Volunteer Summit
September 8, 2012

Date: 4/30/12
By: Ed Eichhorn, VP for Development
Welcome!

Thank you for joining us today
This is a New and Exciting Day At Stevens

• There is a very positive momentum for the future at Stevens on our campus
• “We will take Stevens to Greater Heights”
• We operate Stevens with these four guiding principles in all that we do:
  – Excellence
  – Agility
  – Transparency
  – Ethics
This is a New and Exciting Day At Stevens

• Examples of Recognition for Stevens during the last year:
  – Stevens is number 23 on the Bloomberg Return on Investment list an improvement from 31 last year
  – Stevens was rated in the top 10 for Technology Schools by Wall Street and Technology as rated by Capital Market Executives
  – Stevens was rated as the number 1 source of technical employees by the Insurance Industry
This is a New and Exciting Day At Stevens

• In February Laura Barito ‘11 was named NCAA Woman of the Year a 2 time NCAA national champion only the 2\textsuperscript{nd} Division III female athlete ever to win this award
• Brittney Geyer a freshman won the 200 meter breast stroke national championship
• This semester we have 680 incoming Freshman and they have the highest average SAT’s in the history of Stevens.
• This year we also had the largest number of applications in our history – over 4300
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- We are actively working to improve our US News and World Report Rating by working on each of the rating categories

- As alumni the main thing we can do to help improve our rating is to improve our giving rate which is 5% of the scoring each year. This will also impact the endowment rating
**USNWR Analysis**

<table>
<thead>
<tr>
<th>Fall 2011</th>
<th>Fall 2010</th>
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<tbody>
<tr>
<td><strong>Overall rank:</strong></td>
<td><strong>down (from 86th)</strong></td>
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<tr>
<td>88&lt;sup&gt;th&lt;/sup&gt;</td>
<td>down (from 86&lt;sup&gt;th&lt;/sup&gt;)</td>
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<tr>
<td>• 20% Retention/graduation rank: 76&lt;sup&gt;th&lt;/sup&gt;</td>
<td>down (from 73&lt;sup&gt;rd&lt;/sup&gt;)</td>
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<tr>
<td>• 20% Faculty resources rank: 44&lt;sup&gt;th&lt;/sup&gt;</td>
<td>up (from 58&lt;sup&gt;th&lt;/sup&gt;)</td>
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<tr>
<td>• 15% Selectivity Rank (15%): 58&lt;sup&gt;th&lt;/sup&gt;</td>
<td>up (from 60&lt;sup&gt;th&lt;/sup&gt;)</td>
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<tr>
<td>• 10% Financial resources rank: 97&lt;sup&gt;th&lt;/sup&gt;</td>
<td>up (from 107&lt;sup&gt;th&lt;/sup&gt;)</td>
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<tr>
<td>• 5% Alumni giving rank: 48&lt;sup&gt;th&lt;/sup&gt;</td>
<td>down (from 35&lt;sup&gt;th&lt;/sup&gt;)</td>
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<tr>
<td>• 22.5% Peer assessment rank: 139&lt;sup&gt;th&lt;/sup&gt;</td>
<td>up (from 145&lt;sup&gt;th&lt;/sup&gt;)</td>
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<tr>
<td>• 7.5% Graduation rate performance: 193&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>down (from 170&lt;sup&gt;th&lt;/sup&gt;)</td>
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• Together as Alumni we can make a tremendous contribution to the very positive momentum that is moving Stevens to “Greater Heights”
Key Development and Alumni Accomplishments for FY 12

• We expanded our organization to allow us to meet our goals
• We began the President’s Initiative for Excellence
• We held an outstanding Presidential Inauguration
• We worked with Dave Farber to complete the development of the Dave and GG Farber Chair for Computer Science
• The students started the 1870 Society
Key Development and Alumni Accomplishments for FY 12

