



Institutional Effectiveness Plan University Advancement

Advancement

Making forward progress toward to a university's strategic plan

- **The Campaign**
- **Development**
- **Marketing and Advertising**
- **Community Engagement & Brand Awareness**
- **Strategic Communications**
- **Alumni Engagement and Annual Giving**
- **The UAFS Foundation, Inc.**



The Campaign

- Campaign Theme and Branding
- Progress Ahead of Schedule (69.5%)
- Considerations for an Elevated Goal
- Lead Donor Strategies Successful
- Path Forward Established



Development

- **Institutional Fundraising Records**
 - \$27M Single-Year Production
 - Largest Single Gift in UAFS History
 - Faculty & Staff Donors
 - Unique Donors
 - Total Gifts
- **Portfolio and Process Refinement**

Marketing and Advertising

- **Digital-First Approach**
- **11% Increase in Overall Web Traffic**
 - 35% Increase to Apply Now Page
 - 5% Increase to Admissions
- **3.33% Increase in Digital CR**
- **82% Decrease in Acquisition Cost**
- **40% Decrease in CPC in Digital Ads**



Community Engagement & Brand Awareness

- **Corporate Sponsorships**
- **Sophistication of Licensing and Royalties Operation**
- **Community and Campus Branding:**
 - Street Signs
 - License Plates
 - ARDOT Highway Signage
 - Downtown Banners



Strategic Communications

- Increase in Social Media Engagement
- Increased Volume of News Stories & Media Pitches
- Targeted Print Publications
- Over 20m Earned Impressions
- Social Listening Enhancements
- Complete Digital Audit
 - Brand Fragmentation Recovery Plan



Alumni Engagement and Annual Giving

- Role of Alumni Advisory Council
- Event Evaluation
- Communications Tactics
- Record Setting Day of Giving
- Segmentation of Mail Appeals



The UAFS Foundation Inc.

- Record High \$130M in Total Assets
- 7.2% Increase in Investments
- 41st in NACUBO's Top Performing Endowments
- 29th Largest Non-Profit in Arkansas
 - 3rd Largest in IRFs
- New Tool to Optimize Finance Processes
- Strategic Adjustments to Spending Policy

Strategic Plan Strategies and Tactics

2.1.4.2, 2.3.1.1, 2.3.1.2, 2.3.1.3,
2.3.3.2, 2.3.4.1, 2.3.4.2, 2.3.4.3,
2.3.4.4, 2.3.4.5, 4.1.2.2, 4.1.2.3,
4.2.2.1, 4.2.7.1, 4.2.7.2

The Campaign

69.5% of Campaign Goal Achieved

FY24 Goal- 80% to Goal

FY25 Goal- 85% to Goal

FY28- 100% of Goal Achieved

Strategic Plan Strategies and Tactics

2.1.4.2, 2.3.1.1, 2.3.1.2, 2.3.1.3,
2.3.3.2, 2.3.4.1, 2.3.4.2, 2.3.4.3,
2.3.4.4, 2.3.4.5, 4.1.2.2, 4.1.2.3,
4.2.2.1, 4.2.7.1, 4.2.7.2

Development

Production - \$27,673,407.94

Receipts - \$13,587,754.20

Proposals-139

Visits-552

Contacts - 1,006

Moves Management

- Qualification- Baseline
- Cultivation- Baseline
- Solicitation-Baseline

Events- Baseline

- Production- Baseline

Sponsorships - 20

- Production- \$39,100

Private Grants - 11

- Production- \$115,400

Development



FY24 Goals

- Production- \$10,000,000
- Receipts- \$8,000,000
- Proposals-150
- Visits-600
- Contacts-1,200
- Moves Management
 - Baseline (Efficiency)
- Events
 - Baseline (Efficiency)
- Sponsorships- 20
 - Production- \$45,000
- Private Grants- 15
 - Production- \$200,000

Future Goals

- Production- \$15,000,000
- Receipts- \$10,000,000
- Proposals-150
- Visits-600
- Contacts-1,200
- Moves Management
 - Baseline (Efficiency)
- Events
 - Baseline (Efficiency)
- Sponsorships- 25
 - Production- \$100,000
- Private Grants- 25
 - Production- \$1,000,000

Marketing and Advertising

Website (FY23)

- Sessions- 789,596
- Sessions-to-RFI Ratio- Baseline
- Avg. Search Position- 35.2

Advertising (FY23)

- Impressions- 23.4M
- Click-Through Rate (CTR)- 0.6%
- Conversion Rate- 4.36%
- Cost Per Acquisition (CPA)- \$36.41

Strategic Plan Strategies and Tactics

1.1.2, 1.2.2, 2.2.2.3, 2.3.4.1, 2.2.4.2,
2.3.4.3, 2.3.4.4, 2.3.4.5, 4.2.6.1

Marketing and Advertising



FY24 Goals

Website

- Sessions- 800,000
- Sessions-to-RFI Ratio
 - Benchmark
- Avg. Search Position- 35.2

