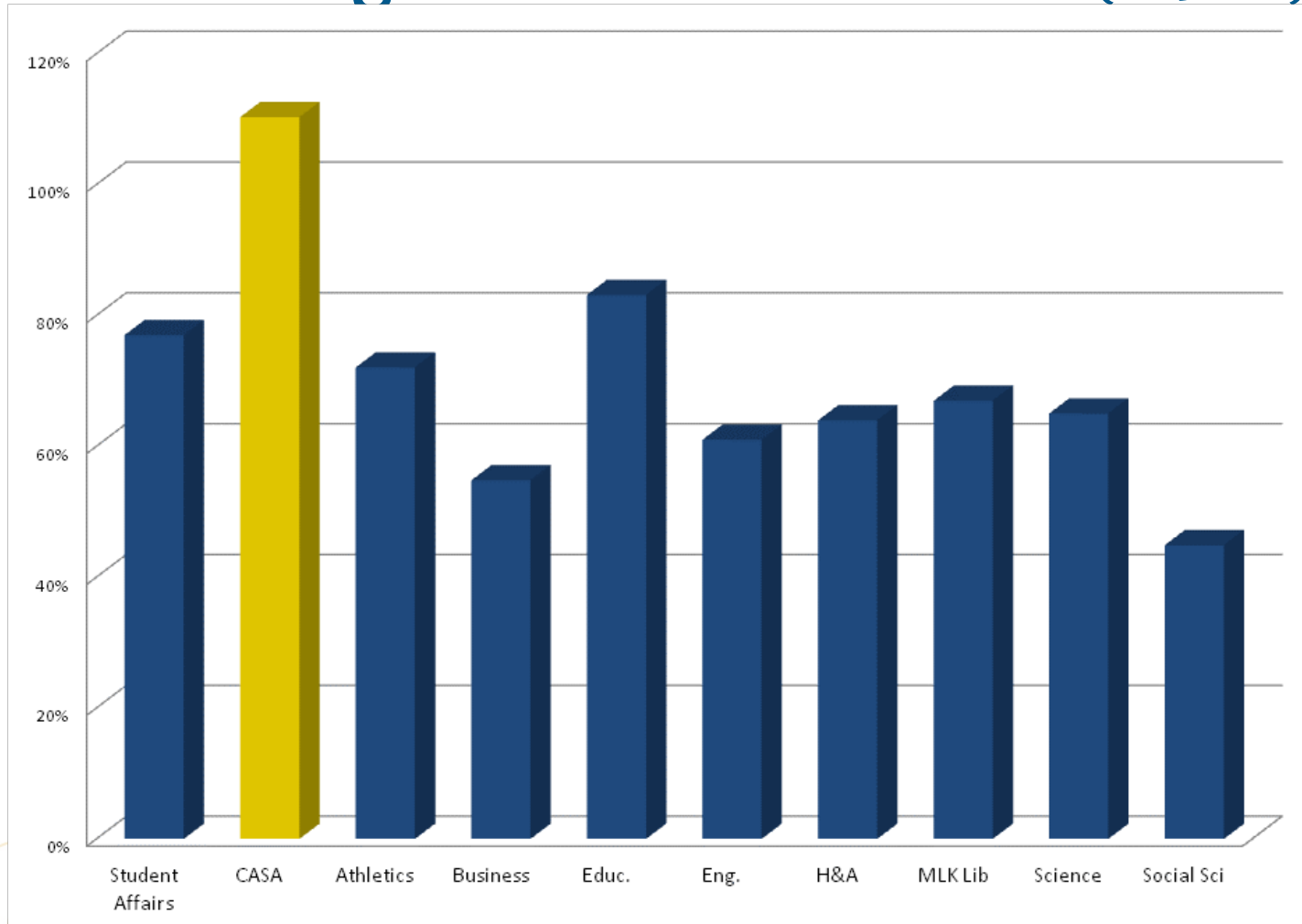


## Campaign Goals by College (10.31.2011)

	Campaign Goal	Campaign Actual	% of Goal Achieved
CASA	\$ 20,000,000	\$ 22,071,554	110.4%
Business	\$ 50,000,000	\$ 27,476,218	55.0%
Education	\$ 19,000,000	\$ 15,804,626	83.2%
Engineering	\$ 50,000,000	\$ 30,299,622	60.6%
Hum & Arts	\$ 15,000,000	\$ 9,623,064	64.2%
Science	\$ 17,000,000	\$ 10,981,834	64.6%
Social Sciences	\$ 10,000,000	\$ 4,521,825	45.2%
MLK Library	\$ 2,000,000	\$ 1,348,900	67.4%
Athletics	\$ 35,000,000	\$ 25,362,345	72.5%
Student Affairs	\$ 3,500,000	\$ 2,616,974	74.8%
Campus Wide		\$ 12,778,841	
<b>Total</b>	<b>\$ 221,500,000</b>	<b>\$ 162,885,803</b>	<b>73.5%</b>