• Chairman Larry Babbio committed $1 million to the Chairman’s Challenge Matching Fund
• We held successful alumni events in San Francisco, Los Angeles, Atlanta, and several locations in Florida
• Redesigned the Alumni Weekend Program of Events
• We had best attendance at Alumni Weekend on Record
Key Development and Alumni Accomplishments for FY 12

• We helped to support the Dinner Dance to celebrate 40 years of women at Stevens.
• We have launched a new program to increase awards for accomplished alumni.
• Published a Record of Philanthropy for the first time in five years.
Key Development and Alumni Accomplishments for FY 12

• Completed the Redesign of the Indicator
• Provided a complete Alumni Weekend Program in the style of the new Indicator
• Provided funding and fundraising support for the launch of the Financial Center, the BI&A program.
Fund Raising Objectives – A sign of Change

• Our Goal for FY 2011 was $4.02 million
  – In FY 2011 we raised $4.2 million
• Our Goal for FY 2012 was $8.5 million
  – In FY 12 we raised $13.75 million
• Our goal for FY 13 is $15 million
• Our goal for FY 14 will most likely be $20 million
Stevens Office of Development
1/1/11

Ed Eichhorn
Vice President for Development

Greg Kramer
Assistant Vice President
Major Gift Officer

Dawn Da Silva
Assistant Vice President
Major Gift Officer

Amy Kraus
Director of Research & Prospect Management

Zef Ferreira ’01
Director of Reunion Giving & Regional Programming

Michelle Schleibaum
Assistant Director – Major Gifts

Mary Ridiger
Administrative Assistant

Carol Wickam
Administrative Assistant

Cory Milloy
Data Base Manager

Lisa Riqoux-Hoppe
Gift Accounting Associate
FY 13 in Development and the Alumni Association

• FY 12 was a successful year of change and new initiatives
• FY 13 will also be a year of change and even more new initiatives
Key Activities for this Fiscal Year

• Today’s Volunteer Summit
• Meeting Our Strategic Plan Challenges
• Establishing A Successful Annual Awards Event
• Hosting a Stevens Family Reunion
• Changing the Hall of Fame Brunch to a Dinner
• Converting Our Database to Raisers Edge
Key Activities for this Fiscal Year

• Improving our Alumni Contact Information – Especially E-mails
• Preparing for a Major Campaign
• Expanding Alumni Annual Giving Participation
• Supporting the Solar Decathlon
The Future, Ours To Create

• We have completed the strategic planning process
• This was a very open process with input from several hundred members of our community
• The plan was endorsed by the Alumni Association EC
• It was approved by the Board of Trustees
• A final version will be published within the next several weeks.
Strategic Plan Goals for Us

• We will develop and formalize mechanisms that ensure that our alumni are more engaged with Stevens faculty and students, with important and tangible benefits to both

• We will ensure that the President’s Initiative for Excellence is successfully completed by June 30, 2014, raising at least $30 million

• We will achieve a philanthropy target of $70 million by 2017 to support key initiatives in the first five years of the Strategic Plan, and an additional $100 million during the balance of the Plan’s implementation
Strategic Plan Goals for Us

• We will increase the undergraduate alumni giving rate from a 2011 baseline of 18% to 25% by 2017.

• We will achieve a 10-year growth in the value of the endowment, not including return on investment, of at least $60 million.
Fundraising Goals: Dollars Per Year

- **Capital Campaign:** $187M
- **President’s Initiative For Excellence:** $45M
Fundraising Goals: Number of Donors Per Year

- UG Donors
- GR Donors
The Things We Can Do to Support the Plan

• Build on our successful redesign of alumni events for FY12
• Expand the class reunion and scholarship committees
• Improve Alumni support of Stevens
• Continue to improve the Indicator and the Alumni Letter to Improve Communications
• Our Offices can provide higher quality support to you and your efforts as alumni volunteers
Conclusion

• We have made some important progress over the last year.
• We still have a long way to go to be in a position to deliver the goals of the strategic plan.
• I am confident with your help that we will meet our goals for the support of our Alma Mater over the next ten years.