Advertising

- Impressions- 23.4M
- Click-Through Rate (CTR)- 0.6%
- Conversion Rate- 4.36%
- Cost Per Acquisition (CPA)- \$36.41

Future Goals

Website

- Sessions- 815,000
- Sessions-to-RFI Ratio
 - Benchmark
- Avg. Search Position- 29

Advertising

- Impressions- 25M
- Click-Through Rate (CTR)- 0.6%
- Conversion Rate- 4.5%
- Cost Per Acquisition (CPA)- \$35.32

Community Engagement and Brand Awareness

Brand Awareness

- UAFS.edu Sessions- 789,596
- My.UAFS Sessions- Baseline

Engagement (FY23)

- Licensing Royalties- \$2,864.61
- Corporate Sponsorships- 20
- Corporate Participation- 16
- Ticket Sales- Baseline

Strategic Plan Strategies and Tactics

1.6.2, 1.8.3, 2.2.2.3, 3.4.3, 4.1.1.1,
4.1.2.1, 4.1.3.2, 4.1.3.3, 4.2.1.1,
4.2.3.3

Community and Campus Engagement and Brand Awareness



FY24 Goals

Brand Awareness

- UAFS.edu Sessions- 800,000
- My.UAFS Sessions- Baseline
 - Will be determined when My.UAFS is relaunched

Engagement

- Licensing Royalties- \$3,500
- Corporate Sponsorships- 20
- Corporate Participation- 18
- Ticket Sales- Baseline
 - Baseline

Future Goals

Brand Awareness

- UAFS.edu Sessions- 813,283
- My.UAFS Sessions- Baseline
 - Will be determined when My.UAFS is relaunched.

Engagement

- Licensing Royalties- \$10,000
- Corporate Sponsorships- 25
- Corporate Participation- 20
- Ticket Sales- Baseline
 - Baseline

Strategic Plan Strategies and Tactics

1.1.1, 1.1.4, 1.6.1, 2.1.5, 2.3.4.1, 2.3.4.2,
2.3.4.3, 2.3.4.4, 2.3.4.5, 3.4.3,
4.1.1.1, 4.1.1.3, 4.1.2.2, 4.2.2.1, 4.2.3.1,
4.2.3.3, 4.2.6.1, 4.2.7.1

Strategic Communications

Social Media

- 8.2M impressions
- 71,300 engagements - 8.54% engagement rate
- Brand health (unchecked social accounts)- 397 accounts
- Sentiment- 2% negative

UAFS Newsletters (Campus Announcements)

- Content- 62 newsletters
- Total Views- 224,972 opens
- Interactions- 5,914 clicks
- Engagement Rate- 2.60%

Print Publications

- Fall Belltower Magazine- 17,000
- Foundation annual report- Baseline
- Chancellors Report- Baseline

Earned Conversation Volume

- Content- 6,323 mentions
- Unique authors- 3,035 individual
- Overall Impressions- 21.12M
- Sentiment- 2% negative

Strategic Communications



FY24 Goals

Social Media

- Total Views- 8.2M impressions
- Interactions- 71,300 engagements
- Brand health- 298 accounts
- Sentiment- 2% negative
- Engagement Rate- 10%

UAFS Newsletters (Campus Announcements)

- Content- 62 newsletters
- Total Views- 224,972 opens
- Interactions- 5,914 clicks
- Engagement Rate- 5%

Print Publications

- Fall Belltower Magazine- 17,000
- Foundation annual report- Baseline
- Chancellors Report- Baseline

Earned conversation: overall

- Content- 6,323 mentions
- Unique authors- 3,035 individual
- Overall Impressions- 21.12M
- Sentiment- 2% negative

Future Goals

Social Media

- Total Views- 9M impressions
- Interactions- 75,000 engagements
- Brand health- 100 accounts
- Sentiment- 2% negative
- Engagement Rate- 15%

UAFS Newsletters (Campus Announcements)

- Content- 62 newsletters
- Total Views- 250,000 opens
- Interactions- 6,000 clicks
- Engagement Rate- 8%

Print Publications

- Fall Belltower Magazine- 17,000
- Foundation annual report- Baseline
- Chancellors Report- Baseline

Earned conversation: overall

- Content- 7,000 mentions
- Unique authors- 3,500 individual
- Overall Impressions- 23M
- Sentiment- 2% negative

Strategic Plan Strategies and Tactics

1.1.1, 1.1.4, 1.6.1, 2.1.5, 2.3.4.1, 2.3.4.2,
2.3.4.3, 2.3.4.4, 2.3.4.5, 3.4.3,
4.1.1.1, 4.1.1.3, 4.1.2.2, 4.2.2.1, 4.2.3.1,
4.2.3.3, 4.2.6.1, 4.2.7.1

Strategic Communications

UAFS Newsroom (UAFS.edu/news)

Total Views- 60,560 page views

Interactions- 2:41 mins. /pg.