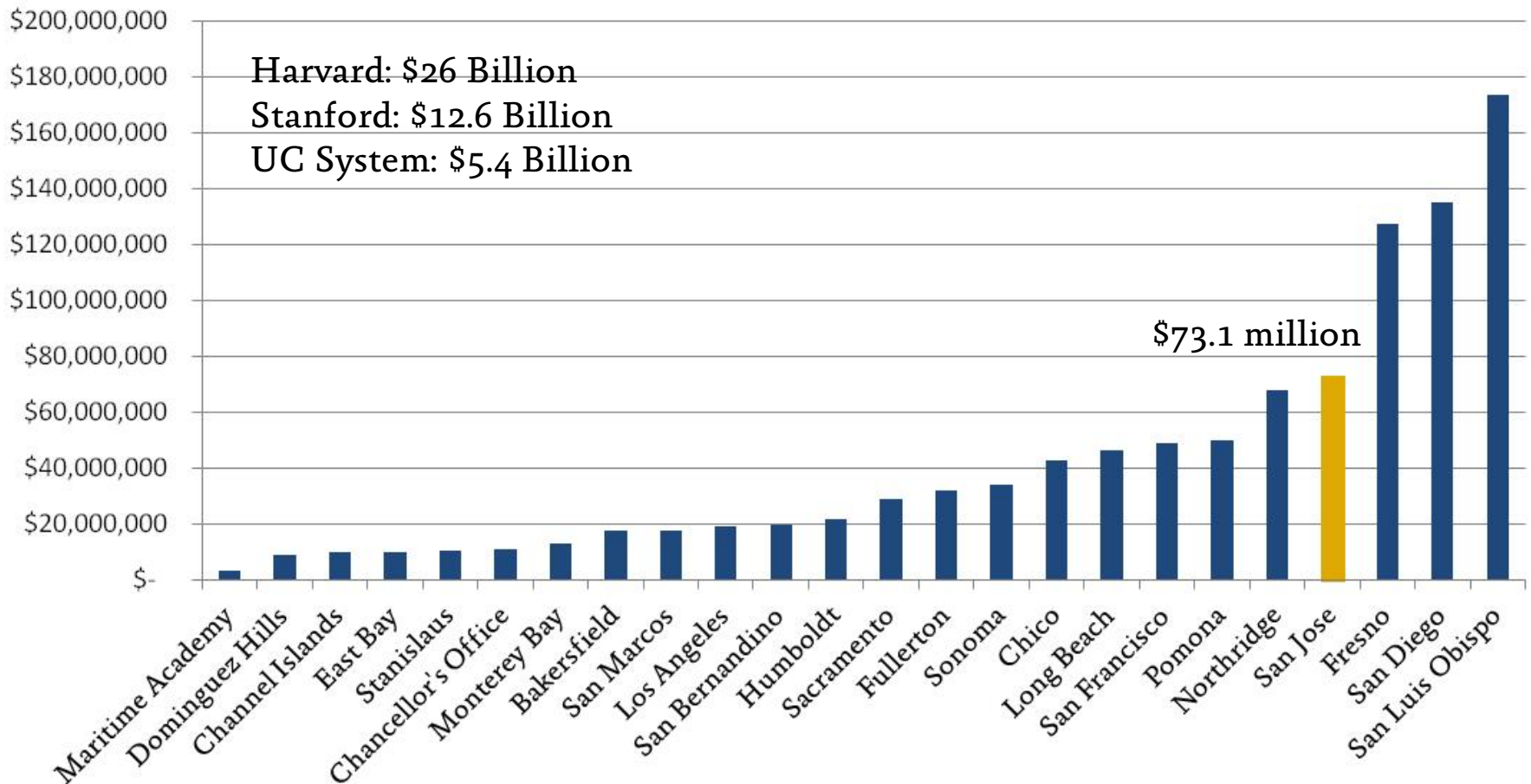
## Percentage of Goal Achieved (10.31.11)