Complete page redesign

Press Releases Distributed: 166

Earned Media Coverage

Content- 908 news mentions

Unique authors- 154 news sources

Overall Impressions- 209,030

Sentiment- 3% negative

Strategic Communications



FY24 Goals

Newsroom (UAFS.edu/news)

- Total Views- 61,000 page views
- Interactions- 2+ mins. /pg.

Press Releases Distributed: 175

Earned: Media Coverage

- Content- 1,000 mentions
- Unique authors- 154 sources
- Overall Impressions- 210,000
- Sentiment- 2% negative



Future Goals

Newsroom (UAFS.edu/news)

- Total Views- 65,000 page views
- Interactions- 2+ mins. /pg.

Press Releases Distributed: 200

Earned: Media Coverage

- Content- 1,200 mentions
- Unique authors- 175 sources
- Overall Impressions- 215,000
- Sentiment- 2% negative

Alumni Engagement and Annual Giving

Events Hosted- 14

- Registered- 1,571
- Attended- 1,326
- 1st Time Attendee- Baseline

Graduate Email Capture Rate- 94%

Alumni Participation Rate- 0.86%

Communications

- Social Media Followers- Baseline
- Impressions- Baseline
- Annual Emails- Baseline
- Open Rate- Baseline
- Opt-outs- Baseline

Strategic Plan Strategies and Tactics

1.5.3, 1.7.3, 1.8.3, 2.1.3.1, 4.2.3.1,
4.2.3.3

Alumni Engagement and Annual Giving



FY24 Goals

- Events Hosted- 14
- Registered- 1,600
 - Attended- 1,400
 - 1st Time Attendee- Baseline

Graduate Email Capture Rate- 96%

Alumni Participation Rate- 1%

Communications

- Social Media Followers- Baseline
- Impressions- Baseline
- Annual Emails- Baseline
- Open Rate- Baseline
- Opt-outs- Baseline

Future Goals

- Events Hosted- 10
- Registered- 2,00
 - Attended- 1,600
 - 1st Time Attendee- Baseline

Graduate Email Capture Rate- 100%

Alumni Participation Rate- 3%

Communications

- Social Media Followers- Baseline
- Impressions- Baseline
- Annual Emails- Baseline
- Open Rate- Baseline
- Opt-outs- Baseline

Alumni Engagement and Annual Giving

Calendar Appeals- 3

- Mail Pieces- Baseline
- Emails- Baseline
- Receipts- \$10,420
- Donors- Baseline

Annual Giving

- Receipts- Baseline
 - Donors- 1,586
 - Gifts- 3,391
 - First Time Donors- 954
 - Faculty/Staff Participation-48%
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- Day of Giving
 - Projects- 16
 - Ambassadors- 328
 - Donors- 915
 - Receipts- \$96,634



Strategic Plan Strategies and Tactics

1.5.3, 1.7.3, 1.8.3, 2.1.3.1, 4.2.3.1,
4.2.3.3

Alumni Engagement and Annual Giving



FY24 Goals

Calendar Appeals- 4

- Mail Pieces- Baseline
- Emails- Baseline
- Receipts- \$20,000
- Donors- Baseline

Annual Giving

- Receipts- Baseline
- Donors- 1,600
- Gifts- 3,400
- 1st Time Donors- 960
- Faculty/Staff Participation-50%

Day of Giving

- Projects- 16
- Ambassadors- 330
- Donors- 925
- Receipts- \$100,00

Future Goals

Calendar Appeals- 4

- Mail Pieces- Baseline
- Emails- Baseline
- Receipts- \$75,000
- Donors- Baseline

Annual Giving

- Receipts- Baseline
- Donors- 1,800
- Gifts- 3,500
- 1st Time Donors- 1,000
- Faculty/Staff Participation-60%

Day of Giving

- Projects- 16
- Ambassadors- 330
- Donors- 1,000
- Receipts- \$150,000

The UAFS Foundation Inc.

6/30 Portfolio Balance- \$127,895,446.44

Scholarships Awarded- \$2,130,668.54

Scholarships Available- \$2,935,936

Percent Awarded- 73%

Students Awarded- 1,453

Average Scholarship Amount- \$1,466.39

New Scholarships Created- 5

- Amount- \$421,563

Date Available for Fall Cycle- 2/10/22

Application Open- 2/1/22

Application Close- 7/15/22



Strategic Plan Strategies and Tactics

1.4.1, 1.4.2, 4.2.7.1, 4.2.7.2

The UAFS Foundation Inc.



FY24 Goals

6/30 Balance- \$140,000,000
Scholarships Awarded- \$2,412,324
Scholarships Available- \$3,015,405
Percent Awarded- 80%
Students Awarded- 1,500
Average Scholarship Amount- \$1,500

New Scholarships Created- 7
• Amount- \$250,000

Date Available for Fall Cycle- 11/30/23

Application Open- FA Open
Application Close- FA Close

Future Goals

6/30 Balance- \$150,000,000
Scholarships Awarded- \$3,500,000
Scholarships Available- \$3,500,000
Percent Awarded- 100%
Students Awarded- 2,000
Average Scholarship Amount- \$2,000

New Scholarships Created- 10
• Amount- \$350,000

Date Available for Fall Cycle- 11/30

Application Open- FA Open
Application Close- FA Close

Short-Term Resource Requests



Resource Description	Alignment with strategic plan pillar	Budget request on-going	Budget request one-time	Total of budget request for FY25
Targeted Efforts in Strategic Marketing and Advertising efforts to boost the Centers of Excellence	1.1.2, 1.2.2, 2.2.2.3, 2.3.4.1, 2.2.4.2, 2.3.4.3, 2.3.4.4, 2.3.4.5, 4.2.6.1	\$250,000 (\$50,000 dedicated to each Center of Excellence to execute comprehensive marketing campaigns)		\$250,000
Tool to optimize the process for Foundation awards and centralize awarding within Enrollment Management	1.4.1, 1.4.2, 4.2.7.1, 4.2.7.2	\$15,000 (50% Cost share for 2 nd instance of SLATE to award all private aid via Office of Financial Aid)		\$15,000

Long-Term Resource Requests

Resource Description	Alignment with strategic plan pillar	Budget request on-going	Budget request one-time	Total of Budget Request for FY26-28
One additional Director-level fundraising professional will be needed in this phase of the campaign to manage a large pool of major and planned gift prospects	2.1.4.2, 2.3.1.1, 2.3.1.2, 2.3.1.3, 2.3.3.2, 2.3.4.1, 2.3.4.2, 2.3.4.3, 2.3.4.4, 2.3.4.5, 4.1.2.2, 4.1.2.3, 4.2.2.1, 4.2.7.1, 4.2.7.2	\$75,000 salary and benefits (30%) \$22,500		\$97,500
Campaign Public Phase Events, Marketing and Collateral Materials	2.1.4.2, 2.3.1.1, 2.3.1.2, 2.3.1.3, 2.3.3.2, 2.3.4.1, 2.3.4.2, 2.3.4.3, 2.3.4.4, 2.3.4.5, 4.1.2.2, 4.1.2.3, 4.2.2.1, 4.2.7.1, 4.2.7.2		\$125,000 (City-wide marketing push e.g. billboards, increase in mailing and print)	\$125,000
One additional communications professional will be needed to optimize internal communications fully	1.1.1, 1.1.4, 1.6.1, 2.1.5, 2.3.4.1, 2.3.4.2, 2.3.4.3, 2.3.4.4, 2.3.4.5, 3.4.3,	\$50,000 salary and benefits (30%) \$15,000		\$65,000
One additional communications professional will be needed to optimize niche external communications (CED, corporate engagement, advisory boards)	1.1.1, 1.1.4, 1.6.1, 2.1.5, 2.3.4.1, 2.3.4.2, 2.3.4.3, 2.3.4.4, 2.3.4.5, 3.4.3,	\$50,000 salary and benefits (30%) \$15,000		\$65,000
One-time money for external communications and internal employee appreciation efforts surrounding the centennial.	2.1.4.2, 2.3.1.1, 2.3.1.2, 2.3.1.3, 2.3.3.2, 2.3.4.1, 2.3.4.2, 2.3.4.3, 2.3.4.4, 2.3.4.5, 4.1.2.2, 4.1.2.3, 4.2.2.1, 4.2.7.1, 4.2.7.2		\$75,000 (media engagement, employee gifts, museum exhibit, campus displays)	\$75,000
One additional foundation finance and operations professional will be needed should the current pace of growth continue throughout the duration of the comprehensive campaign.	1.4.1, 1.4.2, 4.2.7.1, 4.2.7.2	\$50,000 salary and benefits (30%) \$15,000		\$65,000

University Advancement

What if there were a university where futures were forged without the crushing weight of college debt? Where local talent fuels the region's largest businesses and the students of today train for the jobs of tomorrow with the experts who literally wrote the book on it.

What if there were a city where devastating shortages in essential fields were a distant memory, and where employers face the gravity of rapid technological change with confidence, because their university was ready to train their workforce in every new innovation?

What if the entire region knew there was a place where education was accessible to all, where businesses thrive, and students have the opportunity to fulfill their dreams without fear of financial burdens?

That university of the future, the one that inspires, empowers, and transforms, doesn't have to be just a dream. We're ready to build it.