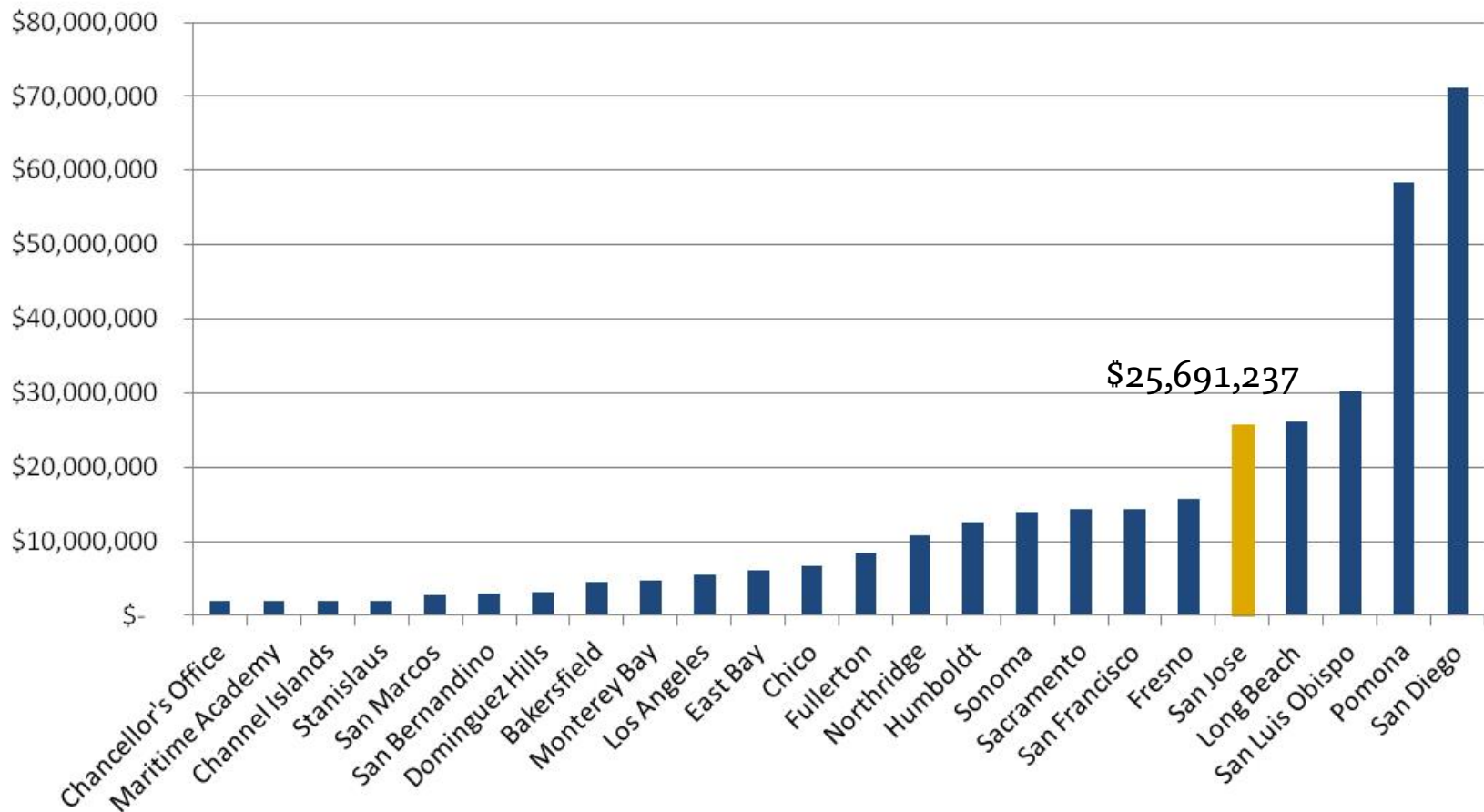
## Campaign Cash (10.31.2011)

	Cash Available for Expenditure	Cash Invested in Endowment	Campaign Cash
CASA	\$ 7,878,200	\$ 4,287,211	\$ 12,165,411
Business	\$ 6,462,828	\$ 3,928,767	\$ 10,391,595
Education	\$ 1,854,711	\$ 6,718,526	\$ 8,573,237
Engineering	\$ 4,488,869	\$ 18,137,906	\$ 22,626,775
Hum & Arts	\$ 2,594,215	\$ 2,900,061	\$ 5,494,276
Science	\$ 6,901,912	\$ 1,822,826	\$ 8,724,738
Social Sciences	\$ 1,383,855	\$ 1,423,867	\$ 2,807,721
Athletics	\$ 9,960,587	\$ 599,511	\$ 10,560,098
MLK Library	\$ 258,129	\$ 645,295	\$ 903,424
Student Affairs	\$ 993,988	\$ 468,921	\$ 1,462,909
Univ-wide	\$ 1,106,895	\$ 5,637,674	\$ 6,744,569
<b>Total</b>	<b>\$ 43,884,189</b>	<b>\$ 46,570,565</b>	<b>\$ 90,454,753</b>

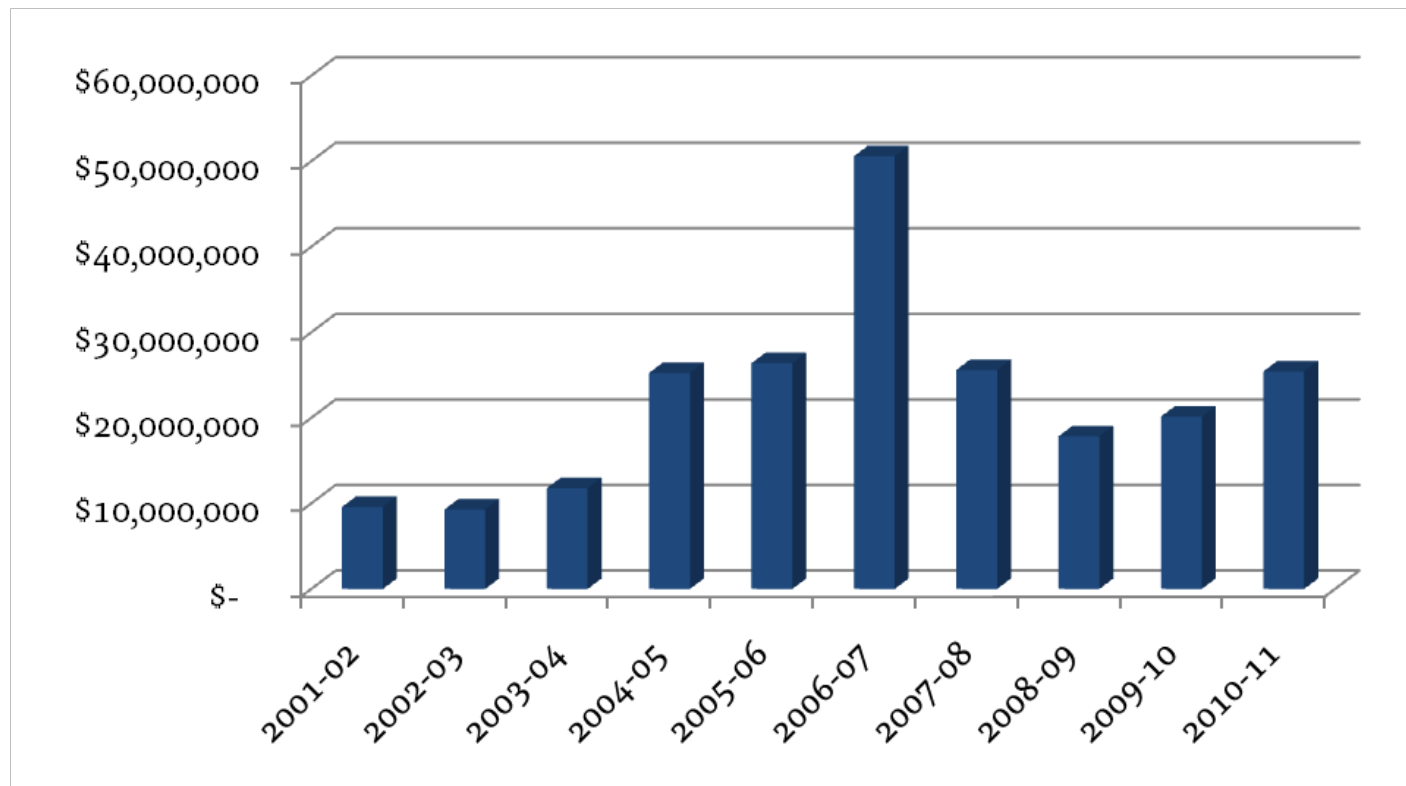
# SJSU Endowment: How we Compare (MV 6.30.11)



# 2010-11 Gifts: How We Compare



## SJSU Ten Year Giving History



# Preparing for Campaign Two: *Building the Pipeline*

**18,407**

The **total number of donors** who have made contributions to the campaign. About 8.5% of possible donors.

**9,710**

The **total number of donors giving to SJSU for the very first time**. Most of these new donors are alumni who say they received a great education at SJSU and now want to give back.

**\$24,497,390**

The **total amount of gifts first-time donors have contributed** to the campaign. Represents about 15% of total giving to the campaign.

**10**

The **number of donors** who made multi-million dollar contributions to the campaign representing 40% of campaign total.

# How We All Can Make a Difference

- **Find:** Let us know when you find alumni we don't know about.
- **Connect:** Host alumni and friends on campus for events, classes, activities, games.
- **Share:** Tell us about your successes so we can work harder to get the word out.
- **Help:** Make the current experience for our students and faculty wonderful!